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The **TALKING** *W*
MACHINE *W*
WORLD *W*

*For the
makers &
sellers of
talking
machines*

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, July 15, 1921

Victrola

REG. U. S. PAT. OFF.

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



"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF.

Victor Talking Machine Company, Camden, N. J.

*The following advertisement which recently appeared
in the New York newspapers speaks for itself*

Landay

BROS.

HEADQUARTERS FOR VICTROLAS
NOW ALSO HEADQUARTERS FOR



IT has always been the philosophy of this institution that one cannot play every instrument in the band. That is why for twenty years we have preached exclusively the gospel of Victor Quality. We are not now changing our philosophy, but proving it. Our devotion is to a principle, not a name. That principle is Quality. For twenty years its only synonym was Victrola. Today it is also Sonora. The Victrola still stands for Quality there has been no change. But its historic isolation is challenged. A pupil has drawn level with the master and supremacy has company. We need not descend to comparisons. As children look equally good to their mother, so ours look equally good to us. It is a case of doubled, not divided devotion. We neither like the Victrola less nor the Sonora more. We simply must recognize and respond to the ever-increasing demand for the superb Sonora.

*You are cordially invited to visit a Landay Store and
view the representative and newly-delivered collection of*

"The Highest Class Talking Machine in the World"

SONORAS \$50 TO \$1800
CONVENIENT TERMS IF DESIRED

427 Fifth Avenue
Near 38th Street

YONKERS
11 North Broadway

23 West 42nd Street
OPEN EVENINGS

NEWARK
775 Broad Street

945 So. Boulevard
Near 163rd Street

The Talking Machine World

Vol. 17, No. 7

New York, July 15, 1921

Price Twenty-five Cents

MAGNAVOX REPLACES ORCHESTRA

Talking Machine Dealer in California Solves Perplexing Problem Most Successfully and Provides Needed Music for Dancing

A talking machine dealer in California was considerably perplexed recently in trying to solve an unusual problem. He had just been approached by several young men from the mountain regions and asked if he would help them to secure music for a dance they wished to give. He was puzzled because he was told that while they had cleared out an old barn for a dance hall the small community in which they lived did not even boast of a piano. Furthermore, owing to the condition of the roads, it would be practically impossible to have one carted there, and every available orchestra in town flatly refused to play for a dance without a piano.

While trying to solve the problem a representative of the Magnavox Co. happened to visit the dealer and, upon inquiry, he learned that there were several talking machines in their village with plenty of records. He looked up his demonstrator Magnavox and soon convinced the boys that their problem was solved.

The sale problem was another serious question, for it was found that while the boys were able to get enough money together to hire an orchestra they were not in a position to secure sufficient funds to pay for the Magnavox. This problem was easily solved, however, for they informed the Magnavox representative that they were planning to give a series of dances during the Summer. Arrangements were then completed, whereby they agreed to pay the talking machine dealer the money that they had on hand for hiring an orchestra and they would then be furnished the Magnavox with a supply of the latest records. They agreed to bring the Magnavox back to the dealer when the dance was over, and when the next one was scheduled they would hire it again, paying the money which would have been used for an orchestra; these payments applying on the purchase price of the Magnavox.

When the full amount was received by the dealer the complete equipment was turned over to the boys as a permanent possession, and in this way they were provided with equipment for future dancing and other entertainments.

You advertised last year for good will; advertise this year for business.

IMPORTANT PRINCIPLES WHICH GOVERN WINDOW DISPLAY

Broadly Considered, They Are Similar to Those Formed the Same Function—That of Securing

Declaring before the Associated Advertising Clubs that window displays and advertising must perform the same function, and therefore must be governed by the same principles, Gordon Schorfaber, of Providence, R. I., in discussing the subject, said in part:

"The same type of mind, the same vision, are necessary in the fundamental planning of a display as in planning an advertisement or store event. The means employed in planning a display are different, but the successive psychological steps which every salesman, whether in print or in person, learns in the very primary grade of selling technique are the same—the same as your advertising planner uses daily as his tools. A display, like a salesman and like a printed advertisement, to get results must proceed somewhat along the sequence of first getting attention, then arousing interest, developing interest into desire and intensifying desire to the point where action results.

"The same keen appreciation of news-value and timeliness and appraisal of the worth of a 'stunt,' the same clarity of expression, the same knowledge of the principles of art, the same

MUSIC "BUILT IN" THE HOME

Architects Planning New Apartment Houses With Talking Machines "Built In"

The statement made recently by an architect that he had finished plans for a number of apartment houses in which he had provided for talking machines being "built in" the same as closets has aroused much comment. For instance, the Toledo Blade in a recent issue remarked:

"The suggestion made the other day that it would not be long before we should have homes with the talking machine built in can be taken as a prophecy by the thoughtful, if first wish. It is not as grotesque as it appears on first glance. Perhaps it will not be the talking machine but something else equally remote as a permanent fixture. The trend of building is this way.

"There are many houses still standing in this city which were erected without provision made for furnaces; hundreds that were built without thought of electric lights; and it is a smart architect who includes in his plans conduits for telephone wires.

"A bath-tub in a room especially constructed for bathing purposes, with connections to a constant supply of water and means of providing hot water at any time, would have seemed something like a Jules Verne tale not so many generations ago, while the proposition of building an ice-box into a house would have appeared idiotic in the boyhood days of most men of middle age at present.

"Architecture, taking so many of its ideas from the civilization of the Greeks and Romans, has been slow to join forces with science, but it is doing it now. The theory that the useful cannot be beautiful is vanishing. When we get back to the habit of building houses for people to live in we shall see more strange things in the way of 'built-in' innovations than talking machines."

REQUIREMENTS FOR SALES SUCCESS

Call your salesman's attention to these paragraphs, especially the last, which are set forth by the Silent Partner:

"The first requirement for getting results as a salesman is to know yourself.

"The second absolute essential is to know your goods.

"The third necessary qualification is to know your customer.

"The fourth big punch is to have decision to stop selling and close the deal."

Governing Advertising Because Both Must Perform for the Man Conducting the Store

recognition of the value of neatness and order with contrast to secure emphasis and relieve monotony, are as necessary in the man who controls the display policy of a store as in the man who produces and regulates its advertising columns and expends or contracts the appropriations for any given line of goods.

"The merchandising sense and sound business principles of the display planner must be wisely tempered with that outside or 'consumer viewpoint' which is one of the advertising man's most precious assets and an asset not often possessed by other than advertising men. For if a person with only the merchandise viewpoint is in the saddle a store's displays are too likely to continuously show the things the store wants to sell, instead of the things the shopping community wants to buy.

"And when we add to these points the unique fact that the display often is merely an extension of an influence in the consumer's mind begun by a printed advertisement, we forget, it seems to me, just as the display itself often forgets, the connecting link in the chain of conclusive evidence which produces action!"

SELL MACHINES TO VACATIONISTS

A Good Market Is Assured at This Season—Quick Profits Can Be Secured by Dealers

The vacation season is here and the wide-awake talking machine dealer will take advantage of that fact by catering to the desires of that part of the public which is going away for the Summer. A sure profit and quick stock turnover of small portable talking machines can be realized at this time by the prosecution of a vigorous campaign directed to people who are contemplating going on a vacation. The business that can be worked up should appeal to the dealer more particularly because of the existing depression in general trade.

Dealers who are thinking of taking advantage of this opportunity must not expect that profits will be realized by waiting for the public to come in and buy. Such is emphatically not the case. On the contrary, the dealer should utilize every possible medium of bringing his wares to the attention of the people he desires to reach. If proper advertising and other methods of gaining publicity are employed, the expenditure of effort and money will be amply rewarded by a greater volume of sales, and consequently a larger profit.

Advertising should bring out the fact that the machines are especially convenient for vacationists; that they can be easily carried in the automobile or canoe; that they take up but little space in the tent or bungalow, and that added enjoyment will be realized on the vacation by the addition of music.

GETTING NEWSPAPER PUBLICITY

Amateur Investors Get Much Space Regarding "Doings" in Domain of Sound Reproduction

Judging from the stories we frequently come across in the daily papers a number of amateurs are apparently deriving considerable newspaper publicity from their experiments in reproducing sound from the talking machine record without the usual needle and sound box. One would consider from the way this matter is seriously described in the papers that some abstruse theory of acoustics was being solved. The subject is hardly worthy of serious consideration, but we believe it should be the duty of dealers to caution their customers against this misuse of records. Nothing of value can be gained by these experiments, which are of little purpose other than curiosity.

ADLER BUYS LEVINGER STOCK

Adler Music Co., of Baker, Ore., Secures Victrola and Victor Record Lines, Which Will Be Handled in Addition to Edison and Columbia

BAKER, ORE., July 3.—Through a recent purchase of the Victrola stock from Louis Levinger, of the Rexall Store, Sanford Adler, of the Adler Music Co., becomes proprietor of one of the largest talking machine businesses in eastern Oregon. In addition to the Victor line Mr. Adler retails the Edison and Columbia lines, thus giving him a very comprehensive line of instruments and records to appeal to the purchasing public. Mr. Levinger states that owing to the increase of his drug business he found it necessary to give up his talking machine agency, and feels that it has gotten into good hands through his sale to Mr. Adler. The money consideration was in the neighborhood of \$7,500.

NEW YORK FIRM INCORPORATES

The Cosmopolitan Record Corp., talking machine dealer of New York, has been granted a charter of incorporation under the laws of that State, with a capital of \$25,000. The incorporators are T. Maxfield, C. Fechner and J. L. Cooke.

Some Questions to Test the Progressiveness of the Talking Machine Dealer

By Frank H. Williams

Are you, Mr. Talking Machine Dealer, making all the money that you could make out of your store?

Isn't there something you could do which would help to increase your returns?

Have you ever thoroughly analyzed your proposition for the purpose of finding ways and means by which you could get in more money from day to day?

Undoubtedly it would be worth while for you to conduct such an analysis of your store. And, for the purpose of helping you to do so, the following list of questions has been prepared.

Ask yourself these questions, Mr. Dealer. Answer the questions truthfully. If you will do this you will undoubtedly find ways and means of healthfully increasing your business.

Here are the questions:

Do I give as much personal attention to my store as I should or am I inclined to let the store run itself while I am busy about other things?

If I am unable to give the store any great amount of personal attention, do I see to it that the man who is in charge of the establishment gives the store the kind of thoughtful, business-building attention that it should have?

Are my salespeople the sort of folks who take an interest in their work, who are always thoughtful and courteous and who are eager to serve customers in such a way that the customers will want to come back to the store again and again?

Have I ever looked at my store and at the services rendered by my salespeople from the viewpoint of a customer?

Wouldn't it be a mighty good thing for me to

look at my store from this viewpoint of an outsider?

Wouldn't the doing of this be quite sure to give me new ideas and to show me places where I could better the store to the end that I would net more business?

Am I open to suggestions or am I inclined to feel that no one knows how to run the store quite as well as I do or that no one could have

Wouldn't it be a mighty good plan for me to get busy and do these things at once?

Wouldn't it be a good plan when doing these things to secure an expression of opinion from my customers and from my salespeople regarding the new plans for the purpose of seeing just what other folks think about the proposition?

When I do secure these outside expressions of opinion will I pay any attention to them or will I discard them without any great amount of thought?

Would I, if I were a customer, want to shop regularly in my store?

If I were a customer just what would I think of the store arrangement?

What would I think of my store service? Of my window displays? Of my newspaper advertising? Of everything connected with my store?

While speaking of window displays let me ask myself these questions concerning my displays:

Do I change my displays frequently or do I allow the same old displays to remain in the windows from week to week gathering dust and becoming more bedraggled and unattractive as the time goes by?

Do I make the most effective possible use of the window trimmings furnished me by the manufacturers and distributors?

Do I see to it that all the material sent by the manufacturers and distributors for use in making my windows attractive is used in the trimming of the windows? Or do I allow some of this valuable material to be discarded because its use involves the expenditure of some time and thought?

(Continued on page 6)

Analysis of the Store and Its Conduct Will Be Found a Profitable Investment by Most Enterprising Dealers

any good ideas about running the store except myself?

What new things have I done in the store during the past year or the past five years for the purpose of bettering the store and securing more trade?

What other things have I had in mind to do for the store during the past months or years which I have been putting off from time to time until I felt more like doing them?

**Knight-Campbell
Music Co.**
1608 Wynkoop St.
Denver, Col.

**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 **COME!** radiant welcome to the Victor Jobbers' Convention at Colorado Springs on July 11-13.



**Victor
Dealers**

Victor Supremacy

The universal recognition of Victor supremacy is one of the greatest assets of every Victor retailer.

With Victrolas in such splendid variety, Victor retailers can satisfy every demand, and the volume of business is limited only by the individual effort of each 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 process of manufacture, and should be used together to secure a perfect reproduction.

Victor Wholesalers

Albany, N. Y. Gately-Haire Co., Inc.
 Atlanta, Ga. Elyce Talking Machine Co.
 Phillips & Crew Piano Co.
 Baltimore, Md. Cohen & Hughes
 E. F. Droup & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
 Birmingham, Ala. Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine Co.
 The N. Steiner & 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 Warltler Co.
 Chicago Talking Machine Co.
 Cincinnati, O. Ohio Talking Machine Co.
 The Rudolph Warltler Co.
 Cleveland, O. The Cleveland Talking Machine Co.
 The Echus Musical Co.
 Columbus, O. The Perry B. Whitson Co.
 Dallas, Tex. Sanger Bros.
 Denver, Colo. The Knight Campbell Music Co.
 Des Moines, Ia. Nickel Bros Co.
 Detroit, Mich. Grinnell Bros.
 Elmhurst, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walk 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. N. Housck Piano Co.

Milwaukee, Wis. Badger Talking Machine Co.
 Minneapolis, Minn. DeLwith, 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 Blotz
 C. Bruno & Son, Inc.
 Charles H. Ditson & Co.
 Kosterhoder Talking Machine Co., Inc.
 Musical Instrument Sales Co.
 New York Talking Mach. Co.
 Ormes, Inc.
 Sills & Fearall Co.
 Omaha, Nebr. Ross P. Curtice Co.
 Nickel Bros. Co.
 Peoria, Ill. Putnam Page Co., Inc.
 Philadelphia, Pa. Louis Bushn Co., Inc.
 U. J. Heppe & Son
 The George D. Grinstein Co.
 Penn. Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weyman & Son, Inc.
 Pittsburgh, Pa. W. F. Frederick Piano Co.
 L. G. Mellor Co., Ltd.
 Standard Talking Mach. Co.
 Portland, Me. Cresscy & 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. Koster-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. Droup & Sons Co.
 Rogers & Fischer.



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 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.



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

A QUIZ FOR TALKING MACHINE MEN

(Continued from page 3)

Do folks ever comment favorably on my window displays?

If they do not, isn't that a pretty good indication that my displays are not making the impression they should make?

Do I hook up store arrangements and the goods shown on my counters with the display in my show window?

For instance, when there is a display in the show windows of some certain talking machine records, do I feature those records on my counters so that the attention of all the customers entering the store will be called to the records?

Or when I am featuring some particular kind of machine in my show windows do I see to it that there is a good, prominent display of the same machines inside the store near the main entrance?

Do I occasionally have a special counter near the main entrance on which I feature the goods which are being displayed in the main show windows?

In other words, is my sales promotion work well balanced, or do I simply put some goods in the show window and let it go at that, without doing the least little thing to hook up my displays inside the store with the goods shown in the windows?

Do I also hook up my window displays and counters with all the newspaper advertising I run?

For instance, when I am running a newspaper advertisement calling attention to some special records, do I see to it that the records are also featured in my show windows and on my counters?

Am I making my newspaper advertising just as effective as I possibly could make it, or do I dash off something and pay for having it published without considering it from every angle as to whether or not it will really help me sell more goods?

Do I use the electric furnished me by main

lecture and distributor, or am I inclined to forget that the ads thus furnished me were prepared by skilled advertising men and that their insertion by me is sure to help me sell larger quantities of the goods mentioned in the advertisements?

Do I check up on my ads so as to know just which ads create the most business for me and just which ads are the least effective?

And do I then try to frame future ads along the lines of those ads which have brought me the most business?

VICTROLA MUSIC ON CITY PIERS

Talking Machine Meets the Emergency When Funds Are Not Available for Hiring Bands

Despite all the statements by various officials of New York City from the Mayor down regarding not only the desirability but the absolute necessity of music for the public, it appears that city coffers are so depleted that there is no money available for the hiring of bands to play on all the recreation piers. The result is that some of these piers have been opened simply as breathing spaces for residents of the populous districts.

It is interesting to the talking machine trade, however, to know that once again the talking machine has come to the rescue, for it has been arranged to have a Victrola equipped with a Magnavox gramophone on the various piers on different evenings during the week. It is believed that the talking machine will serve temporarily at least to fill the public desire for music until provisions can be made for hiring a band.

SWISS CUSTOMS DUTY TRIPLED

It is reported that the new Swiss Customs Tariff, which went into effect on July 1, provides for a duty of sixty francs per hundredweight on talking machines and phonographs, as compared with the old duty of twenty francs.

Do I run my advertising in the local newspapers on a regular schedule or is it inserted on a haphazard, hit-or-miss basis which has no definite plan and which, for that reason, can hardly be expected to bring in any very definitely results?

Are the records I am selling those which have the biggest appeal to the trade I am catering to? Ask yourself these questions, Mr. Talking Machine Dealer, and give candid, honest answers to all of them.

You'll find it will help you immensely to do so. Do it NOW!

GILMORE BROS. TAKE ON BRUNSWICK

Well-known Department Store of Detroit to Give This Line Strong Representation

Detroit, Mich., July 5.—Announcement is made by P. J. Gordon, district manager in the talking machine department of the Brunswick-Balke-Collender Co.'s local office, that Gilmore Bros., Kalamazoo, Mich., have taken on the Brunswick and will soon handle this line exclusively.

Gilmore Bros. operate a large department store and are well and favorably known in their city. They have devoted the front of their entire third floor to their new phonograph department and will add additional demonstration rooms in the Fall. They are very enthusiastic over the outlook for talking machine trade and announced their assuming the Brunswick agency in a full page in the local papers.

L. L. PARKER RE-ENTERS BUSINESS

Lloyd L. Parker, following a three months' vacation, has re-entered the music business in Harrisburg, Ill. Mr. Parker has purchased the Barney Ashe Music Store and will carry a full line of Victorlans and Victor records, as well as Golbrausen players and Jesse French pianos.

Conservation is one-half of every business success, and conservation begins with a simple bookkeeping system.

The Life of the Phonograph Depends on the Oil

Any ordinary kind may seem good for a short time, but the efficiency of the best machine is soon ruined by poor oil. If you care about the reputation of your phonographs—if you want them to give the service planned for them by the genius of the makers, don't take chances—use *NyOil* and no other.



NYOil is put up in the following sizes:

No. 32 (Cans)	1 Quart
No. 128	1 Gallon
No. 540	5 Gallons

DEALERS

in Talking Machines should see that every customer is supplied with NYOil.

NYOil

is the most highly-refined phonograph oil in use. Every impurity is taken from it, leaving only what is required to keep a machine in perfect condition. It will not gum or become rancid. It is colorless and has absolutely no odor. It lubricates the machine and is unequalled as a polish for fine woodwork.

We Make Over 80% of the Watch Oil Used in America

and have done so for more than 50 years. This means that we know the kind required for fine mechanisms. *NyOil* is everywhere recognized as the standard lubricant for Phonographs, Sewing Machines, Typewriters and other machines requiring a pure, quality oil.

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.



NYOil is put up in the following sizes:

No. 1	Bottle 1 ounce
No. 4	" 3 ounces
No. 8	" 8 ounces

EDISON

says: "We have thoroughly tested NYOil and find that it is suitable for use on our phonographs."
Thomas A. Edison, Inc.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



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



Victrola XI, \$150
Mahogany, oak or walnut

Victor Supremacy

is firmly established on a basis of great things actually accomplished.

A supremacy that is growing greater every day—that insures ever-increasing prosperity to every Victor retailer.

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Victor Talking Machine Co.

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



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

The TALKING MACHINE WORLD

For the makers of sellers of Talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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REMITTANCES should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

NOTICE TO ADVERTISERS—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Edbill," New York.

NEW YORK, JULY 15, 1921

TREMENDOUS GROWTH OF THE INDUSTRY

THE report of the Bureau of Census regarding the talking machine trade in 1919 and comparing the condition of the trade in that year with the situation in 1914, which appeared in last month's World, is of unusual interest, for it represents official information relative to the tremendous growth of the industry within that period. It is to be assumed, of course, that there can be found some errors in the census figures which are based on information collected from sources which may not take in every detail, but even though they be discounted to a certain degree they cannot but impress the casual observer with the high importance of the talking machine industry as a whole.

An industry the products of which grew in value from \$27,116,000 in 1914 to \$158,548,000 in 1919, nearly 500 per cent, is an industry that is distinctly worthy of consideration and one that the average business man should be glad to be tied up with. In the same period all other branches of the music industry, including pianos, hand instruments, musical merchandise, etc., showed a growth in value of products from \$96,198,000 to \$176,141,000, or about 83 per cent. It is no wonder that the manufacturers and retailers in other lines of musical instruments regard the talking machine trade with so much interest and to a certain degree with envy.

From only 18 establishments in 1914 the industry grew to 166 in 1919, and there is reason to assume that quite a number of so-called manufacturers were overlooked by the Census Bureau in the latter year. Should the census be taken again this year it would be found that the number of establishments had dropped materially, for during the past twelve months a substantial number of concerns listed as manufacturers have closed up shop and vanished. In the face of this, however, the value of the products will be found to be pretty close to the 1919 level.

As it stands now, or as it stood in 1919, the value of talking machine products came pretty close to representing 50 per cent of the total value of all musical instruments and parts manufactured in the country, for they represented a total of \$158,000,000, as compared to \$176,000,000 for all other products. These figures are indeed significant and should provide a fitting answer to those who, year after year, for the past decade, have pretended to see the passing of the peak of the talking machine demand. The fact remains that the industry stands well among the other industries of the country and is of sufficient magnitude to insure permanence and a certain measure

of growth for many years to come. The talking machine is no longer a passing fad or fancy, for the public of the country do not absorb fads at the rate of \$158,000,000 a year.

THE BUSINESS SITUATION SUMMARIZED

THE popular business slogan of the day, "Hard times are not coming but soft times are going," sums up in a few words the actual conditions as they are regarded by the business men of wider vision. There is a wide difference between the business depression under which industries have been laboring and hard times as they have been known to exist in this country, but there is no question regarding the fact that to keep business moving at all an unusual amount of effort is required.

The talking machine trade, taken as a whole, is fortunate in that it has suffered less than the majority of the industries of the country. It was one of the last of the trades to feel the weight of depression at all, and at no time has the industry been at a standstill. The worst that has happened is that there has been a falling off in demand, and the abnormal conditions that existed during the past few years have given place to a situation that demands salesmanship and careful business management.

The chief handicap under which certain talking machine dealers are operating is that they have not heretofore been called upon to exert any great amount of selling ability. With most of them this ability existed, but it had for a long time been more or less dormant, and in the emergency it was a comparatively simple matter to develop the selling end along the recognized lines. There have been a number, however, who have become so used to having the business come to them that they have been unable to meet the new situation successfully and have suffered accordingly. In view of the close co-operation offered by the various leading manufacturers, however, including the advertising and sales helps supplied to the dealer, he is free from most of the worry of planning the selling campaign and is simply called upon to go out directly and sell. The man is indeed lacking in energy or the ability to apply the principles of good business if he cannot get results from the material thus placed at his hands.

The distribution problem in the trade has changed from that of "sit and take it" to "go and get it" when it comes to business. There is nothing fundamentally wrong with the industry. There is no really tangible buyers' strike such as was reported in other lines of trade. It is simply that the public instead of buying is in a frame of mind where it demands to be sold. It will be found that the retailer recognizing this principle is not going to have much time to complain that business is gone to the dogs.

SUCCESS OF CARAVAN CONVENTION IDEA

THE Edison Caravan Convention which opened in New York so successfully as The World went to press last month closed its sessions, after visits to New Orleans and Chicago, in Vancouver on June 27-28 in a blaze of glory. The various sessions brought together a great body of enthusiastic and optimistic dealers and wholesalers, and the sessions were, as a whole, most inspiring and stimulating. The program was original and excellent in quality; the sales talks and the many interchanges of views arousing not only confidence but a new spirit of enterprise among those present.

The various gatherings again demonstrated the success of the Edison Caravan Convention idea, and the fact that an ambitious program, such as that represented at this convention, could be successfully presented in four cities in widely separated sections of the country, before more than five thousand dealers, is in itself a tribute to the ability and foresight of those responsible for the development and execution of the idea.

The thought back of the Caravan Convention is that instead of taking several thousand dealers from their businesses and bringing them across the country for one general convention, it is better to reverse the process and bring the convention to the dealers, hence it is that in New York, New Orleans, Chicago and Vancouver Mr. Maxwell's play and the program that accompanied it served to arouse the enthusiasm of audiences that in each city exceeded a thousand in number. It is but natural that the Edison Caravan Convention idea should attract attention from many other industries who see in the plan a solution of the problem of maintaining contact between manufacturer and retailer successfully and, according to the general standard, economically.

THE NEW CANADIAN COPYRIGHT LAW

THE passage last month of the new Canadian Copyright Act is of direct interest to the talking machine industry and particularly to those concerns who, with headquarters in the United States, maintain complete manufacturing and sales organizations in the Dominion. The important point, of course, is the inclusion of the paragraph in the Act providing for the payment of a flat royalty of two cents for the use of copyrighted music on records and music rolls. This feature of the Act follows along the line of the United States Copyright Law of 1909, and although not considered particularly burdensome to the record interests, nevertheless means that in Canada many thousands of dollars in royalties must be paid to publishers and composers by record makers that heretofore has been avoided through the absence of any definite law.

The talking machine interests can find some solace in the fact that the efforts of music publishing interests to have the Canadian Act provide higher royalties for the use of music were not successful, for should the higher royalties have been obtained it is believed that that fact would have been cited as a precedent in demanding higher mechanical royalties under the provisions of the United States Copyright Act, which, it is expected, will be before Congress very shortly. Incidentally, it might be well for all record interests to watch the progress of copyright legislation in this country with a view to protecting their interests.

NEED FOR ACTIVE ASSOCIATION WORK

EVIDENCE of the necessity for strong and active association work on the part of talking machine men in various States is offered in the case of the MacDade Bill that was passed by the Pennsylvania Legislature recently and then vetoed by the Governor. The bill was designed for the direct benefit of talking machine dealers, and explicitly exempted talking machines, sold on instalments or hired, from levy or sale on execution or distress for rent.

When the measure was first introduced the attention of the trade was called to the necessity of getting behind it and making every effort to see that it was passed. Although several attorneys representing large Philadelphia department stores selling talking machines, as well as members of the Pittsburgh association and a few individuals, sensed the importance of the bill and lent their support to it, the interest was in no sense State-wide, and it was not until the message went out that the Legislature would probably ignore the bill entirely unless the trade showed some signs of life that any organized effort was made to push the bill through.

Even though the Legislature was moved to act favorably, the Governor in the absence of any definite and strong trade arguments for the measure saw fit to veto it. It is understood that the landlord and real estate interests of the State were more active in seeing that the bill was vetoed than the talking machine men were in seeing that

the bill was passed. As the matter stands now, a talking machine that has been sold on instalments may be seized for rent in Pennsylvania, even though the title in the instrument rests with the dealer. It may be that the MacDade Bill, or a similar measure, will be introduced again, but that means that the work must be done all over again, and unless the trade shows more interest than it did in the last bill the effort will be futile.

Experience has proven that legislators, and even State executives, are very prone to give heed to the suggestions made by live trade organizations. The fact that representatives of such organizations speak for several thousand merchants, and that these merchants have some measure of political power, is an argument that the average office-holder will listen to with respect.

The various divisions of the music industry are called upon at frequent intervals to defend themselves against obnoxious measures or to support legislation that promises to prove beneficial, and effective action can only be taken by well-defined organizations. It would seem that talking machine dealers in various States, regardless of trade affiliations, should form representative organizations able to represent the trade in the State Legislature and on occasion in matters of national scope. The incident in Pennsylvania shows the results of the lack of such a State organization.

SELLING PROBLEMS DISCUSSED BY JOBBERS

THE announced plan of the National Association of Talking Machine Jobbers to make the annual convention held at Colorado Springs July 11 to 13 a real business or selling convention was carried out to the general satisfaction of many members of that organization who journeyed to the West to attend the sessions. Not that the jobbers had not discussed selling plans and problems before, in fact for several years past the question of production has injected itself into the discussions and been of sufficient importance to relegate the matter of distribution to the side line.

The realization of the fact that the selling problem is the important one before American business to-day and the inclination to study that problem at close range in all its phases does credit to the jobbers who have, as individuals, shown remarkable progress during the last couple of years in the mapping out of their selling campaigns and the formulation of selling helps for dealers.

There were, of course, a number of jobbers who felt that the discussion could have been held to greater advantage at some Eastern point closer to the Victor factory, but the sincerity of those engaged in the various discussions indicated that the time and place had little to do with the consideration of matters of vital interest to the Victor trade at large, and for that matter to the entire industry.

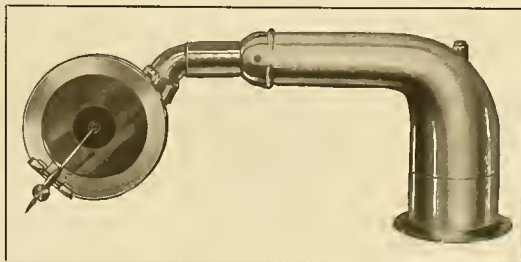
The question that faced the jobbers incidentally was not one of disposing of surplus stock, but rather one of evolving a sales plan in preparation for the future—of looking ahead and anticipating the business demands that may be expected to develop the coming year.

BIG VALUE IN BOTH TONE AND PRICE

7½ inches
and
8½ 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

Suitable
for Portables

Send for sample

The William Phillips Phono Parts Corp.

145 West Forty-fifth Street

New York City

More Album Capacity— More Records Sold

This new set of NYACCO loose leaf albums has been made particularly for the Vietrola 80

The extra record filing capacity available makes possible more record sales for the dealer



The Set Consists of

Six Loose Leaf Albums vertically filed for 10" Records.

Two Loose Leaf Albums horizontally filed for 12" Records.

Complete shelving included.

All of the well-known
NYACCO Quality



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

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

415-417 S. Jefferson St., Chicago, Ill.

How to Secure the Most Profitable Results From Newspaper Advertising

By L. C. Lincoln

Advertising Manager, Sports Photo-Graph Co.

In discussing advertising in a general way with those who know little about it, you will find that many people think of it as some sensational method of attracting attention. If a crowd can be attracted, or if a merchant succeeds in getting people to talk about him, he is said to be a good advertiser.

Time and time again merchants have tried advertising stunts which jammed the sidewalk in front of the window with people and created a lot of curiosity and interest in the attraction, but when they came to sum up the results they were found to be far from satisfactory.

Talking machine dealers probably use the newspapers more than any other advertising medium, and rightly so, since there is no means of reaching the buying public that is more effective unless a dealer is so located that he cannot use newspapers to good advantage.

Competition is too keen these days to insert "any old kind" of advertisement in the newspapers and expect results. Every advertisement signed by a dealer should be the result of careful thought and preparation, either by himself or someone fitted to prepare good copy.

There are business men who still think that a successful writer of advertisements is one who can write copy which will "hypnotize" people into buying. This is a false conclusion. A good advertisement writer is one who can put his message into clear, concise, simple sentences.

The idea is the big thing, and the writer may or may not have conceived the idea of the message he attempts to put across. On the idea depends the success of any undertaking. No matter how well the advertisement reads, or how beautiful in appearance, it will not sell goods unless the right idea is back of it. One who can both conceive practical merchandising ideas and write and plan good advertisements is the ideal advertising man.

A merchant who is full of sound, practical selling ideas, but lacks a fair education, should not attempt to write his own advertisements—better let the local newspaper man whip them into shape.

If a merchant advertises a talking machine or phonograph, names the price and quotes low terms he cannot expect to secure better terms from his customers.

An advertisement that makes no mention of terms or states "Terms Within Reason," "Reasonable Terms Accepted," "Monthly Payments Accepted," or similar statements, invariably secures better terms than one that specifies definite payments. There is no use in stating terms unless you wish to interest people who make terms the first consideration.

There are people considering the purchase of a phonograph who have read various advertisements quoting low terms. They do not know one instrument from another, but they are under the impression that terms are practically the same everywhere.

It follows that there is no use in quoting terms unless the terms are really better than may be expected elsewhere. If you advertise regularly and frequently a \$300 instrument for \$25 down and \$10 per month without interest, you may make more sales than had you advertised no terms at all, but it is safe to say that

wishes to make a change an advertised brand is usually the one chosen. People will say they "never heard" of this or that article. They really mean they never had seen it advertised.

A man, for instance, may never have bought a package of breakfast food in his life, may never have talked about breakfast food with anyone, but should the subject be discussed in his presence he probably would think or say that he had heard of the advertiser brands for years, whereas he had simply known of them through advertising.

There are merchants who, realizing this, will stock a nationally advertised line and yet refuse to advertise it locally to let their own customers know that the well-known article may be purchased from them. They lose hundreds or thousands of dollars' worth of business annually through this short sighted policy, when frequently some other dealer obtains the line and immediately gives the nationally advertised article wide local publicity in order to cash in on the manufacturer's own campaign.

The most successful merchants are those who sell nationally advertised articles and advertise locally to let the home people know where these goods are obtainable.

Profitable Advertising Does Not Simply Attract Attention but Gets Satisfactory Results in Matter of Sales

you will have made less money or are in not so substantial a condition at the end of the year.

It seems to be the belief of some dealers that it is not necessary for them to advertise. They believe, apparently, from the fact that grocers and druggists do not advertise brands that are nationally advertised that it is not necessary for them to do so. They fail to consider that there may be several grocers or druggists in a town selling the same brand of goods and the number of dealers selling Sonoras, for example, is limited to one or two. Grocers and druggists are well aware that it is the advertised article that is in great demand, and this is why you will find well-known brands on the shelves of every successful grocer or druggist.

You will notice, too, that when a clothier sells a certain brand of clothing he advertises extensively in the newspapers regardless of the fact that this brand is widely advertised by the manufacturers. This is because clothing stores secure exclusive selling rights similar to those prevailing in the talking machine trade and clothiers advertise to let the people know that certain brands may be obtained from them.

A man or woman may buy a certain brand of hat, shoes, clothing or other commodity for years, and when for some reason he or she

FEATURE GODOWSKY PIANO RECORDS

Double Page Spread in Saturday Evening Post Devoted Entirely to Featuring Godowsky Records Made by Brunswick Attracts Attention

A double page advertisement of unusual interest and attractiveness was that carried by the Brunswick-Balke-Clender Co., of Chicago, in the Saturday Evening Post of June 18, in which these pages were devoted almost entirely to the exploitation of the remarkable pianoforte records made by this company, particularly those recorded by Leopold Godowsky, one of the most recent being the Schubert-Taussig "Marche Militaire," concert paraphrase, and Macdowell's "Witches' Dance." The text of this advertisement was devoted to the Brunswick method of reproduction and its hearing specially upon satisfactory pianoforte records. It doesn't often happen that two pages are devoted to this one subject, but it is an impressive way of bringing the attention of the public to pianoforte records, especially those made by Godowsky.

Don't be afraid of a small beginning; one grain of corn, if allowed to reproduce unhindered, would in four years produce about three million bushels. Little efforts in the talking machine field often bring big results.

DON'T PRICK YOUR FINGERS



Patented

THE BEN HUTCHES

"PICKUP" 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

What About the Fall Season?



This is the Peerless trade-mark—the sign of the quality album.

If Noah had waited for the rain before building the Ark—he would have been out of luck—or, as Theodore Roosevelt once said, “Ninety per cent. of wisdom consists in being wise in time.”

Economists tell us that the peak of depression has passed and that the reaction is going to be an era of prosperity as great as we have ever known.

Peerless has taken full advantage of the “breathing spell” to prepare large stocks of standard albums in anticipation of a lively Fall and Winter trade and can now render an unusual service to those who would “be wise in time.”

When placing your order for machines and record cabinets it is an easy matter to estimate your requirements for albums and an order in our hands *now* for shipment to you in September, October, or even as late as November, will prevent the possibility of last minute shortages and find you equipped to handle a big volume of sales.

Normalcy is here—prices are at their best—buy now!



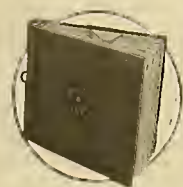
We are the originators of the album interior for Victrola No. 80.

Costs You Nothing

If you are not on our mailing list write at once for our monthly bulletin and new revised prices.



We are the originators of the “Peerless Big Ten,” a twelve-inch album for ten-inch records.



We are the patentees of the original Peerless wooden and metal back albums. See letters patents.

Phil Ravis, Pres.

Peerless Album Company

636-638 Broadway

New York

Atlanta Office, 74 Forsyth St.

Boston Office, 20 Sudbury St.

Chicago Office, 21 E. Van Buren St.

New Record Filing System for Dealers Suggested to Aid Salesmen and Increase Sales

In the belief that if all the records made by one particular artist or organization were grouped separately on the record shelves at the retail store it would be easy for salesmen to locate the lesser known records by the different artists and thus increase materially the volume of general sales, Bernard Alpers, of New York, has evolved a system to provide for such a grouping of records.

According to Mr. Alpers the system can be easily installed, and has been proven by experience to be of practical value. It does not call for any renumbering of records, but simply of some restocking to bring them together, according to a definite plan.

According to Mr. Alpers, when all the records of one artist are together on a single shelf the work of supplying a customer with records by that artist is greatly facilitated. "Should a customer approach a salesman for a Gluck record, for instance," said Mr. Alpers, "the salesman by the use of my system could readily pick out two or three Gluck records from the shelf without being obliged to spend time looking through the catalog for certain numbers only to find some of them out of stock. It is natural to assume that a person who asks for a record by a special artist will be interested in other records made by that particular artist, and thus the salesman finds the opportunity for placing before the customer at the psychological moment some of the lesser known but nevertheless well worth-while records.

"There is no question but that the delay occasioned by hunting through the catalog for the records of a certain artist and then going from one part of the store to another to pick out

from the shelves the records that happen to be in stock means loss of sales, for the customer is likely to become impatient. With the records all together this delay is avoided, for a glance at only one shelf tells just what records are in

under the old system, he is likely to be interested in pushing these records.

"From the salesman's point of view, too, the new system helps to facilitate his work, for under it in most cases he is required only to memorize a limited number of series or of the names of the various artists, instead of several thousand different record numbers and titles. Not that it is not the proper thing for the salesman to know every record in the catalog by number and title, but not all of them succeed in keeping such information on tap in their minds, and thus the proposed system should prove a real boon to them.

"The accompanying chart gives some idea of the arrangement of the records under the proposed plan. It will be seen that there is a definite relationship between the series and the artists they represent. The 'El' series, for instance, would immediately recall the artist Elman, and under that title would be found all the Elman records in regular numerical order."

Mr. Alpers has presented his plan to one of the record manufacturers, as well as to wholesalers and dealers, who have found considerable merit in it. It would seem worthy of consideration particularly because it is calculated to present the lesser known records by prominent artists in a manner and at a time that should mean sales. One of the problems of the record manufacturer has been to bring before the public the many records of genuine intrinsic value which have not been strongly exploited in the company's publicity. Most of these records are made by artists of standing, and plans such as that suggested by Mr. Alpers should at least

(Continued on page 15)

Artist	Symbol	Followed in Numerical Order			
		AI	AI	AI	AI
Alta Records	Al	AI 1 89120	AI 2 89131	AI 3 89143	AI 4 89155
Boni Records	Bo	Bo 1 82508	Bo 2 82517	Bo 3 82529	Bo 4 82540
Caruso Records	Car	Car 1 88040	Car 2 88052	Car 3 88064	Car 4 88075
DeGozza	DeGo	DeGo 1 64057	DeGo 2 64068	DeGo 3 64079	DeGo 4 64091
Elman Records	El	El 1 79021	El 2 79032	El 3 79043	El 4 79054
Farrar Records	Fa	Fa 1 81004	Fa 2 81015	Fa 3 81026	Fa 4 81037
Galli Cucchi	Gal	Gal 1 74984	Gal 2 74995	Gal 3 74996	Gal 4 74997

Chart of New Record Filing System

stock. It means something to the salesman, too, for he is generally inclined to push the more popular records at the expense of the lesser known because it means commissions to him to save time. If he can present two or three records by a favorite artist in less time than is usually consumed in finding one record

WIDE-A-WAKE DEALERS

are increasing their profits through the sale
of De Luxe Needles

Before you place your next order write to
us for samples and full particulars about

DE LUXE NEEDLES

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 (40 cents in Canada)



PEARSALL SERVICE!
 Ask Any Pearsall Dealer

Desire to *Serve* *Plus Ability*

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Lucy Gates sings two songs that will never grow old, just as everyone wants to hear them sung. "I Dreamt That I Dwelt in Marble Halls" and "The Last Rose of Summer" will sell now and always. A-6186.

**Columbia Graphophone Co.
NEW YORK**



NEW RECORD FILING SYSTEM HELPS
(Continued from page 13)

give these little known but meritorious records a showing at regular intervals.

The plan can also be adopted for the handling of dance records by the popular organizations such as Whiteman's, Benson's, Isham Jones' or the Waldorf-Astoria orchestras. It frequently happens that the record buyers are strongly in favor of dance music as played by one or another particular orchestra, and with all the various dance numbers by the orchestra grouped together they could have the full range presented to them without delay.

Perhaps such a plan as that presented by Mr. Alpers or some similar idea designed to keep all the records in the catalog moving steadily rather than lying dormant on the shelves until called for might serve to overcome any slight lull that may develop in record demand other than that for the current popular hits.

NEW BRUNSWICK SHOP IN DALLAS

Rosser-Macon Co. Opens Second "Bungalow House" at 1211 Elm Street, That City

DALLAS, TEX., July 1.—The Rosser-Macon Co. last month held the formal opening of its second Brunswick Phonograph Shop at 1211 Elm street. The establishment of the new store reflects the success met with by the company in the original Brunswick Shop opened last December at 1818 Main street.

The new store, as was the original, has an interior arranged to represent a very attractive bungalow with green gabled roof and five cosy rooms for the demonstration of Brunswick phonographs and records. A handsome room for the display of machines is a pleasing feature of the second floor.

ADVERTISING THROUGH CHILDREN

A. A. McMillan, Victor dealer, Brookings, S. D., has adopted a plan of reaching house-holders through school children. Book covers are distributed free of charge to the public schools. These covers are made of strong brown paper on which is printed his name and a few interesting facts concerning the Victrola. By this method his advertising goes into practically every home in the community.

JURY-ROWE CO.'S NEW DEPARTMENT

Formal Opening of New Exclusive Victor Store in Jackson, Mich., Success—Eight Thousand People Attended—Great Musical Program

JACKSON, MICH., July 5.—Never before was an exclusive Victor department ushered into being under such auspicious circumstances as those which attended the recent formal opening in this city of the Jury-Rowe Co.'s Victrola department. Beautifully decorated with wild buckelberry boughs placed in festoons, gracefully drooping vines and potted geraniums added to



Jury-Rowe Co.'s Window

the charming arrangement of the establishment. A musical program unusual in the brilliancy of its achievement was rendered by Jackson's best talent, which has attracted so much attention throughout Michigan.

Mrs. Frederica Brown Rogers, with her usual ability to charm and please, gave several numbers in a most enjoyable and artistic manner, while R. M. Shurtz also contributed to the pro-



View of Interior of Jury-Rowe Co. Store

gram several numbers of merit, which won spontaneous applause from the listeners. Mrs. H. M. Burdick accompanied the singers. Other delightful numbers were given by Max Helmer on the violin, accompanied by Miss Cladys Springreit, and his offerings were greeted with enthusiastic applause. A touch of variety was added to the program by the selections of a more popular vein given by Dana's Society Orchestra.

Eight thousand people passed through the department and more than a thousand were turned away. C. E. Sterlberg, manager, is deserving of great credit for the success of the opening, as the event was arranged under his personal supervision and carried out under his direction.

Flowers were received from the Victor Talking Machine Co., Grinnell Bros., Detroit; Chicago Talking Machine Co., Toledo Talking Machine Co., and department employees.

Out-of-town guests included F. F. Suddards, representative of the Victor Talking Machine Co., Camden, N. J.; C. H. Grinnell and G. F. Martin, of Grinnell Bros., wholesale department, Detroit, Mich.; C. W. Hyde, of Chicago Talking Machine Co., Chicago, Ill.; W. B. Gannon, of Toledo Talking Machine Co., Toledo, O.; H. D. Rowe, vice-president, and A. J. Jury, secretary of the Jury-Rowe Co., Lansing, Mich.

WATCH YOUR CORRESPONDENCE

Tactful, Courteous Letters a Necessary Adjunct for Successful Business

Correspondence in the carrying on of the average business is almost as important as having efficient salesmen. Well-written, courteous, intelligent letters exert a big influence in the business world, whether they are written for the purpose of selling goods, making collections or any other of the hundred and one things that come up in the daily course of commerce.

The talking machine merchant should give the question of correspondence serious consideration. He should be absolutely sure that his letters are tactful and courteous. Another thing after the stenographer has transcribed the letter from her notes read it carefully, make sure that it expresses just what it is meant to express, and sign it. Do not allow your stenographer to sign correspondence. Do not use the phrase "Dictated but not read." If a letter is worth writing it should be read and signed. Any other course is incorrect—in fact, it is insulting. Many a prospect has been lost through an apparently little thing like this.

THESE RECORDS PROVED EXPENSIVE

New York City Youth Gets Sixty Days in the Workhouse for Securing \$53 Worth of Records Under False Pretenses—A Good Lesson

Record thieves in New York, who have been quite plentiful of late, are now being meted out the sort of punishment to discourage them from continuing their practices. The courts have begun to substitute jail sentences for fines, and it cost a Harlem youth sixty days in the workhouse to secure \$53 worth of records from the Brunswick-Balke-Collender Co. under false pretenses. The thief represented himself as a music dealer in Union Hill, N. J., and disappeared with the records as soon as they had been delivered.

It's a splendid thing to have a promising future just so long as the promises are kept.

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.





AN excellent illustration of the value of concentration on one subject is found in the great Babe Ruth. He has concentrated on batting home runs—and is showing big results.

The Victor retailer who is "exclusively" Victor also concentrates. "He" is the one that is making the home runs in the talking machine merchandising field and he is expending no more effort than the fellow that only makes first base or strikes out.

It is simply a case of specialization.



ORMES INC.
VICTOR EXCLUSIVELY

103 EAST 125TH ST., NEW YORK

THS

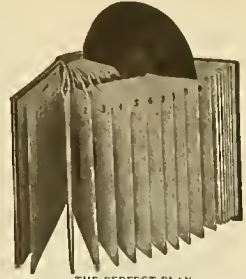
IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

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

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

ACTUELLE RECORD SALES CAMPAIGN

Dealers in New York Tie Up Successfully With Advertising—Success of Winterrath Store

All Pathé dealers in Greater New York and vicinity are showing a keen interest in the development of Actuelle record sales in this territory. Advertisements appearing weekly in the New York newspapers have been backed up by aggressive displays and advertising at the dealers' stores. Window streamers featuring the same records as those featured in the ads are displayed in every window and link up the sales campaign.

The good work started by Miss Neir, formerly in charge of Winterrath Piano Co.'s Pathé department, is being carried on most effectively by Miss Zec, her successor. Miss Zec, having had some years of experience selling phonographs and records, is in position to contribute many valuable ideas to her already well-established department. The atmosphere of Winterrath's store has always been one most desirable to the musically inclined, and the pleasant, affable attention of the salespeople and the equipment of the store for rendering the best of service have contributed no little in this respect.

NOW BURNHAM PHONOGRAPH CORP.

LOS ANGELES, CAL., July 6.—The Burnham Phonograph Mfg. Co. has changed its name to the "Burnham Phonograph Corp." J. C. Belding, secretary, reports an increase in the capital stock of the company and a change in the personnel of some of the stockholders; otherwise there has been no change and the factory, with the same management, is running at capacity. It was necessary, in order to effect the change of name, that the Burnham Phonograph Mfg. Co. apply to the court for dissolution at the same time as the new Burnham Phonograph Corp. was incorporated.

1,500 CHILDREN ENJOY THE VICTOR

Franklin Parlors Supply Music for Englewood Celebration—Orders for School Machines Result From This Pleasing Demonstration

The Franklin Parlors, Victor representatives at Englewood, N. J., furnished a Victrola for use at a fête held in that city recently by the school children. There were over 1,500 children on the



Englewood Children Dance to Victor Music field, and Mr. Rusch, manager of the Franklin Parlors, may be seen on the stand with a physical instructor, furnishing the music for the folk dances. As a result of this demonstration the Franklin Parlors have received an order for eight Victor school machines for the Englewood schools, and Mr. Rusch is co-operating with the school authorities in planning the most advantageous uses for these machines.

H. JAFFEE HEADS MUSIC CONCERN

H. Jaffee has been appointed president and general manager of the Ridgewood Talking Machine Co., Ridgewood, N. J., succeeding J. Donlan, its former owner, who is now running the Dyckman Music Shop, 551 West 207th street.

Mr. Jaffee is a well-known pianist, having studied under that prominent teacher, Hans Seifert, and is well fitted to take over and develop the business successfully.

ADVERTISING THAT IS PAYING

Upham's Music Store Adopts Plan of Concentrating on One Object in Advertising

MALDEN, MASS., June 20. Something of a departure from the usual method of music advertising is being tried here with considerable success by Upham's (The Community Music Store). This establishment carries a full line of Victor talking machines and records.

The advertising plan consists of concentrating on one particular artist or record and the whole advertisement is built on this principle. For example: If it is desired to feature a particular record, the whole ad is devoted to this purpose. The name of the artist heads the text and a brief outline of his ability follows. The advertisement closes with an invitation to visit the store and hear the record.

To be successful an advertisement should arouse interest and curiosity enough to cause a visit to the store and view the object advertised. The desire created by the ad can be intensified into the purchasing point by the sales-woman. The method related above forces the reader's attention upon one particular thing. This, while no doubt appealing to a smaller circle of readers, is more forceful than an advertisement made up of small, hard-to-read type covering almost the entire stock of the dealer, and will, if the concentration method is persisted in, produce greater results in the end.

INTERESTING THE SCHOOL CHILDREN

The J. L. Roark Estate, Victor dealers of Greenville, Ky., aroused much interest among school children under sixteen years of age recently by offering prizes for the children who made the best drawings of Victor trade marks, and at the same time offered a list of six features of excellence in Victor machines and records.

MASTER WAX

BUSINESS BLANKS

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.

The Wax and Novelty Company

67-69 Paris Street, Newark, N. J.

F. W. MATTHEWS, Prop.

Telephone Mulberry 1176

TWO NEW STYLES OF VICTROLAS

Portable Model and New Cabinet Machine Announced by Victor Talking Machine Co.

CAMDEN, N. J., July 6.—The Victor Talking Machine Co. announced June 14 two new styles of Victrolas, to be known as Style No. 300 and Style No. 50. The latter is a portable instrument listed at \$45, and is in many ways a revolutionary type of Victrola. It is of a very handy size and yet plays either the 10-inch or 12-inch size of records. When the instrument is closed the tone arm, sound box and winding key are rigidly secured inside. From a construction standpoint it is unique in that it contains no sound chamber, the sound waves being amplified through an



Victrola, Style No. 50

overhead reflection process which involves a number of features patented by the Victor Co. It is light in weight, finished in mahogany, and especially designed for use on picnics, camping trips, canoeing, yachting, etc. The volume and

quality of its reproducing compare very favorably with the larger Victrola models.

Style No. 300 Victrola, listed at \$250, embodies all of the fundamental features which have for



Victrola, Style No. 300

years identified the instruments made by the Victor Co. The top is designed in such a way as to make it impossible to place bric-a-brac, etc., on it. In other words, in this new model the Victor Co. is carrying out its long-standing policy of building Victrolas to represent a definite type of musical instrument which cannot be used for any multi-furniture purposes.

WICKLIFF BUYS PIANO BUSINESS

C. T. Wicklipp, for the past seven years representative of the Columbia Graphophone Co., with headquarters at the J. H. Templeman Piano Co.'s store in Cynthiana, Ky., has purchased the Templeman business.

Albert Leon, a well-known Victor dealer of Perth Amboy, N. J., has recently been elected Grand High Priest of the Grand Chapter, Royal Arch Masons of New Jersey.

CURTAILING YOUR SALES ENERGIES

If You're a Dealer in Pianos and Phonographs Don't Discriminate Against Them

A merchant who spends several hours every day outside looking after his piano prospects objected strenuously to the suggestion, made by a traveling salesman, that he ought to spend some time drumming up talking machine prospects also.

"Surely," said the salesman, "you can sell talking machines easier than pianos, and get your money quicker. What is your reason for hunting up piano prospects and letting phonograph buyers find your store unaided?"

"I can't give you a reason. It looks too much like peddling. The piano is a big thing and costs money; the transaction somehow doesn't look so small."

All of which is the most fallacious reasoning. If a music dealer feels that he can help his business by going out after it, or sending store salesmen after it, he is not lowering his dignity whether he sells a piano or a jew's-harp. Too many men are strong on dignity and short on good old-fashioned American merchandising ability.

If you have anything to sell, sell it. It makes no difference whether you go outside and ask a man to come in or buy or wait till the man feels the need of the thing and drops into your store when he has nothing else to do.

What is the difference between a manufacturer's salesman calling on a dealer in his store and a retail salesman calling on a patron at his residence, very properly asks a writer in 'The Furitan'.

If you take things too easy the reward will come to you in inverse ratio.

Do not think for yourself only, but for your adversary, too. Try constantly to put yourself in his place. Make only such suggestions as you would accept yourself if you were in his position.

The Manophone

—for Any Home

The Dealer who handles the Manophone is able to satisfy the musical desires of every class of homes.

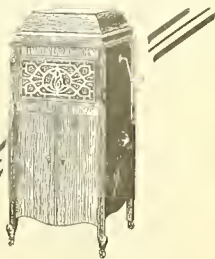
A more beautiful instrument can not be found than the Manophone Style "L,"—a Colonial Table model suitable for the finest homes. Six other models graduating down to our Model "M" enable the Manophone Dealers to accommodate every taste—and every price.

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.

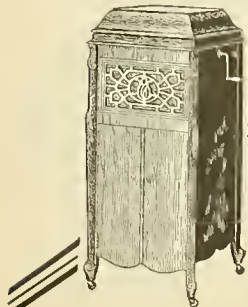
Write today for complete particulars concerning our Business Building Plan for Dealers.

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.



EXCLUSIVE Okeh Feature



THE NORFOLK JAZZ QUARTETTE

THE NORFOLK JAZZ QUARTETTE is another lucky number for Okeh Dealers. Their music is best described as improvisations that are unlike any other. It reflects the original negro folk songs, but to the monotonous chanting is added more harmony and weird jazzed chants.

The initial release of "JELLY ROLL BLUES" totalled a sales *four* times greater than any popular hit in that bulletin. These figures forecast the great possibilities in profits for the trade.

You may be interested to know that it isn't the colored race which is responsible for this jump in record sales. The big demand comes from the white people.

We see in this group a means to boost sales, and because this is so evident we are getting ready to forcefully push their records. There will be a generous distribution of literature and advertising. Everything will be done to help make their records popular.

ORDER BIG

THEN FEATURE

The act of really introducing them to your customers rests with you. Play them, talk about them. You can't help getting enthusiastic. And your enthusiasm is well protected by the fact that they are exclusively Okeh.

4318	{	JELLY ROLL BLUES - - - - -	Norfolk Jazz Quartette
10 in.		SOUTHERN JACK - - - - -	Norfolk Jazz Quartette
85c.			
4345	{	MONDAY MORNING BLUES - - - - -	Norfolk Jazz Quartette
10 in.		STANDING ON THE CORNER - - - - -	Norfolk Jazz Quartette
85c.			
4366	{	PREACHER MAN BLUES - - - - -	Norfolk Jazz Quartette
10 in.		WIDE, WIDE WORLD - - - - -	Norfolk Jazz Quartette
85c.			

Okeh Records

Pertinent Suggestions on Stimulating the Sales of Monthly Record Releases

By Edward Katt

There is a little "stick-to-it" salesman noted for his perseverance, always amiable and congenial and with a continual store of pleasing little stories to tell, who, if given a little encouragement, is willing to be an active promoter of sales for every dealer in talking machine records.

"This is a poor time for increasing the sales force," says the average dealer. True enough, but the little sales stimulator or stabilizer, as you will, which we have in mind, is ready to be employed for little or nothing; in fact, employed or not, he is to be found somewhere about the average talking machine establishment, restless and chafing under the neglect or underestimation of his ability by the proprietor.

Sometimes he is restricted to a position of comparative insignificance in the store where customers, the more inquisitive ones, find him out and after the first pleasant contact wonder why the "boss" is so unmindful of so capable and interesting a salesperson.

At times our little friend is given more consideration and is allowed to go out amongst the prospective local buyers, but usually he struggles along entirely on his own hook, without so much as an introduction from headquarters and with little or no encouragement and support from that point.

Under the above circumstances the best of salesmen would find progress extremely difficult, which brings us to our point.

The "Monthly Record Supplement Booklets," prepared and printed in attractive style by every large manufacturer of records and furnished to most dealers for little or no cost, are indeed capable little salesmen. They tell the sales stories regarding the current releases in a manner possible only for the most keenly developed critic of music and musical merchandising. They put the points across briefly and decisively. They establish a warm, friendly feeling between the reader and the artist and a relative atmosphere which contribute to the records. Yet too often they are misused in that they are not employed to the best advantage.

The maximum results can be obtained from the distribution of the supplement booklets when the dealer is unmistakably identified as an important factor in the progress of the artist and selection to the ultimate audience. In the very imprinting of the dealer's name and address in the space usually allowed for that purpose a

great advantage is frequently overlooked. A slovenly rubber stamp impression reflects most unfavorably on the store whose name it bears and breaks the happy charm, so to speak, of the otherwise delightful little missive.

Some dealers have considerably developed this detail by having the name and address neatly imprinted together with the store trade-mark or slogan. A most attractive variation is obtained by several dealers who use a seal or neatly printed label for this purpose. An instance is that of a prominent piano house which employs a small oval label. The background is in gold, the printing is in black, and a black border to the edge of the label sets it off to advantage. The colors

Proper Distribution of Monthly Record Releases Will Mean Much in the Upbuilding of the Business

harmonize regardless of the tint of the cover on which the label is placed.

The mailing list to which the booklets are mailed deserves the most careful consideration. Manufacturers and jobbers are profuse in their warnings to distribute literature with discrimination, yet the mailing list, due to the detailed attention which its proper maintenance requires, is too often allowed to "go stale." From the dealers' point of view the postage and mailing expense of directing the booklets to "deadwood" gives this practice a direct significance.

The dealer who first started enclosing a personal letter with each booklet mailed probably reasoned that he would put in a good word for himself instead of just advertising the product. However, he was forging a most important link in the chain, manufacturer to consumer, thereby serving all members. His enclosure for the July supplement multigraphed on his letterhead would

probably read something like the following:

"Dear Patron:—When you glance through the booklet enclosed you cannot help but be reminded of the happiness and keen entertainment which several of the records can bring to your home during these first warm Summer days when a few moments of relaxation are so desirable. The latest song hits and dance numbers are just what you need to enliven the evening gatherings on the porch or outdoors. The violin solo by..... when I first played it here in the store, impressed me with its soothing tones and its ability to brush all cares aside. It is indeed a record which you should add to your collection. There are also some dandy spirited martial selections by..... Band, and others which you will certainly enjoy hearing.

"At your first opportunity won't you stop in and let us play the latest records for you? Our accommodations are ample—always a large, cool, airy listening booth waiting for you. Yours very truly,

".....Music Store."

The booklet with the above enclosure, reaching "Dear Patron," was properly introduced, stepped in unobashed, and standing on its own feet said its little say. If there was the tiniest spark of buying fire in friend Patron you can betcha..... Music Store got the business.

COVERS TRADE IN CALIFORNIA

H. E. Metcalf, Publicity Director of the Magnavox Co., Tells of His Extensive Trip

OAKLAND, CAL., July 2 H. E. Metcalf, publicity director of the Magnavox Co., of this city, returned recently from an interesting trip during which he obtained complete information about the Magnavox situation in California. In the course of his trip Mr. Metcalf gave a demonstration of Magnavox music and voice Tele-megafone at every place where the Magnavox was not well known. An automobile was equipped in practically every town, and the middle and southern parts of California were visited and demonstrations given. A great deal of valuable information was obtained and more than twenty new dealers were signed up. California, being one of the greatest resort States, is a fertile field for Magnavox sales.

The Celina Cabinet Represents Unusual Value

Because it is an honest product of quality, truthfully represented.

Because it is built by a concern that has a recognized reputation for fair and honorable business dealings.

Because it is made in five Upright and four Period Designs, such representing a complete line to choose from.

The Celina Specialty Co.
Celina, Ohio



Louis XV

Why Did Widener Do It?

After making an exhaustive survey of the phonograph situation, after taking into careful consideration the features of every product on the market, Widener's, Inc., operating a series of fourteen stores from Boston to St. Louis, have taken on the Granby Phonograph line. Nine of these stores are so placed geographically that they make ideal distributing points for the surrounding territory. These stores are as follows: Boston; Worcester, Hartford, New York, Newark, Philadelphia, Cincinnati, Indianapolis and St. Louis.

Each manager of Widener's stores will take full charge of each respective territory as Granby factory representatives, succeeding the former representatives of each territory.

The Granby-Widener Alliance

—logical, consistent and powerful—will prove a sales and prestige builder extraordinary.

It is highly significant that so authoritative a judge of phonograph values, and an organization as experienced in its specialized field as Widener's, Inc., should put the seal of approval on the Granby and make it first choice for future selling activities.

The Selection of the Granby

means much to you as a progressive merchant.

What influenced the Widener institution to choose the Granby in preference to all other phonograph makes, should greatly interest you.

Write or wire for full details of the Granby selling franchise.

GRANBY PHONOGRAPH CORPORATION

☒ N O R F O L K - V I R G I N I A ☒

.. Factory - Newport News..

Wholesale Distributing Points

Boston Worcester Hartford New York Newark Philadelphia Cincinnati Indianapolis St. Louis

Helping General Business by Capitalizing the Popularity of the Recording Artists

Talking machine dealers have for a long time past realized the fact that it was good business to have noted record artists appear in their respective cities and to feature at the time the records made by those artists and in other ways hook up with the event. There is no question but that the individual appeal of a great many artists has been materially increased through the fact that their records have been distributed widely, and it is safe to say that a considerable proportion of many concert audiences is made up of people who are not so much interested in the program as they are in seeing in person the


fact that the Benson Orchestra, which makes the Victor records, plays regularly in the Stevens Building Restaurant during noontime.

If the inclination of these outside interests to profit by the popularity of artists won through the medium of talking machine records develops to any degree, it will not be beyond the realm of possibility to expect to find in the theatrical announcements of the daily papers the statement that this or that star or comedian is the same one whose songs and recitations have proven so popular on the records.

Walter Kelly, Eddie Cantor, Bert Williams and a score or more other comedians and monologue artists have found their way into talking machine recording rooms because of their stage popularity, but there is no question of the fact that there are probably three owners of records who have never seen the artists in person to one who first saw the artist and then bought the record. It means that a direct appeal to the record owner will interest more people than an appeal to those with whom the artist has won popularity in person.

It would seem that there is a way open for live record dealers to keep track of opportunities for persuading managers of restaurants, theatres and amusement places generally, where orchestras and artists who have made records appear regularly to give publicity to that fact on the theory that enough friends have been won through the medium of records to make a direct appeal to these particular people well worth while.

If fifteen hundred or more people in a small city will pay substantial prices for the privilege of hearing a group of a half-dozen or more artists in a regular entertainment, it is but natural to assume that there are some hundreds of people who will be inclined to patronize a restaurant, theatre or amusement resort where recording artists hold forth regularly. The talking machine companies have spent hundreds of thousands of dollars in giving publicity to these artists and to the places whence they came, and it would seem that turn about is fair play, especially when it is liable to mean increased business for the other fellow.



Featuring a New Delight
The Benson Orchestra
1319-1321
Ray Burg, Director
Producers of Special Victor Records

COME UP AND HEAR THE
inimitable music played by this
wonderful orchestra—7 pieces.
Playing for you music that was recently
recorded for

June Victor Records
"Soundness" "Tadde"
"Win't Be For Fun"

The Benson Orchestra is the only producer of record music now playing at noon time in any restaurant in Chicago.

Music from 12 to 2 P. M.
in the W. Walsh Room and Night Room Restaurants.

LUNCHEONS *Friday and Saturday Even. Come and
to the Casino*

*The Stevens Building
Restaurant*
Clyde Hotel, South State Street

ESKIMOS DESIRE TO BE UP TO DATE

Talking Machines, Records, Music and Books
Ordered by Progressive Element in Far North
—Jazz to Be Featured in Igloo Concerts

EDMONTON, ALTA., June 26.—Igloo musicales and literary circles may become fashionable among the Eskimos. Dennis Anoktok of Anderson River, leader of sub-polar cognoscenti, has written to Edmonton for a talking machine, forty records of recent songs and a dozen popular novels. His order came by the last mail from Dawson. The articles will go north by the first Mackenzie River steamer.

The songs are those that have won the plaudits of the cabarets, the kind that jazz connoisseurs describe as "kno-kno's" believe me"—nammy songs, hula songs, ragtime love, the gamut of blues from cerulean to indigo, passionate tango melodies warranted to heat an igloo when the temperature outdoors is seventy below. These ditties will give the Arctic, that knows

caused beans, its first real taste of earned music.

Anoktok and his fur-clad highbrows will burn the midnight blubber over the pages of "Main Street," "This Side of Paradise," "Moon Calf" and other best-seller romances. What effect these cultural achievements of the white man will have upon the primordial souls of the Eskimos is for psychologists to conjecture. They may work an epoch or start a riot.

Anoktok was educated at the mission at Fort McPherson, a post of the Hudson Bay Co., now selling its land in the rich prairie provinces to farm settlers, but still dominant in the fur trade of the Far North. With the shipment of books and music went new parts for the gasoline power boat. In his power boats he scouts far and wide on hunting expeditions about the Arctic coast. The old-fashioned kayak made of rawhide is too crude for him. Anoktok is an up-to-the-minute Eskimo.

Don't be afraid to talk turkey in the form of dollars and cents now and then

How Prominent Chicago Restaurant Advertisises artist with whom they have become more or less familiar through those records.

It is quite a common thing to see in the windows of talking machine stores announcements to the effect that this or that artist is to appear at a local auditorium on a specified day, and that the artist records exclusively for the company whose products the dealer represents. It is common, too, to find the dealer sending out special literature calling attention to the artist's appearance and to his records, or to see those records prominently displayed in the show window.

It is now apparent, however, that outside interests have become cognizant of the personal appeal that the artist can make to the talking machine owner, and have been convinced of the fact that this "record acquaintance," as it were, can be turned to definite advantage from a publicity standpoint.

The Benson Orchestra is distinctly popular in Chicago, especially among those given to the enjoyment of modern dancing, and the Stevens Building Restaurant in that city, where that orchestra holds forth, is a very popular rendezvous. The manager of the restaurant, however, has realized that the Benson Orchestra has added materially to its popularity with the public through the fact that it has recorded a number of records for the Victor Talking Machine Co., and the result has been a series of large ads in the Chicago daily papers calling attention to

Increased Record Business Is Here

You Will Get It With

Okeh Records

The Record of Quality

KIEFER-STEWART CO.

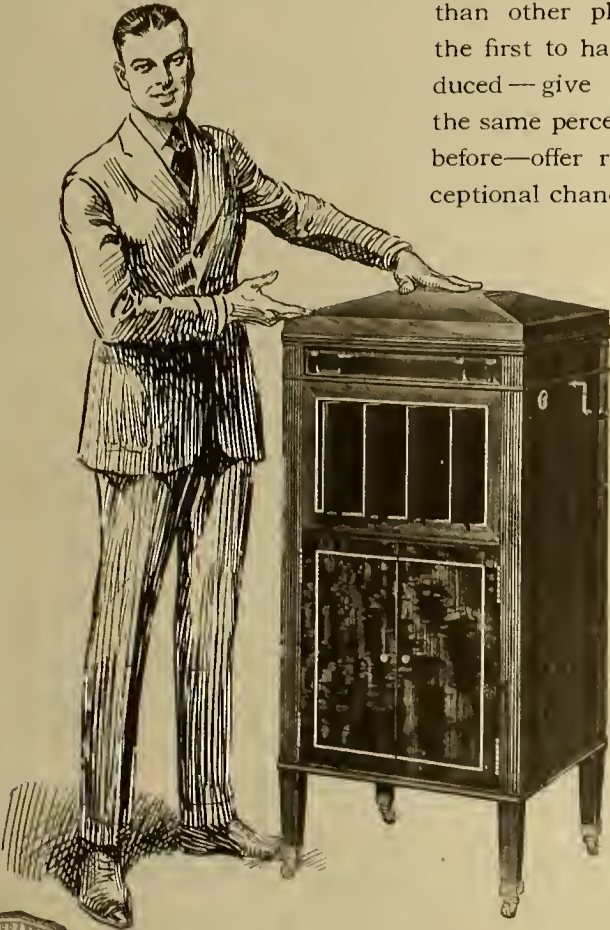
Distributors of Okeh Records

Capitol Ave. and Georgia St. Indianapolis, Ind.



Here is Your Chance

Do you realize that Columbia Grafonolas now cost less than other phonographs—were the first to have their prices reduced—give Columbia dealers the same percentage of profit as before—offer right now an exceptional chance for quick sales?



COLUMBIA

for a Quick Turnover



DO you realize that all the latest model Columbia Grafonolas with their many modern *exclusive* improvements now sell for *less money* than your customers would have to pay for older designs of phonographs without any of these improvements?

Are you taking full advantage of the fact that the Columbia Graphophone Company was the first to readjust prices? Have you impressed upon your customers how much these reductions amount to in actual

cash? Do you realize that on every \$100 worth of Columbia product you sell today you are making exactly the same percentage of profit that you were making before these price readjustments went into effect.

With all these factors in their favor, do you realize what an exceptional opportunity Columbia Grafonolas now offer for a quick turnover and big sales? *Now*, when every condition's right, is the time to push your sales.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK



GRAFONOLA



CO-OPERATING WITH GRANBY TRADE

Harry Coplan, Through His Knowledge of Merchandising Conditions, Big Aid in Granby Progress in Ohio and in Other States

NEWBOLT, VA., July 3.—Harry Coplan, of the Granby Phonograph Corp., is at present in that part of Ohio which is under the supervision of the Kennedy-Schultz Co., representative of the



Harry Coplan

Granby Phonograph Corp. The Kennedy-Schultz Co. has lately established a Granby office and warehouse in Cleveland. Mr. Coplan is giving characteristic and intensive Granby co-operation in that territory.

Harry Coplan, although one of the newer members of the phonograph industry, is one of the oldest members of the American Home Corp., the controlling company of the Granby Phonograph Corp. The success of the Granby

phonograph to-day is largely due to Mr. Coplan's zeal and efforts, as he superintended the building of the Granby factory, at Newport News, which is one of the finest equipped plants in this country. He is not only a factory man in the broadest sense, but is seemingly a clever merchandiser as well. He has an extraordinary knowledge of the instalment business and may be considered a specialist in that line. Harry Coplan is a typical Granby executive and is contributing much to the growth of the Granby Corp. throughout the country.

INSTRUCTS MUSIC SUPERVISORS

Ten Supervisors and Teachers of Indiana Receive Some Interesting Knowledge From Educational Department of Stewart Co.

INDIANAPOLIS, IND., July 3.—Under the direct tutelage of Miss Edith Rhettts, of the educational department of the Victor Talking Machine Co., ten grade teachers and music supervisors from over the State of Indiana were in session in the Stewart educational room recently.

Miss Rhettts explained in detail the work which these people are to do this Summer among the county institutes in Indiana. Record analysis occupied the greater part of one morning.

Miss Caroline Hobson, of the Stewart educational department, was thorough in her explanation of the many different text-books which these ten music supervisors will use constantly in their work this Summer.

Miss Hobson also explained the music memory contest which is to be held in Indiana next Fall, and showed the members of this class the many ways in which it is possible for them to co-operate with Victor dealers in institute work.

N. Bunnage recently opened a new talking machine store on Azusa avenue, Azusa, Cal., where he has been handling the Columbia line of Gramofones and records. The store has met with considerable success since its establishment in that section.

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.
171 Wooster St., New York

LARGER QUARTERS FOR DOCTOROW

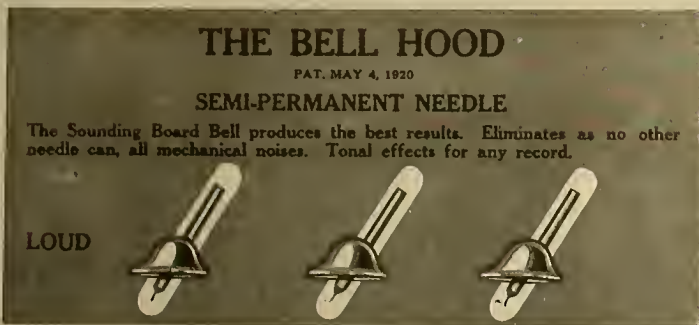
Prominent Accessory Man Adds Four Large Rooms to Quarters in Vanderbilt Building

Owing to the growth of his business, D. R. Doctorow, the well-known distributor of phonograph accessories and parts, with offices at 51 East Forty-second street, New York, has been compelled to enlarge his quarters. Arrangements were recently consummated whereby he secured four additional large-sized rooms adjoining the offices now occupied, which have been equipped so as to display to advantage the very complete line of talking machine accessories which he carries. One large room is to be used for the display of motors, tone arms and other accessories. Another room is to be fitted up to show cabinets, talking machines, etc. Mr. Doctorow's large quarters are pleasantly located on the third floor of the Vanderbilt Ave. Bldg.; the location is central, easily accessible to city as well as out-of-town customers, being convenient to the Grand Central Station. Mr. Doctorow took possession of his new quarters early in July.

Be honest, frank and sincere with your customer. Give him a straightforward, manly, true selling talk, and leave the bluff, bunk, etc., to the man who has neither the goods nor the personality.

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.

Gennett

RECORDS

"The difference is in the tone"



The Individuality of Music

as conceived and interpreted by the artist, is offered in the new Gennett Records. They endow your phonograph with a new and entrancing charm. Try these new July Gennett Records.

4723—Kharminé (Thompson, O'Neil, Olson)

Paper Doll (David)

Waldorf-Astoria Dance Orchestra—85c

4724—I'll Keep On Loving You (Colburn-

Lentz)

Bennie Krugger's Orchestra

Oh, What a Tune! (Vincent-Aronson-

Lentz)

Harry Raderman's Orchestra—85c

4725—In a Monastery Garden (Ketilhey)

Cavalleria Rusticana (Mascagni) (Inter-

mezzo)

Gennett Symphony Orchestra

P. Florida, Director—85c

4721—Peggy O'Neil

Arthur Fields, Baritone, with Orch. Acc.

Vamping Rose

Billy Jones, Tenor, with Orch. Acc.—85c

GENNETT RECORDS

Manufactured by

THE STARR PIANO COMPANY, RICHMOND, INDIANA

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



The Columbia Novelty Record this month is the "Men of Harlech" and "Son y Botel" (Yes; that's right) played by the Welsh Band Welsh native airs so old that they're new. E-7106.

Columbia Graphophone Co.
NEW YORK

NEW CANADIAN COPYRIGHT ACT PASSED BY PARLIAMENT

New Law Provides Royalty of Two Cents Per Copy for Mechanical Reproduction of Music in Record or Roll Form—Other Interesting and Important Features of Act

OTTAWA, CANADA, June 30. After many months of delay and much argument the new Canadian copyright law has finally passed Parliament, and is to become effective upon a day to be fixed by proclamation of the Governor in Council.

The section of the law which is particularly interesting to the music industry is that providing for a flat royalty of two cents upon each playing surface of records or music rolls. This point was rigidly opposed by certain interests, but was strongly supported by publishers and composers and eventually won out. It will mean that American publishers and songwriters will profit greatly by being able to collect definite royalties for the use of their songs on Canadian records and rolls. The fact that such royalties could not be collected previously has always been a sore point.

The most vital parts of the new copyright law are as follows:

Subject to the provisions of this Act, copyright shall subsist in Canada for the term hereinafter mentioned, in every original literary, dramatic, musical and artistic work.

Copyright shall subsist for the term hereinafter mentioned in records, perforated rolls and other contrivances by means of which sounds may be mechanically reproduced, in like manner as if such contrivances were musical, literary or dramatic works.

The term of the copyright shall subsist the life of the author and a period of fifty years after his death.

The term of which copyright shall subsist for records, perforated rolls and other contrivances from which sounds may be mechanically recorded shall be fifty years from the making of the original plate from which contrivance it was directly or indirectly derived.

For the purpose of this Act, "copyright" means the sole right to produce or reproduce the work or any substantial part thereof in any material form whatsoever, to perform, or in the case of a lecture to deliver, the work or any substantial part thereof in public; if the work is unpublished, to publish the work or any substantial part thereof; and shall include the sole right—

(a) to produce, reproduce, perform or publish any translation of the work;

(b) in the case of a dramatic work, to convert it into a novel or other non-dramatic work;

(c) in the case of a novel or other non-dramatic work, or of an artistic work, to convert it into a dramatic work, by way of performance in public or otherwise;

(d) in the case of a literary, dramatic or music work, to make any record, perforated roll, cinematograph film, or other contrivance by means of which the work may be mechanically performed or delivered; and to authorize any such acts as aforesaid.

The royalty shall be two cents on each playing surface of each such record and two cents for each such perforated roll or other contrivance. If any such contrivance is made reproducing on the same playing surface for two or more different works in which copyright subsists and the owners of the copyright therein are different persons the sums payable by way of royalties under the section shall be apportioned amongst the several owners equally.

No royalties shall be payable in respect to contrivances lawfully made and sold before the commencement of this Act.

Copyright in a work shall be deemed to be infringed by any person who, without the consent of the owner of the copyright, does any-

thing the sole right to do which by this act is conferred on the owner of the copyright.

NEW BUILDING MAKING PROGRESS

Rogers & Fischer, Victor Wholesalers, Will Occupy New Quarters in Washington on October 1—Will Afford Needed Facilities

WASHINGTON, D. C., July 6.—Work on the new building to be occupied by Rogers & Fischer, Victor wholesalers, is progressing at a rapid pace. This building, which is being constructed at 1219 1 street N. W., is being built specifically to meet the requirements of Rogers & Fischer in their wholesale distributing of Victor merchandise. It will be modern in every respect and fireproof in construction. The equipment is designed for the greatest efficiency in distributing work. Rogers & Fischer expect to occupy their new quarters on October 1 and upon the occupation of the new building will devote their entire energies to wholesaling only. In the meantime their business will be continued at the present location on F street N. W. The provision for these greatly increased facilities clearly visualizes the justified faith of both John Fischer and Robert C. Rogers in future conditions.

SOME VALUABLE SALES LETTERS

Sixteen Live Selling Letters Offered to Dealers by the Victor Co.

The two center pages of the June issue of the "Voice of the Victor" were given over to a reproduction of fifteen unusually strong sales letters, carefully prepared by the Victor Co. for the use of dealers who are earnestly endeavoring to look for new business. The letters are carefully diversified and among the sixteen are found examples that can be utilized in approaching practically every class of prospect. The letters should prove of particular value to dealers in preparing their fall campaigns.



SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS
and RECORDS



GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE

TENNESSEE



IROUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Okel Records

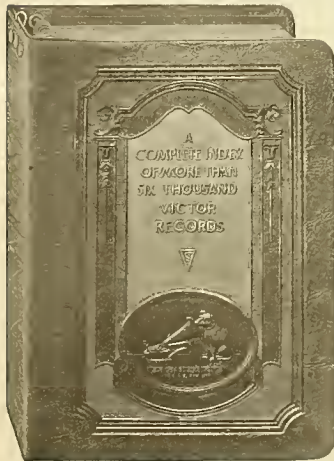
OPERA HEARD 800 MILES AWAY

Wireless Telephones Carry Strains of "Madam Butterfly" Over Germany

The strains of "Madam Butterfly" were distributed over a radius of 800 miles of Berlin, Germany, recently by means of wireless telephony. Microphones were placed on the stage of the Opera House, which transmitted "Madam Butterfly" by telephone to the wireless station at Koenigswusterhausen, fifteen miles away. From there the opera was transmitted by wireless telephones to all the big wireless stations on the Continent.

CATALOG AND SUPPLEMENT BINDER

The Victor Talking Machine Co. has recently issued a new catalog and supplement binder. This enables the Victor trade to keep the Victor



Victor Catalog and Supplement Binder record catalog and monthly supplements all together. It also keeps them clean and in a highly accessible form. The cover on this new binder is especially beautiful, as may be seen from the reproduction herewith.

DON'T WAIT ON FOLKS—SELL THEM

Suggestions on Making the Booth a Greater Aid in Selling—Being Alive to Opportunities

It pays to feature your stock under classified headings when you are advertising stock records and it pays to give some attention to stock records regardless of the demand for current releases.

When customers enter your store and ask to hear a number of records and you usher them into the booth and they hear only what they ask for and buy some, you have not sold them anything. They came to your store and bought but if you are employees you can rest assured your employer's advertising and the store surroundings sold these customers.

If there is nothing in that booth suggesting a purchase that the customer might not have thought of, you have missed another opportunity.

Short "punchy" signs, carefully lettered, calling attention to a record out of general demand, is an effective selling method, as are similar

signs in the windows and about the store. There are plenty of people who can wait on the trade waiting for someone to give them an opportunity to wait.

Keep your mind busy and you will always have the pleasure of being paid for your time. We know plenty of lazy-minded people who are waiting for a job, says the Putnam-Page Co.'s dealers' bulletin.

You who have a place in this business have a golden opportunity now to prove your worth. Don't wait on folks—sell them!

This is a timely suggestion which no real salesman can afford to overlook.

CEYLON GREAT GRAPHITE CENTER

In the Island of Ceylon graphite is found in greater abundance than in any similar-sized area in the world. The soil and rocks of Ceylon are almost everywhere impregnated with graphite, so that it may be seen covering the surface in the drains after a rain. The supply is practically inexhaustible. The peculiarity of Ceylon graphite is its remarkable purity.



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. 32 1" x .020 x 13 1/4 feet. For small Victor, pear shape hole	\$.54	\$.52	\$.50	\$.48	\$.45
No. 48 1" x .020 x 15 feet. Bent arbor for Victrola No. 4A	.65	.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 hole	.95	.93	.90	.85	.80

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. Include kindly Parcel-Post charges, if wanted that way.

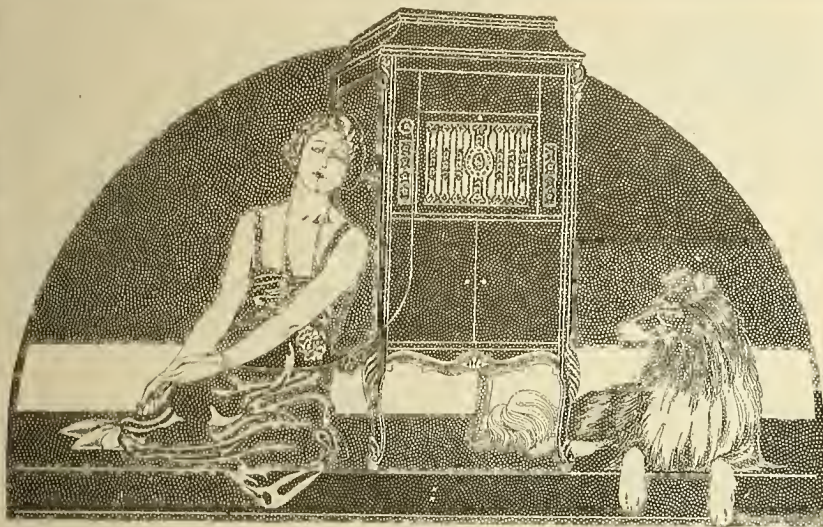
If you have not received catalogue W, write for your copy

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



The VOCALION

The Perfect Phonograph

THE perfect phonograph is a beautiful instrument—beautiful to see, to hear, to play.

The handiwork of artist-designers, of wood-workers skilled in the production of the world's costliest and finest instruments, is apparent in its every line, its choicely matched veneer, its rare depth of finish and of color.

To hear the perfect phonograph is to acquire new respect for the type. Gone are the thin reflections of voices and of instruments that characterized the machine of yesterday. Instead are heard true reproductions, holding the mirror to nature itself. Pure, living human tones, vibrant with the very breath of the singer; glorious voices of the orchestra, full,

pealing, and military; sad, plaintive, and sighing; deep, rich, and sonorous. Every instrument, every artist gaining a full measure of justice for the distinctive beauty that is theirs.

To play the perfect phonograph is to experience a new delight in music. Holding the wonderful Graduola tone-controlling device in hand, mastery of all music and all musicians comes like a beneficent gift.

The charm of the perfect phonograph—the Vocalion—has been recognized in all lands, felt by all classes. To see, to hear, to play the Vocalion is to know that at last the phonograph has come into its own.

THE AEOLIAN COMPANY

Makers of the Duo-Art Reproducing Piano Foremost Manufacturers of Musical Instruments in the World

AEOLIAN HALL, NEW YORK CITY

LONDON

PARIS

MADRID

MELBOURNE

SYDNEY

COLONIAL MUSIC SHOP OPENS

New Columbia Establishment in Auburn, N. Y., Most Attractively Arranged

Auburn, N. Y., July 4.—The formal opening of the new Colonial Music Shop in this city late last month was well attended and was a pronounced success. Alterations and improvements have made this establishment one of the most attractive in the city.

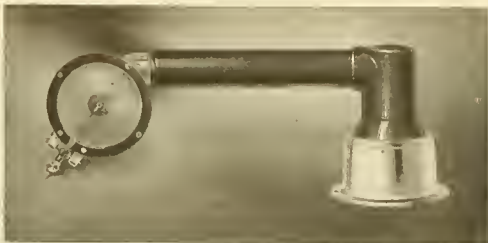
Charles Dickinson and D. A. Little, who have had a wide experience in the talking machine and record business, will assume charge of the enterprise. A complete line of Columbia gramophones will be carried, together with the largest and most complete stock of Columbia records in the city.

SALES CLOSING A HIGH MARK

Ray Belcher, Pathé dealer in Jersey City, is hitting a high mark. His success is entirely attributable to his intense application of the Pathé selling plan. Crew Manager Maversberg is in charge of outside selling. Jos. C. Hladik has met with considerable success selling Pathés in fumed oak finish, which is an appropriate wood for the Summer, since the high-polish finishes are easily scratched when on the porch. This dealer is also using the Pathé selling plan and has stationed Crew Manager Carter at the wheel. Another Pathé dealer in New Jersey who is realizing gratifying sales in the face of adverse conditions is Benjamin Shekerjian, Morristown.

CONCERTS ATTRACT THE PUBLIC

A series of Victrola concerts are being staged by Bailey's Music Rooms of Hardwick, Vt., as part of their regular advertising policy. The concerts are being eagerly looked forward to by the inhabitants of Hardwick and surrounding towns and promise to be successful as a business getter.



Scottford 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 Thoop Streets CHICAGO

STANDARD CO.'S NEW VICTOR DOG

Brass Replica of Famous Trade-mark Designed for Use as Paper Weight or Radiator Cap

The Standard Talking Machine Co., Pittsburgh, Pa., has just issued a replica of the famous Victor dog in a new form. The new "pup" is made of red brass and green copper, is most attractive in appearance and is to be had on two different bases—one with felt bottom, to be used as a paper weight, and another for use as a radiator cap on automobiles. The standard pup, which bears the name Victor prominently on the base, is designed for general sale to the talking machine owner, the retail price being fixed at \$1.50.

Confidence in one's self is an asset; overconfidence is a liability.

OFFICIALS UNITE TO STOP THEEFS

Continued Stealing of Musical Instruments in Indianapolis Results in Federal and County Officials Joining Forces

INDIANAPOLIS, IND., July 1.—Theft of musical instruments has become so prevalent in Indianapolis that Federal and county officials have had to join forces in an attempt to put a stop to this new form of crime.

Schools, churches, homes and public buildings have suffered from this new criminal turn toward the artistic. All forms of musical instruments, from one piano to scores of phonograph records, have disappeared in Indianapolis in the last two months.

Heavy sentences already have been imposed on men charged with stealing musical instruments from interstate shipments.

An Oplex Sign Will Tell Them What You Sell

NO one can fail to know the lines of instruments you handle if you tell them with a Flexlume Oplex Electric Sign the kind with the raised, snow-white glass letters standing out from a dark background. They are perfect day signs as well as night signs; they have greatest reading distance, lowest upkeep cost, better illumination, most artistic designs and the added advantage that any trademark can be perfectly reproduced in the raised Oplex characters.

Let us send you a sketch showing a Flexlume Oplex Sign to meet the particular needs of your business.

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

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
NEW YORK

AT 34th STREET

SUITE 610

BRILLIANTONE NEEDLES

The Outfit For Every Occasion

HERE'S the ideal combination needle outfit. This carton of 5 metal boxes, each containing 200 BRILLIANTONE NEEDLES of a different tone—Extra Loud Tone, Opera Tone, Full Tone, Half Tone and Light Tone. Sell your Customers this outfit so they will have in their home a needle for every conceivable occasion.



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 610

Canadian Distributors: The Musical Md.e. Sales Co., 75 Wellington St. W., Toronto
 Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City

How Albums Can Be Used to Stimulate Sales of Talking Machine Records

By Phil Ravis
Pres. *Records Albums Co., N. Y.*

Although it is generally admitted that the present so-called "condition of trade" is purely psychological—that is, that there is nothing the matter with the purchasing power of the people of this country except that they are holding on to their money in hopes of soon realizing on lower prices, it is certainly a pertinent and optimistic moment for manufacturers to come forward and lend all the possible selling assistance within their means to the dealers. While it is true that business has already shown a firm reaction to the slump of last November, some retailers are still laboring under the stress and are in a position to welcome any suggestions which might produce immediate sales returns equivalent to offset any losses that may have occurred. It is with this thought in mind that I have gone into our files and reviewed accumulated matter on the subject of selling stunts which have proven successful in some quarters of the country, and therefore seem worthy of a more general application. In going over this bulk of material I am selecting only the ideas which seem to promise the greatest sales benefits at the present moment.

A favored feature of the talking machine business has always been that human quality of aptitude to collect and preserve choice articles and mementos of other times, as is attested to by the large libraries in even ordinary homes, the fine pictures on the walls and the curio cabinets containing shells and colored stones, relics and trophies. People have in recent years extended their collections to records of music for the talking machine and player piano. But up to the inception of the record album the art of collecting records and the pride of possession

in large and intelligent, not to say admiration-inspiring, collections was always handicapped by limitations of an adequate classification and filing system. The album, as a ready answer to the question of properly handling large numbers of records in the home, has, therefore, developed to a point where the average dealer finds that albums really do sell records by offering an invitation to the owner to enlarge his collection,

Various Selling Stunts in Which the Record Album Can Play a Notable Part Set Forth for Dealer's Benefit

having made ample provision for its constant growth, with every assurance that the selections, so well taken care of, will be of lifelong utility.

I am not advancing these suggestions for selfish motives, but in the hope that through the medium of the album the door to greater record sales will be thrown open, to the final betterment of the entire industry.

Here is a letter from one of our representatives traveling the Coast territory: "Glowy is alive to every little opportunity. He showed me

how he starts his operatic customers off on a record-buying spree that sometimes results in a sale amounting to \$25 or \$30 within a few days. He puts in what he calls an "album window." One of his clerks is handy with the amateur paint brush and he has him letter the backs of a dozen albums with such suggestions as 'Aida,' 'Faust,' 'McCormack,' 'Caruso,' etc. These he displays in the foreground of the window with the consequence that the public grasp the thought immediately and, already in possession of perhaps quite a few of the suggested classifications, flock in and purchase the designated albums. It naturally follows that, once a customer owns an 'Aida' album, he is never satisfied until the 'Aida' score is complete and the album filled."

From a dealer in New England I get this self-service idea: Rather than go to the expense of putting in an elaborate fixture for the display of records which the waiting customer may play himself, this dealer uses albums with profitable results. He places an album containing twelve records he wishes to move in each record hearing room within handy reach of the visitor. This has the double purpose of disposing of records on the spot and demonstrating to the customer the value and utility of the album.

Reaching the Rural Customer

An Oregon dealer who has among his clientele many farmers in remote districts finds considerable advantage in the parcel post system of record trials in the home. He sends a dozen of the latest records every month or so to a selected list of patrons—shipping them in an album. A letter follows explaining that the records were sent in the album as a precaution against breakage, but, for the price of the album remitted along with the check for the records accepted, it need not be returned. Under this plan about one-half of the number of albums sent with records remain, and, as it often follows that the farmer wishes to return four or five of the dozen records, he will request a dozen more from which additional selections may be made to fill the album. Dealers are cautioned, however, to keep strict account of the sending of albums so that it will not occur that a customer receives more albums than are welcome. It is well to be careful not to overdo the parcel post plan.

A Complete Proposition Helps to Close Sales

More than ever the necessity for the one-price system and plainly marked goods in the window and throughout the store is made apparent by the present conditions. To quote an inquiring customer \$50 for a talking machine, \$1 each for popular records, and 10 cents per hundred for needles is to encourage thoughts of expense which put the average purchaser in a state of confusion. How much better it is to say: This outfit, consisting of the talking machine, six popular records and three hundred needles, only \$56.30. It is equally true that cabinets and phonographs with shelves for albums should be quoted complete, with the necessary albums. There should be left no room for doubt in the customer's mind as to what the expense of the whole equipment will amount to. Incidentally, all shelf talking machines and shelf cabinets on the sales floor should be shown with albums.

Making Salesmen of Repairman and Collector

It is not a new idea to have the repairman and collector take along a few records to demonstrate on each call. But to take these in an album is a suggestion which will not only make the impromptu demonstration easier but will further demonstrate the great care and systematic way in which the product from your store is handled. On the other hand, if the repairman or collector can leave the album with the cus-



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

(Continued on page 34)

Widdicombe

PHONOGRAPH
The Aristocrat of Phonographs

Backed by a Well Financed and Long Established Organization

A message of vital importance to phonograph merchants who have a right to know the facts.

FIFTY-SIX years ago, in 1865, The Widdicombe Furniture Company was established at Grand Rapids, Michigan. It was organized by men of vision who were master cabinet makers, and who saw the growing demand for fine furniture.

In fifty-six years this organization has forged ahead until today it stands in the fore rank of this particular industry. It is known, wherever furniture men meet, for the superiority of its product, exquisite workmanship and perfect cabinet design.

Not long ago this same organization witnessed the demand on the part of America for a phonograph which, aside from being a perfect musical instrument, would be decorative as well and lend enchantment and beauty to the home.

In other words, it saw the necessity for phonographs of fine cabinet design—such cabinet design as Widdicombe placed in its well-known furniture—and the executives of the company determined to investigate the phonograph market.

Their survey proved to be a revelation. They found that phonograph merchants and music lovers received their ideas with open arms. They were more

than ever convinced that there existed a great demand for a phonograph of artistic merit.

But they did not at once put their ideas into practice. They called together experienced phonograph men from different parts of the country; men who had had long years of experience in the practical end of phonograph making.

These experts, together with the Widdicombe cabinet makers, worked for two years before the first Widdicombe phonograph (now entitled The Aristocrat of Phonographs) was completed.

When it was shown to a limited number of well-known phonograph merchants it created a sensation. It contained many exclusive features and it was the first time that a phonograph had been designed which contained beauty in appearance and exquisite musical qualities as well.

Today the Widdicombe phonograph holds a unique position in the trade. It is backed by one of the old line companies of the United States. It has unqualifiedly received the endorsement of the greatest phonograph merchants. Thousands of Widdicombe users have pronounced it the finest machine on the market, both in appearance and tonal qualities.

At present the Widdicombe franchise is being offered to a limited number of dealers; to phonograph merchants who are interested in an organization of well-established business policies and which is known throughout the United States for its integrity and sincere business qualities. To these men we are able to offer an exclusive franchise which will be a profitable, paying one. If you are interested, write us and we will give you the full facts.

The Widdicombe Furniture Co., Grand Rapids, Mich.



The New-Day Phonograph

The picture illustrates the Widdicombe console phonograph of Adam period. Merchants know that today the trend is toward better and more artistic cabinets. This development can only be expected from master craftsmen of the cabinet maker's art. It is, therefore, natural that the Widdicombe Furniture Company, the furniture designers since 1865, should be the leaders of this new type of phonograph. Widdicombe models range in price from \$95.00 to \$225.00. Let us send you the Widdicombe catalog showing the complete line.

WIDDICOMBE FURNITURE COMPANY
Grand Rapids, Michigan

The Widdicombe Phonograph plays all records. Our tests show that it plays all records better. This is a claim that the Widdicombe can back up by actual demonstration. The new Widdicombe Vibrationless Amplifier (patented) gives the Widdicombe supremacy of tone. This tone chamber eliminates vibration and metallic harshness. It does full justice to the lower as well as the higher musical notes and reproduces with equal prominence the deeper and richer tones of orchestral records. Let us tell you more about it. Write for our new catalog.

TO STIMULATE SALES OF RECORDS

(Continued from page 32)

turner along with three or four records a permanent invitation to fill the album with more records has been planted.

Records Make an Ideal Gift

The large sales at Christmas time are sufficient proof that records are among the more popular articles of presentation. But various other festive days throughout the year are quite as suggestive of records as gifts, for instance, there is St. Valentine's Day, Easter and Thanksgiving, not to mention other occasions of all-year round celebration, such as the birthday, the week end party and the wedding anniversary. It is rather prosaic to give just records put up in an ordinary envelope, but to present them in the convenient album binds a charm and value to the gift which attaches continued interest in it. Besides, when three or four records are given in an album opportunity is extended the recipient to complete the set, to fill the album eventually. It is, therefore, quite to the advantage of the

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY			
MOTORS	CASTINGS	TURNABLES	Stylus Bars
tone ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	tone ARMS	Talking Machine Hardware
		HORN and THROATS	
<i>Direct Quantity Importations On</i>			{ JEWEL and STEEL (Bulk or Packed) PHONOGRAPH NEEDLES GENUINE RUBY BENGAL MICA
EASTERN REPRESENTATIVE CHERRINGTON MFG. CO. IRONCLAD MOTORS			
D. R. DOCTOROW			<i>Vanderbilt Ave. Bldg.</i> <i>37 East 42nd St., New York</i> <i>Tel. Vanderbilt 5462</i>

dealer to push albums along with records when they are to be used as gifts.

New Albums for Old

Now that albums have been on the market a number of years, it is quite often the case that some folks will have in their home a rather shabby outfit that is, the old albums will bear marked traces of long continued use. Why not extend patrons of music and your best record

customers an unusual service in taking back these worn albums and supplying new ones?

The idea would soon become a feature of your business and bind the old customers to you for their exceptional service. One dealer in the South makes it a rule to accept any old album in exchange for a brand-new one if the customer will buy a dozen records or more. The cost of the new album is easily absorbed by the profit on one twelve-inch record and no suggestion of price cutting or bonus offer is made. Of course, the old albums have no value to the dealer aside from rejuvenating the consumer interest in the phonograph outfit and the consequent record sales. Other alluring offers of albums to stimulate records can be made along these same lines with somewhat more than highly profitable returns.

A Manufacturer's Tribute

Some time ago I received a letter from the sales promotion department of one of the largest manufacturers in the country which seems to indicate that our slogan, "Albums do sell records," was not assumed in vain. The letter reads in part: "... unstinted capacity in the larger types most certainly leads to record sales. The fact that the consumer has a definite place for as many records as he can buy is reason enough to indulge himself with the music he wants regardless of any worry about their careful preservation throughout the years. The public is certainly coming to realize that a library of music is a far more important thing than a library of books. Unquestionably, the album has served to instill this thought, or, at least, to make the idea of a record library feasible and practicable. . . . It is our duty now to impress upon the retailer the great benefits to be derived from the widespread distribution of the record album."

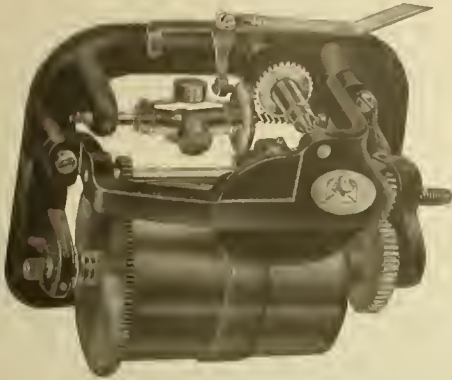
The problem before us in 1921 is not one of limited possibilities due to stock shortages and belated deliveries. From all accounts there will be an abundance of talking machine and accessory material available from many sources. But all this talk of "saturation points," absorption, etc., is ridiculous in the face of comparisons with similar and more highly competitive industries. Sewing machines, for instance, have been on the market for more than twice as long as phonographs and they are still going strong without the element of constant monthly rejuvenation of interest, as in the case of records in our business. The fact of the new records alone offers continuous sales possibilities sufficient to maintain the already established dealers. Our duty for the new year, as it is seen from this desk, is to enlarge the outlet for records by providing the consumer with the means and the incentive to develop his record library. It is obvious that, if your record business can be developed to its greatest possible volume, the new business in talking machines will take care of itself.

GIRLS SELL 86 GRAFONOLAS

The H. R. Bowen Furniture Co., Columbia dealer in Omaha, Neb., has accomplished wonderful results by placing five girl canvassers in various parts of the city. Eighty-six Grafonolas were sold during the month of May by these canvassers.

The manufacturer who is feeling the pulse of the public through the retail trade is able to establish a policy that brings business.

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



The Brunswick Ultona playing
a Brunswick Record

\$3.69 Finances a \$200 Time Payment Sale

for the Brunswick Dealers, under New Brunswick Finance Plan

In other words, under a New Deferred Payment Sales Plan for Brunswick dealers, no additional capital is needed to do a profitable time-payment business in Brunswick Phonographs.

On a \$200 time-payment sale, the dealer realizes *all* the cost, plus \$50.30 of the profit *immediately*. The total of financing the sale is \$3.69.

No tying up of his capital. Brunswick supplies the financial help, then moves

the goods by force of heavy national advertising. Seize this opportunity to acquire a Brunswick Franchise right now—at the very beginning of one of the greatest and most constructive campaigns of national advertising ever put behind a phonograph and records.

A letter brings full details of the Brunswick Finance Plan. No obligation. But be sure to get all the facts about the greatest offer ever made to phonograph dealers.

THE BRUNSWICK-BALKE-COLENDER CO.

General Offices: 623-633 South Wabash Avenue, Chicago

Branch Houses in Principal Cities of United States,
Mexico and Canada

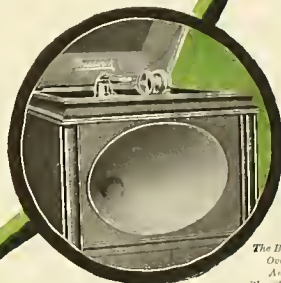
New England Distributors:

Kraft, Bates & Spencer, Inc., 1265 Boylston Street,
Boston, Mass.

Canadian Distributors:

Musical Merchandise Sales Co., 79 Wellington St., West,
Toronto

The Brunswick-Balke-Colender Company,
La Calle De Capuchinas No. 25,
Mexico City, Mexico



The Brunswick
Grand Tone
Amplifier,
with grill removed

Brunswick

PHONOGRAPHS AND RECORDS



TALKING MACHINES IN AUSTRALIA

Manufacture of Talking Machines in Antipodes Enjoys Rapid Growth—One Plant Produces Five Hundred Machines Per Month

Many manufacturers are of the opinion that the talking machine demand in Australia is supplied entirely by importation. As a matter of fact, this is far from being the case. In a little more than eight years the talking machine manufacturing industry on this island has advanced by leaps and bounds until to-day a fair output of talking machines is reported.

According to the Australasian Manufacturer, the industry first saw the light of day in Australia in 1912, when the first patent was granted to the firm of Jackson & MacDonald on the "Rexonola." The first machines were made by contract, but the rapid expansion of the industry necessitated the construction of three large factories during the past eight years. More than five hundred of these machines are turned out each month at the present time and the industry is continuing to expand at a rapid rate. In one factory of this firm the cabinets, from start to finish, are made; then there is a special factory where only the period designs are produced. Lastly, there is the building in which motors and other working parts are fitted, this building also containing repair department, warehouse, show-rooms and offices.

DALHART TO SING FOR EMERSON

Well-known Concert Tenor's Recording to Be Included in September List

The Emerson Phonograph Co. recently announced to the trade that Vernon Dalhart, the well-known concert tenor, had been engaged to make records for the Emerson library. Mr. Dalhart is very well known in the concert field, and some few years back made records for the same company. The officials of the Emerson company are very enthusiastic about these new recordings, and confidently feel that they will meet with favor. The first numbers by Mr. Dalhart are being recorded now, and will be ready for the trade in the September list.

IRWIN KURTZ SAVES MORE MONEY

Irwin Kurtz, president of The Talking Machine Men, Inc., and one of the popular dealers in the metropolitan district, has sent the following interesting announcement to his friends:

ANOTHER \$200

TAX EXEMPTION HAS ARRIVED AT THE HOME OF MR. AND MRS. IRWIN KURTZ, 1989 SEVENTH AVENUE. HER HAIR IS RED AND HER EYES ARE BLUE AND HER NAME IS HERMAINE LENA, AND HER WEIGHT IS SEVEN AND A HALF POUNDS.

The Rialto Music Co., Columbia dealer, of Omaha, Neb., has purchased an auto truck which it loads with records and, driven through the streets, brings music to the doors of purchasers, thus increasing sales.

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

PHYSICS OF RECORDS AND NEEDLES

Effect of the Needle Upon the Record Set Forth in Interesting Illustrated Article in the Magazine, Science and Invention.

An interesting article explaining the physics of the talking machine record and needle, by I. Gernsback, member of the American Physical Society, is the feature of the June issue of Science and Invention, a magazine devoted to popular descriptions of scientific subjects.

The article should be particularly valuable to the layman who seeks to learn why he is advised to change a steel needle with each record. Various types of records, including the lateral cut, the hill and dale, and a combination of the two, are described in detail, and the article endeavors to show that soft needles, although they have to be replaced after each playing, serve to preserve the life of the record, while hard needles tend to wear away the walls of the record grooves quickly.

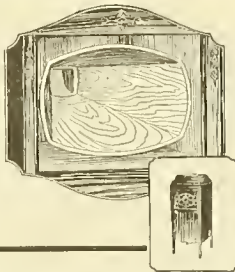
The article is profusely illustrated with en-

larged views of record grooves and of needles in various stages of wear. The front cover depicts in colors a record groove magnified several thousand times, showing the action of the needle in traversing it.

NEW EMERSON DISTRIBUTORS

R. K. Curry & Co. Appointed Distributors for the State of Michigan

R. K. Curry & Co., of Detroit, Mich., have recently been appointed by the Emerson Phonograph Co. of New York City distributors of Emerson phonographs and records for the State of Michigan. This concern will carry a complete line of Emerson products, which, it is expected, will be presented to the trade in a high-class manner. This company is not new in the talking machine field, having been connected with the industry in the State of Michigan for some years past. The acquisition of the Emerson representation is an important forward step in the history of this house.



HARPONOLA

The machine that has made good with the dealer—

If you don't know the Harponola or why it has made good with the dealer, you should write or wire for the Harponola proposition.

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



Not
Premiums-
But
Recommendations!

WE have never found it necessary to give premiums to the trade or the public as an inducement to buy Gilt Edge Needles. The secret of their widespread popularity is that inherently, Gilt Edge quality is *right*. Therefore, after the first trial, the purchaser becomes a permanent Gilt Edge Needle user and recommends them.



Write
for Samples
and Prices

REFLEXO PRODUCTS CO., Inc.

347 FIFTH AVENUE

At 34th Street

New York City

Suite 610

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

Some Sales Stunts of Prominent Dealers That Merit Special Commendation

By W. Bliss Stoddard

Under the auspices of the dealers in builders' materials and house-furnishings of Cincinnati, O., a comprehensive display of all that goes toward the making and furnishing of the modern home was made at Music Hall recently. Music has become recognized as one of the necessities of modern life, and, accordingly, it is as necessary to own a talking machine as it is to own a home—more so, in fact, for one may live in a cheerless home with far less comfort than in a bright and cozy flat where music abounds.

The Harrison Mfg. Co., in keeping with the season, had a booth fitted up as a veranda or sun-parlor, with wicker furniture, and to harmonize with the rest of the settings there was a Victrola encased in wicker, with panels of cretonne to match the upholstery.

H. & S. Pogue Co. had a drawing room wherein was installed a Victrola, which was kept in constant operation.

The Alms & Doepke Co. likewise installed a talking machine as a prominent part of the furnishings of their three-room cottage. A young woman demonstrated the machine and frequently sang to its accompaniment.

Music in the Home

The Baldwin Shop of Cincinnati, O., recently had a window that called instant attention to the records and talking machines by its air of refinement. Curtains of black velvet in the rear were draped back to show a small Victrola on a stand. An Oriental rug partially covered the floor, and at one end was a Victrola, beside which stood a lighted music lamp. At the other end was a wicker arm chair in which lay a national magazine, open at a Victor ad. On the stand beside it were several records, while an open book of records was shown on the floor. Suspended from the ceiling was a large cardboard arrow pointing to the machine, on which was lettered "One hour is all the time we need to place this Victrola in your home."

Featuring the Portable Machine

This is the season when the vacationist hires himself to the woods and the lakes to commune with Nature—but he also takes along with him

many of the comforts of civilization, not the least of which is the portable talking machine. This, then, is the time to feature this lightweight, pleasure-giving instrument. Thos. Goggin & Bro., Galveston, Tex., took a half page in the local papers to tell their patrons that they were selling this type. Their snappy ad, surrounded with plenty of white space, showed a large cut of the portable, calling it The Summer Companion, and saying: "It is light, compact, sturdily built, occupies little space in the car, cabin or canoe. Best of all, you will never be lonely so long as you can hear your favorite music whenever you desire."

They sent out at the same time to a large mailing list a circular offering to send a portable machine on trial, with payments for same distributed over a term of months.

Open Artistic Talking Machine Department

On May 20 the Rike-Kumel Co., Dayton, O., opened up its new and improved talking machine department on the sixth floor of the store. It is under the management of John E. Saum, for a number of years identified with Dayton commercial interests. The department is finished in a soft gray, and there are eight booths, well ventilated by an overhead suction system. In the rear is a first-class repair shop. Formal announcements of the opening were printed in the papers, but undoubtedly the greatest amount of publicity was given by their very attractive window display. This showed an up-to-date music room with handsome rugs on the floor. On the wall was an antique mirror, before which stood a walnut stand on which was a porcelain vase. At one end of the room was a talking machine beside which was a floor lamp with a wide-spreading silk shade. Standing on a music stool was a little miss in pink, placing a record on the machine. At the other side was a smaller girl in white holding one of the Bulbik Victor records. Between the children was a huge Victor dog, beside which was a brown card lettered in gold: "Announcing the opening of our new Victrola department—Complete stock of Victor records and Victrolas—Superior quality service."

Dancing Doll Advertises Phonographs

In Sandusky, O., there is a record and repair shop located on the second floor of one of the offices on the main street. Recently business was somewhat dull, and, knowing that anything in motion always attracts attention, one of the salesmen secured a mechanical doll that would do the "shimmy." This doll he installed at the foot of the stairway leading to the second floor, and in front of it he placed a portable talking machine which ground out some lively dance music. He secured a boy to attend to the machine, change the records and see that no one interfered with the dancing doll. Beside the machine was a large card set in a wire rack: "You Can Learn to Shimmie as Well as Cleopatra if You Have One of Our Phonographs and a Supply of the Latest Dance Records. Save Money by Bringing Your Damaged Talking Machines for Repairs to Glick's." This machine was kept in operation from 12 to 2 p. m. each day for a week, and succeeded in acquainting scores of business people who passed that way with the fact that there was an up-to-date phonograph and repair shop on the second floor, within convenient distance of their offices.

Talking Machines for the Summer

Griannel Bros., who operate a series of branch establishments in a number of Ohio and Michigan towns, have recently been pushing Victrolas for Summer camps, and their stores in Toledo, Detroit, Jackson and Battle Creek have all been showing the same scene with variations—according to the tastes of the window decorators in the various branches. The floor is covered with

and at one end is a Boy Scout's tent, before which is a small campfire, over which is placed a folding stove and coffee pot and skillet. In the corner are packing boxes which have held portable Victrolas and on top is one of the machines, while several records are scattered on the ground. Beside the machine is set a card: "The Victrola—No other musical instrument gives such pleasure as a small portable Victrola for the Summer home or camp."

A charter of incorporation has been granted to the Chase Phonograph Corp. of New York under the laws of this State with a capital of \$50,000. The incorporators are H. H. Paer, W. E. B. DuBois and J. E. Hall.



Delivery Envelopes

Art Series New Designs

Now that many of the good old records are coming, the 60-day service will be more appreciated than ever.

NEW LIST OF RECORDS

Every 60 Days

A Selected List of Victor Records



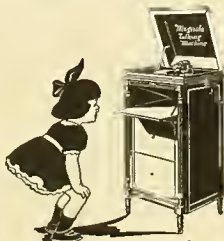
We Will Be Pleased to Play Any of Them for You

1-10	1-11	1-12	1-13	1-14	1-15	1-16	1-17	1-18	1-19	1-20	1-21	1-22	1-23	1-24	1-25	1-26	1-27	1-28	1-29	1-30	1-31	1-32	1-33	1-34	1-35	1-36	1-37	1-38	1-39	1-40	1-41	1-42	1-43	1-44	1-45	1-46	1-47	1-48	1-49	1-50	1-51	1-52	1-53	1-54	1-55	1-56	1-57	1-58	1-59	1-60
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Why Break Records? Just File Them!

This 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 *free* some illustrated catalog and information or to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office: 711 MILWAUKEE AVENUE CHICAGO
 Southern Wholesale Branch: 1236 CANTON BLVD. ATLANTA, GA.

Very attractive proposition to Jobbers

Write for Revised Prices

CLEMENT BEECROFT
 5546 North 5th Street
 PHILADELPHIA

STEGER

*the finest reproducing
Phonograph in the World*

FOR home entertainment there is nothing to equal the Steger Phonograph. Every member of the family can enjoy favorite songs, dance selections, instrumental and band numbers, popular or classical music, when there is an artistic Steger in the home.

Its many exclusive features, the wonderful Steger tone-arm, the scientifically-designed sound amplifying chamber of even-grained spruce and the get-at-able record file, have won universal recognition for the Steger as the finest of reproducing phonographs.

Built along artistic, harmonious lines, a distinct creation of the wood-crafter's highest art, the Steger makes an eloquent appeal to every lover of the beautiful.

From a sales standpoint, the incomparable Steger offers unlimited possibilities to the active dealer. It is backed by a great and profitable merchandising plan that adds immeasurably to the value of Steger representation.

Desirable territory open. Write for the Steger proposition today.

Phonograph Division

STEGER & SONS

Piano Manufacturing Company

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



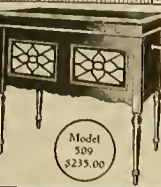
Model
504
\$200.00



Model
503
\$165.00



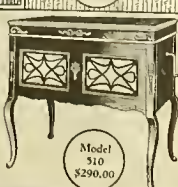
Model
501
\$115.00



Model
509
\$235.00



Model
500
\$95.00



Model
510
\$290.00

OPENS ATTRACTIVE DEPARTMENT

Los Angeles Boasts Addition of New and Attractive Grafonola Parlors

LOS ANGELES, CAL., June 28.—Careful planning and skillful execution by Manager L'Anglaise, of Remick's Song and Gift Shop, of this city, converted a disreputable cellar and catch-all into a beautiful and attractive Grafonola Shop. The Grafonola department formerly occupied the rear end of the store and piano music and songs were apt to interfere with record dem-



Grafonola Department at Remick Shop

onstrator. The question arose, in cutting out a stairway that would lead from the street to the new department, as to how the alteration could be made without spoiling the song shop. The alteration was made by raising a ramp for the stairway and placing a platform and piano above; this had the effect of improving the appearance of the song shop and at the same time preventing the usual crowding around the piano, where songs were being demonstrated.

The new department, which is under the management of J. A. Wittstein, a well-known "talker" man from New Haven, Conn., consists of twelve record demonstration rooms and a Grafonola salesroom. The equipment is absolutely modern in every way.

CELEBRATES 19TH ANNIVERSARY

Reynolds Music House, Mobile, Ala., Marks Occasion in a Fitting Manner

MOBILE, ALA., July 1.—The Reynolds Music House, well-known Victor wholesalers, with an establishment at 167 Dauphin street, this city, recently celebrated the nineteenth anniversary of the founding of the business. The second floor of the building has been remodeled and turned into a commodious recital hall, and advantage was taken of the anniversary celebration to hold a formal opening of the new hall.

The anniversary was celebrated by an elaborate concert given in the recital hall of the Reynolds store. The program was one of unusual excellence and attracted a large and fashionable audience.

W. H. Reynolds, founder and head of the business, paid tribute to the staff who have been working with him by carrying full-page advertisements in the local newspapers in which portraits of every member of the force appeared, from Mr. Reynolds himself at the top to "Uncle Jim," the genial colored porter.

Mr. Reynolds took occasion in connection with the advertisement to announce that arrangements had been made for Red Seal record recitals at regular intervals throughout the Fall and Winter with a special children's hour every Saturday morning.

Mr. Reynolds has been very active in trade affairs, not only locally but nationally, and has been associated with the talking machine business from its infancy. He stands high in the councils of the industry, and has for several years acted as treasurer for the National Association of Talking Machine Jobbers. A host of friends join in congratulations to Mr. Reynolds on his record as a business man, and bespeak many future celebrations which will testify to the progress of his business.

Work is a good thing and so is play; they only become harmful when mixed.

KAEMMERER'S MUSIC SHOP TO OPEN

One of the Handsomest Music Stores in St. Louis Will Handle the Serenado

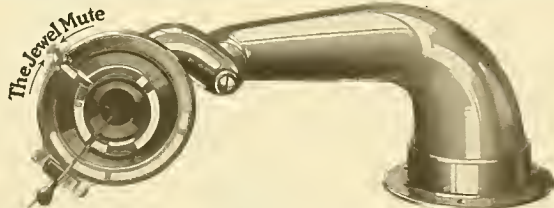
St. Louis, Mo., July 7.—Math Kaemmerer, the well-known phonograph man, has bought the music store at Vandeventer and St. Louis avenues and will open one of the most complete stores in the city, just as soon as extensive remodeling is completed. The entire establishment is to be done in white enamel, with about six feet of the walls paneled so as to break the monotony of the flat surface. This panel will be topped with a heavy molding, upon which the record hits can be fully displayed.

The four booths which are now being installed to start with will be equipped with the latest ventilating, cooling and lighting devices, and comfortable, white-enamel chairs will be provided. These booths will have the unique feature of built-in record racks, containing three shelves—one for the records which have been bought by the purchaser and one each for the records which are to be played and those which have been refused.

Mr. Kaemmerer states that many people come in to hear records without any idea of the particular numbers which they desire and that with this arrangement the salesman can be readily supplied with the hits of the month, as well as some of the better music records which will never grow old.

The whole store will be heavily carpeted in neutral colors to insure that the models of the Serenado talking machine, in all of the finishes, may be displayed to advantage. Racks and devices for records and music rolls are being installed and some unique features will be disclosed for the first time when Kaemmerer's Music Shop has its formal opening. The Serenado line of talking machines will be handled.

The James & Holmstrom Piano Co., of New York, is featuring the Brunswick machines in its new talking machine department.



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



KNOwn 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 8 1/2-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or diaphragm.

NOM-Y-KA

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 unimpaird passage throughout tone arm and chamber—Not "Muffled" or "Choked" —with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.

JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago

OKeh Records

Service



Finer Service=Finer Records

Your business needs the Best in Service! We have it. We want to give it to you. Our organization is big enough and so well operated as to give assurance to any Record Dealer.

We can increase your sales. We shall increase your sales if we may serve with OKeh Records.

The policy behind OKeh Records is making it the finer Record. It is felt in the variety of feature selections issued monthly. "Features" that are "money-getters." From the most celebrated to the most sensational—all may be heard on OKeh.

From John McCormack, Frieda Hempel, Hermann Jadlowker, Marina Campanari, Vaughn De Leath to Mamie Smith, Norfolk Jazz Quartette, Natzy's Hotel Biltmore Orchestra, Erdody's Hotel Pennsylvania Orchestra, etc.

Consolidated Talking Machine Co.

OKeh Record Distributors

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.



"Oh! Dear," "Ain't We Got Fun?" Furman & Nash sing the first selection and Van & Schenk syncopate the second. There'll be ragtime ringing of your cash register when you put this record on sale. A-3412.

**Columbia Graphophone Co.
NEW YORK**

TALKING MACHINE EXHIBIT SCORES

Cheney Machines Featured at Minneapolis Style Show—150,000 Visitors Attend

MINNEAPOLIS, MINN., July 7. The "Atlantic City Boardwalk" Style Show, which recently closed, was the largest and most successful event of this sort ever organized by our local business men. It was expected that about 100,000 persons would visit the show, but the final gate receipts showed the numbers to be about 150,000.



Exterior of Weyand's Cheney Exhibit
instead. The show was held in the St. Paul Armory under the auspices of the Civic and Commerce Association, and all business concerns in the city were asked to participate.

One of the most striking exhibits seen in the show was that of the Weyand Furniture Co., of

Minneapolis, whose booth was taken up with an exclusive demonstration of Cheney talking machines. This exhibit was supervised by Gregory



Interior of Weyand's Cheney Exhibit

I. Weyand, who has the reputation, according to many business men in this section of the country, of being one of the liveliest wires and most enthusiastic Cheney dealers who ever tackled a prospect.

The Weyand Furniture Co., prior to taking on the Cheney line a year ago, was an exclusive furniture dealer, but since it inaugurated its talking machine department it has been giving more and more attention to this branch of the business. During the show Mr. Weyand had added several hundred new names to his prospect list and was successful in closing quite a number of sales.

If you want to do things it's often necessary to do without things—at first!

RAY HANSON PASSES AWAY

Columbia Dealer of Boone, Ia., Dies Following an Operation

The many friends of Ray Hanson, well-known young business man and owner of the Hanson Music Shop in the Holst Hotel Building, Boone, Ia., were very much shocked to hear of his untimely death following an operation for appendicitis.

Mr. Hanson was very well liked and had made many friends through his activities as a Columbia dealer. His music shop had become well known in the city as a rendezvous for musical people, with whom Mr. Hanson had very much in common, as he was quite musical himself. He was one of the most progressive Columbia dealers in the country and had inaugurated in his sales efforts many unique plans which won for him many admirers in the Columbia trade.

AN INVISIBLE FORCE

You cannot see the force of advertising, but you can feel it; and Ernest C. Hastings, managing editor of the Dry Goods Economist, New York City, in speaking before the retail section of the convention of the Associated Advertising Clubs, held in Atlanta recently, told a story of a conversation between an advertising man and a merchant that illustrates the point in interesting fashion.

"Ever have your hat blown off?" asked the advertising man.

"Yes," said the merchant.

"What blew it off?"

"The wind."

"Did you ever see the wind?"

"No."

"Well, advertising is like the wind—an invisible force. You can't see it, but you can and will see the result just as you saw your hat go rolling down the street. And just as bending trees and flying dust are a symbol of the wind in the pictures, the advertisements I shall print in the newspapers about the merchandise carried in your store will be symbolical of force."

NEW VICTOR STORE IN DAYTON

COLUMBI S. O., June 30.—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. Whitsett 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.

W. C. LARREW OPENS MUSIC STORE

W. C. Larrew, of Knox, Ind., recently opened a new music store. The establishment is modern in every respect and a complete line of musical instruments and supplies will be handled. Victor talking machines will be featured.

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

GOES AFTER SALES AND GETS THEM

How the Burwell Jewelry Co. Makes Sonora Sales in Colorado—Example Worth Following

The sales department of the Sonora Phonograph Co., New York, received recently interesting reports of the progressiveness of the Burwell Jewelry Co., Sonora dealer at La Junta, Col. La Junta is a division point on the Santa Fé Railroad, and, like most division points in the West, now has a temporary wave of unemployment due to railroad inactivity. The average dealer might think such a handicap was almost insurmountable, but Carl Burwell, head of the Burwell Co., is not one of the average kind.

Every Monday morning he and his salesmen start out, each with a Ford on which are four Sonoras, and they do not return until the trucks are empty. Mr. Burwell states the results of this campaign are most gratifying, as it is a mighty poor week when they do not all get back Thursday nights with eight contracts and an empty Ford.

Some time ago the cattlemen of the valley had a real "blow-out" in town, hired the local town hall, and put on an old-time vaudeville show. Mr. Burwell entertained them with a baby grand Sonora, and personally supervised the distribution of Sonora catalogs and price lists among the audience. He reports five sales directly from this source and several A No. 1 prospects that he intends to close very soon. The Burwell Jewelry Co. is now trying to get a lease on a large store on La Junta's busiest corner, which will give the Sonora a more fitting representation in this town.

THE WINDOW AS A SALES FACTOR

Max Strasburg Co. a Progressive Detroit Dealer Who Recognizes the Value of Window

DETROIT, MICH., July 7.—Max Strasburg, head of the Max Strasburg Co., 1264 Library avenue, is one of the city's oldest dealers in point of



An Artistic Strasburg Window

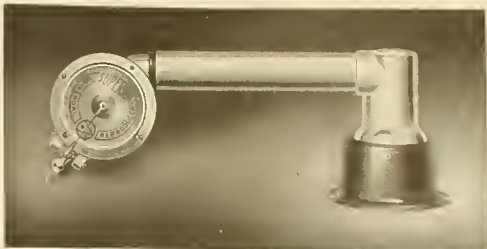
service and results secured, withal he is absolutely up to date in every way that insures a splendidly equipped store and attractive window displays. He is a great believer in using his windows as a vital part of his sales service, and this is evident from a recent window display which we illustrate herewith. Mr. Strasburg's excellent downtown location makes his store one of the best known Grafonola shops in Detroit, and his success can be attributed not only to its appointments but to the completeness of his stock and courteous attention to the wants of his customers.

OPENS NEW STORE IN WATERBURY

WATERBURY, CONN., June 20.—The official opening of the new store of the Skinner Music Co., 150 Grand street, this city, was held on Saturday, the public being invited to attend a special reception in the afternoon, where an elaborate musical program was the chief feature.

The store has been handsomely decorated and is provided with a number of attractively furnished rooms for the display and demonstration of pianos and Victrolas. The company was formerly known as the Sonnenberg-Skinner Co.

The Allen & Woodworth Co., Greenfield, Mass., has been incorporated with capital stock of \$25,000, to handle musical merchandise.



Scottford Tonearm and Superior Reproducer

Illustrated STYLE 2 FINISH
A combination of Japanned and Plated Parts
Sample Priced, \$7.75 Nickel—\$10.00 Gold
Quantity Prices on Application



Superior Specialists in Phonographs
BARNHART BROTHERS & SPINDLER
Menard and Throop Streets CHICAGO

VISITORS FROM SWITZERLAND

Fred H. and Paul Thorens, of Prominent Talking Machine Motor Manufacturing Concern, is on an Extended Visit to the United States

Frederick H. Thorens and Paul Thorens, sons of Herman Thorens, the well-known manufacturer of talking machine motors, of Ste. Croix, Switzerland, are at present on an extended visit to the United States to call upon the company's numerous customers here and to study conditions at first hand. The Messrs. Thorens are at present on an extended tour covering Canadian cities, as well as Cincinnati, Chicago, St. Louis and other points in the United States. They plan to spend some time in New York upon their return, and start for home late in July. The visitors report that the Thorens works are quite busy despite the general trade depression, and several hundred workers are employed in making motors for domestic and foreign consumption.

In a chat with The World, Messrs. Thorens expressed their great pleasure at finding such an optimistic spirit prevailing in the talking machine industry in America despite the general depression that exists in the talking machine business throughout the world. "It is," remarked F. H. Thorens, "the most convincing proof of the vitality of the American market, which, I am certain, will come back to a normal

state at a very early date. In fact, it is inevitable when one realizes the great spirit of confidence that prevails."

WORK FOR BUSINESS AND GET IT

George Fennell & Co.'s Business in Past Four Months Exceeds That of the Year 1920

Regardless of business depression, George Fennell & Co., Edison dealers, 2209 Third avenue, New York, have done a record talking machine business during the first four months of this year. The firm reports that the amount of business of the four months just passed exceeds that of the entire year 1920. While this is primarily a furniture house a special effort has been made to make this department successful and a progressive sales policy and closest attention to every phase of the business have accomplished phenomenal results.

E. C. Boykin, general manager of the Phonograph Corp. of Manhattan, commenting upon the success of the firm, declared that it was due in a great measure to the use of a turtable and the efficient service given customers.

A bright little sheet entitled "A Breeze" is being issued by the Will A. Watkin Co., dealer in Columbia Grafonolas and records, Dallas, Texas, as a trade stimulator.

Exclusively *Oké*

MAMIE SMITH

We have her latest 4351 10 in. { Dangerous Blues
\$1.00 { What Have I Done?

Norfolk Jazz Quartette

We have their latest 4366 10 in. { Preacher Man Blues
85c. { Wide, Wide World

EVERHART & BROWN

Ours Is the Service That Never Stops

1705 East Broad St.

Richmond, Va.

Emerson

10-INCH GOLD SEAL RECORDS
PHONOGRAPHS
PICTURE RECORDS
FOREIGN LANGUAGE RECORDS

Emerson Wholesale Distributors

Alexander Drug Co.
Oklahoma City, Okla.

Carpenter Paper Co.
Omaha, Nebr.

Emerson Products, Inc.
Syracuse, N. Y.

Emerson Philadelphia Co.
Philadelphia, Pa.

Emerson Phonograph Co.
315 So. Wabash Ave.
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.
Eliot and Warrenton Sta.
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 Hard-
ware Co.
Salt Lake City, Utah

Tri-State Sales Co.
Kansas City, Mo.

Emerson Phonograph Co.
206 Fifth Ave.
New York City

R. K. Currie & Co.
Detroit, Mich.

The Emerson Phonograph Company is prepared through the agency of its distributors to offer its dealers and trade the benefit of a progressive operating schedule that provides for:

The production of a complete line of the Emerson Music Master Horn Phonographs, including the popular "Sheraton" and "Queen Anne" period models.

The recording of 10" Gold Seal Records, continuing the Emerson policy of anticipating popular "hits" and augmenting this list by standard selections.

The recording of the increasingly popular and exclusively Emerson Picture Record.

The continued manufacture of Italian, Polish, Hebrew-Jewish and German records that have already established Emerson superiority in foreign language recording.

The immediate operation of a progressive advertising campaign.

The development of a dependable, efficient service that will establish an intimate and mutually beneficial co-operation between the Company and its distributors and dealers.

Emerson innovations and service are reacting to-day with increasing advantage to all Emerson distributors and dealers who keep informed on every Emerson move.



Emerson
Records and
Phonographs

Play EMERSON RECORDS on

THE Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

EMERSON PHONOGRAPH COMPANY, Inc.

HOUSE-TO-HOUSE DRIVE A SUCCESS

Jesse French & Sons Piano Co., Montgomery, Ala., Sell 100 Grafonolas as Result of Drive—Campaign Well Planned in Every Detail

MONTGOMERY, ALA., July 6.—One of the most thorough, complete and successful house-to-house campaigns undertaken in this territory was put on recently by the Jesse French & Sons Piano Co., of this city, Columbia dealer. This concern is one of the largest and most enterprising firms



Campaign for Business Started by Mr. Parsons in the South, having stores in four large Southern cities.

L. O. Parsons, vice-president and general manager of the company, who is well known in the local trade as exceptionally progressive, worked out the plans for this campaign with E. D. Jordan, field representative of the Atlanta branch of the Columbia Graphophone Co. As the result of this intensive campaign, upwards of 100 Columbia Grafonolas were sold. In addition, the dealers' mailing list was increased by a large



Window Display During "The Drive"

number of active and interested Grafonola owners. The newspaper campaign started a week before the actual drive, and advertising appeared in every paper in Montgomery for the entire week.

One of the photographs reproduced herewith shows Mr. Parsons with the actual invoice of a bona fide sale in his hand. On the driver's seat is Mr. Jordan, and the effectiveness of the truck is increased by the great big canvas signs painted in red.

The second photograph shows the window display used by the Jesse French store during the week of the drive. The signs at the top are red and white water colors, giving an unusually effective combination. Not only were the immediate sales very satisfactory, but Mr. Parsons dug up enough business during the drive to carry him along for six months, and he is enthusiastic regarding the co-operation afforded by Mr. Jordan and the other members of the Columbia organization in Atlanta.

RETURNS FROM EUROPEAN TRIP

Frank Netschert, manufacturer of artificial flowers, 61 Barclay street, New York, has just returned from an extended business and pleasure trip through Germany, Switzerland and Holland in the interest of his flower business, where he established several profitable connections. In speaking of general European conditions, Mr. Netschert stated that he found, in the cities he visited, a high degree of industrial activity, especially so in Germany. Mr. Netschert's journey covered a period of more than three months, and he comes back to New York very much refreshed after a most enjoyable trip.

If you want your customer to believe your statements, then believe them yourself. Know your line and "root" for it.

ESTABLISHES NEW ACCOUNTS

Jewett Phonograph Co. Making Rapid Progress in Opening New Accounts—Company's Plans for Future Along Progressive Lines

DETROIT, MICH., July 5.—The Jewett Phonograph Co., manufacturer of the Jewett phonograph, is making rapid strides in the establishment of proprietary and active dealer accounts. This company is to be congratulated upon its aggressiveness and energy, for the results attained by the Jewett sales organization indicate that there is profitable business to be secured in the talking machine industry, provided adequate methods are adopted to go after it.

A. A. Fair, sales manager of the Jewett Phonograph Co., stated recently that the following new Jewett accounts had been established in the course of a week: L. P. Henderson & Co., Redford, Mich.; The Sterling Music Store, Benton Harbor, Mich.; Moyer Music Store, Buchanan, Mich.; Parrish & Post, Coldwater, Mich.; Moon Bros., Detroit, Mich.; Edward H. Jeffery, Detroit, Mich., and W. W. Emig, Marina City, Mich.

Commenting on the company's plans for the future, Mr. Fair said: "Our product has always been good, but we want the trade to know we are constantly improving it. No matter how good a phonograph we may be able to produce, we will never be completely satisfied, but we will be constantly on the alert to improve it."

"We are increasing our production at the plant and every dealer who has arranged to handle the Jewett line seems to be imbued with genuine optimism. Practically every one of our representatives advises us that the line is easy to sell, and it is gratifying to know that our readers are co-operating with our sales plans in every possible way."

Business is no longer a barter. Business is service. The salesman who shows his customer how he can serve him disarms suspicion, puts distrust to flight and creates confidence.

VAUGHN DE LEATH WITH OKEH

Popular Contralto to Make Okeh Records Exclusively—Well Known as a Composer

The recent announcement by the General Phonograph Corp. that Miss Vaughn De Leath had signed a contract to make Okeh records exclusively was received with considerable favor by Okeh dealers, as this popular artist is well




Vaughn de Leath

known in musical circles throughout the country. Miss De Leath is an accomplished musician and is a composer of considerable prominence, several of her selections having been recorded for the Okeh library.


Miss De Leath's voice is an exceptionally rich contralto which lends itself admirably to recording, and her first Okeh selections have been enthusiastically praised by musical critics. In addition to her recording activities, Miss De Leath is one of the composers on the staff of Irving Berlin, music publisher, and several of her numbers have attained considerable success.

It's pleasanter to say "I must" than to listen to some other fellow saying "You must."



Librola
A LIBRARY TABLE - PHONOGRAPH

PERIOD MODELS
Queen Anne and Louis XVI
A High Grade Phonograph and Library Table Combined



Immediate Delivery in Mahogany Burl Walnut Golden Oak

No. 2307 Patent applied for. To retail at \$250
100% discount to dealers.

48" long, 28" wide, 31" high. Finished all around
Oak, Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

Pacific Coast Representative—J. W. ROE, 1711 E. Harrison St., Seattle, Wash.



Not a single Dalion Dealer has ever dropped the line

IF that is the kind of instruments and kind of factory which interest you, let us hear your wishes. Some most desirable territory is yet available. Our dealers are virtually our *partners*: so regarded, and so treated.

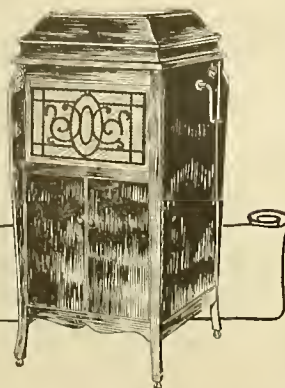
The Dalion is a well-rounded line of instruments that for actual, intrinsic value and true tone worth are not excelled in the field. Back of it all is a progressive sales policy that is pushing all the time. Why don't you investigate the very real advantages our selling franchise offers? Write that letter *now!*



Have you ever read the Dalion Guarantee?

Every Dalion is warranted not only against all imperfections of material and workmanship, but as a musical instrument second to none in fidelity of reproduction, and the motor is so good it is guaranteed against spring breakage for one year.

Are phonographs a department with you or a *business*? We invite inquiry from dealers who want to build volume and profit in this field.



MILWAUKEE TALKING MACHINE MFG. CO.

Milwaukee, Wis., U. S. A.

Ted Lewis' Jazz Band's two latest fox-trots are "Love Me" and "Underneath the Palms." It will take fast footwork on your part to hand them to all the people whose feet they'll affect. A-3411.



**Columbia Graphophone Co.
NEW YORK**

MONTHLY RECORD CONCERTS

Method of Developing Sales That Should Be More Generally Adopted By Dealers

The well-arranged invitation concert as a means of stimulating business has long been advocated by *The World*, and the following timely words from the Putnam-Page Co. bulletin are certainly most pertinent.

"There is a revival of interest in monthly record concerts with a well-balanced program and this is a sales method that should not have been allowed to lapse in the trade. Many store owners discontinued it and attributed the discontinuance to the shortage. Some who have done so might consult their conscience and admit that they gave them up because the pickings were easy without it. 'Easy pickings' are not in vogue in these times and the best way to sustain the interest of your community in your store is the monthly concert method."

JOINS SONORA JOBBERS' STAFF

E. L. Brown, formerly connected with the Sonora Phonograph Co. for a number of years, and more recently associated with the Griffith Piano Co., Sonora jobber, has been appointed a member of the sales staff of the Greater City Phonograph Co., Sonora jobber in metropolitan territory. Mr. Brown, who is well known in the local trade, will cover Brooklyn territory for this jobber, and his previous experience will enable him to give efficient service and co-operation to Sonora dealers in this section.

A PLAQUE THAT IS PRACTICAL

The Standard Talking Machine Co., Victor wholesaler of Pittsburgh, Pa., is offering to the trade attractive plaques bearing the Victor trade-mark in relief for use in decorating booths. The plaque has a double value in that it also acts as a deodorizer, there being a receptacle at the top to hold a deodorizing perfume.

J. R. VESEY HONORED

J. R. Vesey, of the Kimball Co., talking machines and pianos, Memphis, Tenn., has been made chairman of the membership committee of the Chamber of Commerce, one of the fastest growing commercial bodies in the South.

VICTOR DOG SCARES LOCAL CANINES

Big Figure in Front of Infeld Music House Attracts Great Amount of Attention

That the Victor dog, even though counted among the best-known trade-marks in the world, still has the power of attracting unusual attention was evidenced in Oxford, O., recently, when the Infeld Music Store opened its new quarters in that city and placed a large papier-mache Victor dog on the sidewalk at the entrance. The effect on the local canines was reported in a local paper as follows:

"A large hound, owned by the Infeld Music Store, which had failed to terrorize Hamilton canines, was transferred to Oxford Saturday, where it met with better results. The occasion was the opening of their new music store in that village, and the dog was a papier-mache likeness listening to his master's voice, which had stood in front of the store here.

"It caused the villagers considerable amusement. The sight was new to the Oxford dogs and, on account of its enormous size, they seemed disinclined to get close enough to use their noses to investigate and relied entirely upon sight. They surrounded it and caused quite a commotion.

"A small boy helped the fun along by getting behind the image and pushing it toward the besiegers. This resulted in a great scattering of small dogs."

NEW COLUMBIA WINDOW EXHIBIT

"Curzyus" Being Featured With Excellent Results in New England

Columbia dealers in Connecticut have received unusual publicity from the use of a novel display entitled "Curzyus." This display has already made its appearance in New Haven, Dan-



"Curzyus" Display at Roy Ward Co.'s Headquarters

bury, Waterbury, Bridgeport, and the dealers are enthusiastic regarding its value.

Wherever Curzyus appears crowds flock around, and Columbia dealers have secured the names of many prospects as the result of the display. Curzyus performs automatically, and its power to withstand the dangers of electricity would make it seem as if it could not possibly be human.

The Roy Ward Co., of New Haven, in whose establishment the accompanying photograph was taken, secured 2,500 names for its prospect list as a result of the display. At the Grafonola Store in Waterbury more than 3,000 names were added to the prospect list in connection with the Curzyus window, and the George B. Clark Co., Bridgeport, Conn., increased its prospect list by 4,000 names after Curzyus had made his appearance.

TELLS OF BUSINESS EXPANSION

R. F. Perry of the Brunswick-Balke-Collender Co.'s store in Salt Lake City, Utah, recently returned from a very successful trip through Idaho, and reports that Brunswick dealers tell of an increase in sales and public demand for the recordings of the exclusive Brunswick artists.

To The Victor Dealers of America !

Make every day in your month as profitable as the first day. Sell more Red Seal Records. We can show you how!

Lewis C. Frank Corp., 1201 Dime Bank Bldg., Detroit

TO MANUFACTURERS:

THE CONTROLA

Is the FIRST and ONLY device which entirely eliminates starting and stopping levers.

IT STARTS, LIFTS the NEEDLE and STOPS ITSELF

Silently and without any effort on the part of the operator whatsoever.



The Controla on a Victor

Note: All semi-rigid tone arms use this type of Controla. The style for rigid tone arms will be shown on the Columbia in the next issue.

The Controla not only adds considerably to the appearance of a Talking Machine, but it furnishes a multitude of real talking points of honest merit. Features that will, in competition with any make of talking machine, sell a Controla-equipped machine nine times out of ten. And yet the Controla does not cost any more than the so-called "automatic stops." Why not let the Controla make YOUR machine ULTRA-MODERN? You know the story about the early bird.

The Controla is Permanent, NON-SET and simplicity itself, and the outstanding feature is,

"IT NEVER FAILS"

Exclusive arrangement now being offered. Are you interested?

Descriptive Literature on Request

Phonograph Control Corporation
19 ACADEMY STREET
NEWARK, N. J.

P. S.—Did you read the ad in the May and June issue?

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Menor make good. It prepares in the proper consistency, will not run out, dry up, or become sticky or gummy. 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 a one-ounce case to retail at 25 cents each under the trade name.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

POPULAR IN FOREIGN FIELDS

U-Sav-Your Cleanser and Dressing a Favorite in Honolulu and Cape Colony as It Is in the United States—Some Large Orders Placed

The U-Sav-Your cleanser and dressing, made by the U-Sav-Your Manufacturing Co. of Warren, Mass., has entered foreign fields and is growing popular wherever introduced. Two energetic houses in the Hawaiian Islands are selling U-Sav-Your polish. The Bergstrom Music Co. of Honolulu, reports large sales of U-Sav-Your and in a recent letter to B. D. Perkins, manager of the company, states that the new product is meeting with instant sale and that repeat orders are very frequent. Another highly complimentary letter was received from the Hawaiian Sales Co. of Honolulu.

In Africa Ewins & Co., of Cape Colony, have just placed a large order with the U-Sav-Your Manufacturing Co. for the new package. They had previously placed a trial order and reported that they find a ready sale for the U-Sav-Your cleanser and dressing in the local market.

OPPORTUNITY FOR FOREIGN TRADE

Spanish Firm in the Market for Fifty Complete Talking Machines

Under the head of Foreign Trade Opportunities in the June 13 issue of Commerce Reports is listed the following: "A mercantile firm in Spain desires to purchase from twenty-five to fifty complete gramophone machines without cabinet or frames. Quotations should be given f. o. b. New York. Cash to be paid."

Information may be obtained from the Bureau of Foreign and Domestic Commerce in Washington, D. C., or its district and co-operative branches, by duly registered firms and individuals upon written request. Information concerning "Opportunity No. 35017" should be requested.

DALION AUTO-FILE FEATURED

Milwaukee Talking Machine Co. Describes Dalion Features in Attractive Pamphlets

MILWAUKEE, Wis., July 5.—The Milwaukee Talking Machine Co. is deriving much publicity from the distribution of an attractive folder which illustrates and describes the features of the Dalion line. Among the features shown is the Auto-File, an exclusive improvement which solves the problem of record filing. Each compartment of the Auto-File consists of a series of compact sections, each containing two record compartments. The sections tilt forward to deliver the records and only one section can be pulled forward at a time. This eliminates every chance of mixing up records.

"The Dalion gives you every subtle shade and expression of famous voice and difficult instrument—and it breathes into this reborn music a mellow beauty that enriches the original creation," says the folder.

There is a reproduction of the Dalion guarantee. This not only warrants the machine against all imperfections of material and workmanship but protects the buyers against all misprinting breakages for the period of one year. In addition to the Queen Anne period console model, nine styles are shown ranging in price from \$95 to \$265. The designs include "William and Mary" and "Louis XVI." The machines are put out in mahogany and golden and fumed oak.

THE NEWS VALUE OF ADVERTISING

AIM of Advertisers Should Be to Make the Display Advertising Columns of the Newspaper as Readable and Interesting to the General Public as Are the News Columns

Advertising is news, declared Frank A. Black, of Boston, in addressing the retail division of the Associated Advertising Clubs at the convention in Atlanta recently. Since advertising is news, he said, the tendency of advertising in the future will, in his opinion, be to treat it as such. He believes advertisers should get further and further away from screaming headlines and large type, and depend upon ability to write and ability to supply the goods the people want, to get attention.

During discussions of advertising at this convention of the Associated Advertising Clubs of the World it has developed that a great many women read newspapers quite as much to keep in touch with store advertisements as for any other purpose. Interesting store advertisements are circulation-getters for newspapers, it has been shown.

"Sometimes," said Mr. Black, "retail advertising will elevate itself, in interest and in value to the reader, so that it can be printed exactly as the news pages of a newspaper are printed and will be read with the same attention. We are tending in that direction."

"This does not mean," he continued, "that everybody will read every item of every advertisement, because we do not read every item of news in a newspaper, but it does mean that a great deal less attention will be given to the display of store advertisements and to devices for getting attention, and much more attention will be paid to the matter in the advertisement."

"In other words, retail advertising will be treated like news, which it is—news about the subject which occupies so much of the time and attention of all of us, namely, how to spend our money to the best advantage. Retail advertising will then be something which helps men and women to buy, rather than helping stores to sell. My feeling is that the result will be that certain stores will sell more, while some others will probably sell less."

"When advertising is handled in that manner," said Mr. Black, "the advertising manager will consider each item in relation to its news value, editing the advertisement much as the editor of a newspaper judges the news. With type no larger than eight point (the size in which news matter is usually set) and with all

the present competition in the matter of display eliminated, the advertisement that gets the most attention will be the one which is written with the greatest skill. The subject of price will be subordinated to its proper position, secondary to quality. Illustrations will improve from an artistic point of view, and will really illustrate. Headlines will have to say something, because space will be limited. Exaggerations will be recognized for the poor and extravagant advertising that they are."

He did not believe there would be any trouble in getting men and women to read advertisements when they realize that the advertisement is published as a guide to help them be more comfortable, healthier, better looking, happier, to reduce the labor in the home, and otherwise to add to their freedom and prosperity. "There will be much satisfaction in being a member of the advertising profession when advertising is used in such a manner," he said.

The time will come when there will be no need for vigilance committees of advertising clubs to see that all advertisements are truthful, he said, because business men will recognize that untruth is a waste in the long run. The economic value of truth in business will be taught in the schools, he believed, and, therefore, needs rarely grow in favor.

HOOVER TO DISCUSS FOREIGN TRADE

Representatives of Department of Commerce to Report to Washington for Conference

WASHINGTON, D. C., July 5.—The foreign representatives of the Department of Commerce have been instructed by Secretary Hoover to report to Washington for discussions bearing on the foreign trade situation in its relation to the proposed reorganization of the Bureau of Foreign and Domestic Commerce.

It is understood that Mr. Hoover will bring up the question of grouping of foreign trade activities by basic commodities and the idea of altering the department's divisions of foreign territory to conform to commercial rather than political boundaries.

AN INTERESTING WINDOW DISPLAY

The Wellburn-Bell Piano Co., Memphis, Tenn., which conducts a talking machine department, has arranged a very interesting window display showing records at various stages of manufacture, from the original substances to the finished product.

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



A CROONING MELODY SONG IN WALTZ TIME

Mammy's Little Sunny Honey Boy

"YOU CAN'T GO WRONG
WITH ANY 'FEIST SONG'"

TALKING MACHINE MEN MEET

Hold Regular Monthly Luncheon and Business Session at Café Boulevard on June 15—Discuss Sunday Closing and Other Problems

The monthly luncheon and meeting of the Talking Machine Men, Inc. was held on Wednesday, June 15, at the Café Boulevard.

President Irvin Kurtz, who some time ago inaugurated the policy of inviting music publishers to address the meetings, has demonstrated that this arrangement has produced gratifying results in getting a large attendance.

In recent months the Association has taken some active measures in an effort to keep talking machine stores in the metropolitan district closed on Sundays. Theodore Arison, acting as a committee, has presented to the Association a number of methods by which it is hoped to eradicate what is termed the present evil.

Louis Bernstein, head of Shapiro, Bernstein & Co., Inc. the well-known New York publishing house, addressed the gathering on "Co-operation." He stated that the record companies and the music publishers were working closer and closer together and this has been the means of greatly increasing record sales. He pointed out that where dealers had surplus stocks of records on hand it was possible, with the aid of the publisher, to make a special drive on the goods with the assistance of theatres and other amusement centers in the dealer's locality. He cited

an example of such a situation arising in the Middle West where, when the publisher found the dealer was overstocked, he authorized his branch office to make a special drive in the territory. Thus through the theatres and orchestras the goods were quickly moved.

Mr. Bernstein said it has been proven that a talking machine record dealer handling sheet music did not decrease his record sales, but invariably they showed added activity. He encouraged the dealers to stock sheet music of the current hit type. In this way they could handle such goods without involving large expenditures and give it only limited space.

President Kurtz called attention to the fact that he had installed sheet music racks in his store some three months ago and the result is not only additional profit from the sale of the sheet music but in many cases it has increased the sale of records.

Under the direction of Thomas Hughes a number of songs to be featured by the sales and professional departments of Shapiro, Bernstein & Co., Inc., were sung. These included "Mimi," a new number by Con Conrad, composer of "Margie" and "Talesteena," and a Mary Earland Ted Fierito number called "Isle of Paradise," a ballad entitled "Honey Rose" was sung by William Tracey, who is the writer of the lyrics. A novelty song called "I Ain't Nobody's Darling" was also introduced. This is a typical "gang" song and at the encouragement of the singer the entire gathering sang the chorus several times.

The entertainment committee, composed of Messrs. Brown, Lavarns, Galchico, Berlow, Kurtz and Davin, reported on the plans for the annual outing of the Association, to be held on August 17, at the Terra Marine Hotel, New Dorp, Staten Island.

NOVEL METHOD OF BOOSTING HITS

Publishing House in Los Angeles Uses Magnavox to Stimulate Publication Sales

LOS ANGELES, CAL., July 4.—One of the latest uses of the Magnavox was recently discovered in this city, where it is being used by a publishing house to help stimulate the sale of one of its latest popular hits.

The Ell & Ell Publishing Co., with headquarters in the Superba Theatre on Broadway, placed the Telemagafone and horn out on the fire escape pointing up Broadway. Then, by placing the hand transmitter of the Magnavox on the sounding board of its grand piano, the notes of its latest song hit, "Why, Dear," were soon being heard up the street for many blocks. Several performers of local theatres then arrived and endeavored to outdo the others in their vocal renditions of the song.

By an ingenious arrangement both the piano and the singer's voice were amplified at the same time, thus giving passersby an opportunity of hearing both the vocal and instrumental arrangements. Considerable interest was manifested by the public, and the idea proved invaluable as well as a booster for the new song.

NORTH CAROLINA DEALERS ARE BUSY

GOLDSBORO, N. C., July 6.—Royall & Borden, Victor dealers of this city and Raleigh, report that local conditions are proving vastly different between their two locations, although not widely separated geographically. In Goldsboro, where the majority of the inhabitants derive their income from agricultural pursuits, the demand is negligible. But in the capital city the demand is very good and gives every prospect of continuing so.

The Independent Jobbers Co., of this city, distributor of Okeh records and needles, reports that its business in both records and needles is keeping up and that a recent improvement has been noticeable.

Joseph Isaacs, retailer of both the Victor and Edison lines in this city, reports that the condition of the cotton market in the locality has somewhat curtailed the demand. Goldsboro trade is not confined alone to the immediate city, but draws upon a number of nearby villages as well.

THE VALUE OF CONFIDENCE

Confidence in the salesman means confidence in the goods, and that spells success and sales. Exaggeration, misstatement and evasiveness create distrust, and no business is big enough to stand out against it.

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



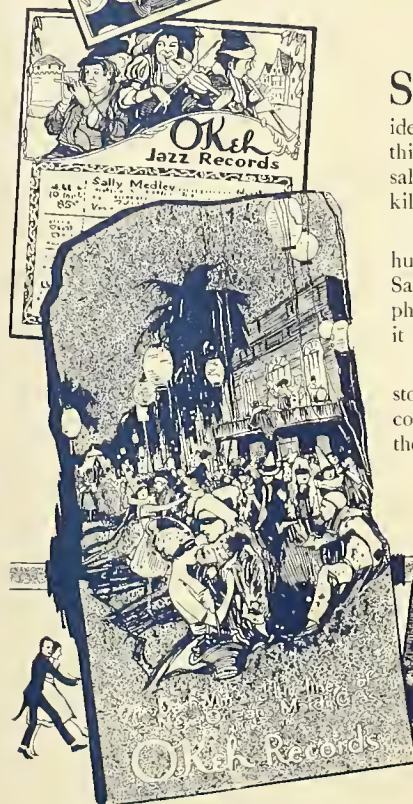
Snapshots of Okeh Record Salesmen

They Each Killed a Cat!

SOUNDS rather queer, doesn't it? Sort of a far cry from the phonograph record business—this killing cats idea. But, "there's more than one way to kill a cat," and this cat's name happens to be "More Sales." If each of the salesmen featured on this page has found another way to kill that cat, you'll agree the story isn't so far-fetched, eh?

These salesmen are being employed by hundreds and hundreds of Okeh Dealers, who have realized that "More Sales" are the watchwords today. These progressive phonograph merchants know that in these strenuous times it takes more than one way to kill this particular cat.

Space doesn't permit us to tell you their interesting story of accomplishments, but if you'll clip and fill in this coupon right now, we'll tell you how you can employ them to your advantage.



Gentlemen:

Please send me, without any obligation on my part, complete information regarding the Okeh Salesman.

Name

City or Town

State

THE GENERAL PHONOGRAPH CORPORATION, 23 West 10th Street, New York City



VOCALION JOBBERS IN NEW YORK

Musical Products Distributing Co. Organized to Wholesale Vocalion Records—Bernard D. Colen Head of New Company

The Musical Products Distributing Co. has been organized in New York with headquarters at 37 East Eighteenth street, to act as distributor for Vocalion records in the metropolitan district. The head of the company is Bernard D. Colen, who recently resigned as secretary of the Emerson Phonograph Co., New York. Mr. Colen has had long experience in the talking machine trade, enjoys a wide acquaintanceship in the field, and is now working to build up a sales organization to cover the territory properly.

The new company did a surprisingly large volume of business during the first month, and the Aeolian Co. officials are quite enthusiastic over the showing that has been made, and that promises to be made, in New York and vicinity through the efforts of the new company.

JOIN FORCES WITH BOY SCOUTS

C. C. Adams Music Co. Advances Columbia Record Exploitation and Helps Vacation Fund

PEORIA, ILL., July 5.—The C. C. Adams Music Co., of this city, reports that its record campaign, under the auspices of the local Boy Scouts' association, is one of the biggest successes that ever happened in that locality. The Boy Scouts recently put on a drive for the purpose of acquiring a vacation fund, and in order to obtain sufficient funds to carry out this program they offered their services to the local business men of Peoria. The Adams Music Co. took advantage of this offer and decided upon a record campaign, and in furthering this work selected twenty of the Boy Scouts, who made a house-to-house canvass, selling Columbia records. For every record sold the boys received a commission, which at the end of the drive will be turned over to the vacation fund.

A similar project was recently put on by Lamerman Bros., of Marinette, Wis., which has succeeded far beyond all expectations.

LILLYN BROWN MAKES BIG HIT

Miss Lillyn Brown, popular Emerson artist, and her Jazz-bo Syncopators are making a decided hit on their present tour through the South. Miss Brown is considered one of the leading colored vaudeville artists on the stage today, and from all indications this tour through the South will be a record-breaker from the standpoint of interest and in every other way. Her advance agents are booking her solid, and the interest displayed in the South indicates a most cordial reception for Miss Brown and her syncopators.

Ben S. Loventhal, of the Louisville Music Co., Louisville, Ky., reports a 90 per cent improvement in both the wholesale and retail talking machine departments.

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

THE SOUND OF A PHONOGRAPH

Seems Weak and Is Lost
IN THE OPEN AIR

BUT—ATTACH THE MAGNAVOX

and Use It This Summer for
DANCING

in the Great Outdoors, in Pavilions, in
Fact Anywhere, on Any Dance Floor.

MAGNAVOX TELEMEGAFONES TYPE MV-1 ARE MUCH LOUDER THAN ANY PHONOGRAPH. ARE RUGGED and PORTABLE. CAN BE OPERATED FROM YOUR AUTOMOBILE STORAGE BATTERY.

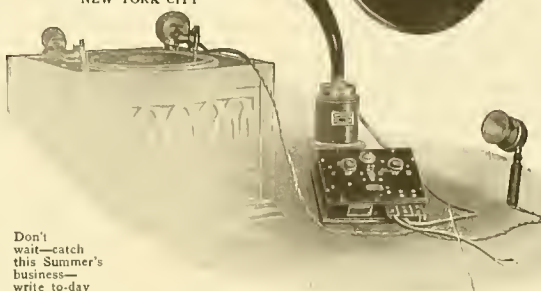
WRITE AT ONCE FOR DEALERS' PROPOSITION

DISTRIBUTORS:

- | | |
|--|--|
| L. Montagnes & Co.
Toronto, Canada. | Southwestern Drug Co.
Wichita, Kansas. |
| J. W. Sangle Co.
123 East 31st St.
Dayton, Ohio. | Sonora Distributing Co.
Dallas, Texas. |
| Kiefer-Stewart Co.
Indianapolis, Indiana. | Monneapolis Drug Co.
Monneapolis, Minn. |
| Telephone Maintenance Co.
17 No. La Salle St.
Chicago, Illinois. | |

or

THE MAGNAVOX CO.
OAKLAND, CALIF.
214 Pennsylvania Terminal Building
NEW YORK CITY



Don't wait—catch this Summer's business—write to-day

GRAFONOLA FOR "HELLO" GIRLS

Telephone Girls in Selma, Ala., Purchase Columbia Grafonola—Demonstration Produces Sale

SELMA, ALA., July 6.—The girls in the local telephone exchange wanted a talking machine for



Miss Buell After Closing a Sale

their rest room recently, and accordingly invited the various dealers in this town to demonstrate their product. John Land, local Columbia dealer, was represented by Miss Buell, of his sales staff,

and after a spirited sales contest Miss Buell was victorious, a Columbia Grafonola being chosen by the telephone girls.

The accompanying photograph shows Miss Buell just after she had closed the sale, and she well deserved the congratulations that she received from Mr. Land upon the satisfactory outcome of her aggressive sales effort.

SALES AGGRESSIVENESS PAYS

The Lancker Co., 516 Washington street, Hoboken, N. J., is in every sense a live Emerson dealer and a firm believer in going after and getting real business during the Summer months. Recently Mr. Frederick Brady, manager of this live Emerson shop, and one salesman, after a two days' campaign of outside selling, disposed of five model No. 11 Emerson phonographs in a neighboring Summer resort. This is the sort of selling aggressiveness which makes for real business and shows without question that talking machines can be sold with the proper selling methods.

Noiseless

Strong

Successful

THE SILENT PHONOGRAPH MOTOR OVER 300,000 IN ACTUAL USE

Satisfactory Service Proved by the Test of Time

8 Special Features of the SILENT Motor 8

1. Governor shaft mounted with a universal ball-and-socket bearing, insuring automatic self-alignment and flexibility. This device eliminates all problems of governor adjustment and uniform control. Cannot work loose or get out of order; built into the motor; an exclusive SILENT Motor feature.
2. Turntable spindle mounted with adjustable bearing, by means of which rigidity of spindle is insured. As the service of the motor continues, this bearing maintains the spindle at a stable position. No eccentric motion possible. Cannot work loose or get out of order; built into the motor; an exclusive SILENT Motor feature.
3. Absolutely silent worm-wind. The materials and workmanship entering into the SILENT Motor are of a character obtained only in the very highest-class motor products of the talking machine industry. Yet the years of experience that stand behind this factory make its product less expensive than ordinary motors.
4. Playing capacity in excess of rating. SILENT Motors are made in two types, a two-spring unit playing three 10-inch records and a two-spring motor playing five 10-inch records. These capacities are rated so low that they are guaranteed; an exclusive SILENT Motor feature.
5. Noiseless in operation. The Silent Motor can be tested and compared in actual operation against any other motor on the market.
6. All moving parts balanced. To eliminate destructive stresses and strains in operation, the SILENT Motor has been designed to provide a perfect balance between all its moving parts. Its center of gravity is as close to the cubic center of the mechanism as possible. This means longer life and more satisfactory service in the phonograph in the home.
7. Precision in manufacture. Notwithstanding the aged traditions of the industry, that manufacture should be kept secret, we will welcome the opportunity to show visitors through our factory, in order that they may see for themselves the precision of our methods.
8. Inspection and tests. Every SILENT motor is subjected to exhaustive examination for quality, durability and performance before shipment.

Send for a Sample Motor—Quotations on Request.

The Silent Motor Corporation

CHARLES A. O'MALLEY, President
(Successor to the Phonomotor Mfg. Co.)

321-323-325 Dean St.

Brooklyn, N. Y.



The Sonora Is

*"The Highest Class Talking Machine
in the World"*

Because of the following important features that have earned for the Sonora this universal reputation:

1. The Sonora was first to play all makes of disc records without extra devices—plays them all perfectly.
2. The Sonora won first prize for tone quality in competition with the world's foremost phonographs at the Panama-Pacific International Exposition.
3. Sonora tone is controlled at its source—the only proper place. There is no muffling, no blurring of sound when transition from loud to soft is made.
4. The Sonora Tone Arm is all brass—not a porous, brittle zinc-lead tin casting.
5. Sonora tone is assured long life, the sound box containing no material that will deteriorate with age.
6. The Sonora Sound Amplifier or Horn aids in producing the wonderful golden tone of the Sonora. It is composed of expensive woods throughout and is designed on the most scientific principles.
7. The Sonora Motor is the supreme achievement of the phonograph world—playing nearly twice as long as those in other machines sold at the same price.
8. The Sonora Automatic Stop is a simple, thoroughly reliable device that eliminates the necessity of being at the phonograph at the completion of a record.
9. The Sonora appeals to the eye as well as to the ear. Graceful, flowing lines and exceptionally fine finish have won its admission into the most carefully appointed homes. The well known Bulge Design that adds an atmosphere of distinction to the Sonora is produced by a patented process. Cabinet sides are $\frac{3}{4}$ " thick rather than $\frac{3}{8}$ " thick as are those on most other machines.
10. The Sonora Envelope Filing System is a patented feature of the Sonora, by means of which a desired record may be immediately found.



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



Sonora's many models offer the widest range of selection and through heavy, continuous and distinctive advertising, these models are favorably known to millions of prospective buyers, many of whom eventually take great pride in possessing a Sonora





At the Service of Sonora Dealers

We are at all times ready to and do cooperate with Sonora dealers and to offer as much assistance as we are able in building profitable agencies.

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 unequalled 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-Andreesen 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.

Sonora Distributing Co. of Texas,

Dallas, Texas.
Western part of Texas

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.

The Magnavox Co.,

616 Mission St., San Francisco, Cal.

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

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.
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.

Greater City Phonograph Co., Inc.,

311 Sixth Avenue, New York
All of New York City except that lying east of Broadway, Brooklyn; counties of Westchester, Putnam and Dutchess, south of Poughkeepsie and all Hudson River towns and cities on the west bank of the river, south of Highland.



REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

Information Ament the Brunswick Reproducer

"Providence, R. I., May 20, 1921.

"Talking Machine World:

"Gentlemen—I have used my Brunswick machine now for over a year, and, up to about a month ago, it played very well, but now, when I turn the sound box to the position for playing a Pathé record, it sounds harsh and seems to rattle. When I play a Victor or Columbia record on it, however, it seems to sound as good as usual. Could you tell me where to look for the trouble? Very truly yours, James Conway."

Answer: The large double diaphragm sound box of the Brunswick machine is perhaps a little more complicated than the average type sound

box. Made in such a manner that each particular make of record is played in the precise manner in which they were intended to be reproduced, it is in fact a combination of three sound boxes built into one frame.

On one side of the frame is the individual box for playing Edison disc records. An extra large mica, cushioned between two rubber tubes, is used as a diaphragm, attached to its center is a silk cord which connects with the diamond point setting, hung in a frame, projecting from the side of the box and out over the center of the diaphragm. The action in reproducing is the same as in the Edison disc sound box. The box, turned face downward, brings the diaphragm parallel to the record, and the weight of the box resting on the diamond point causes the silk cord to be pulled taut, which in turn carries the vibrations along to the diaphragm.

The opposite side of the sound box frame contains a similar mica diaphragm, but has a combination needle arm swung on pivots between hinges cast on the edge of the frame. The Victor and Columbia and all lateral cut records

are played with the sound box in the usual position. When the Pathé sapphire cut record is played, the box is turned face down to the record and twisted around to the right, so that the needle arm is brought into correct position. The part of the needle arm which holds the sapphire needle is made at such an angle to the record surface as to insure getting the best reproduction of the record.

To get down to your trouble in playing Pathé records, I suggest that you examine carefully the setting of the needle bar in the pivots, it should fit good and snug; also examine sapphire setting, be sure it is good and tight. Things that might cause trouble are the connection point of the needle bar and mica, and see that the mica is shackled to the gasket, so that it does not touch the frame at any point. Of course, there is also the possibility that some connection joint of the tone arm proper is loose, and vibrates. The entire tone arm should be examined, all connections vaselined and tightened.

Formula for Recording Wax

"Scranton, Pa., May 25, 1921.

"Andrew H. Dodin, care of Talking Machine

World:

"Dear Sir—Could you inform me where I could get a formula for making the wax for making an original disc record? Very truly yours, H. S. Bayley."

Answer—One of the most satisfactory compositions, which has the merit of being cheap and easy to prepare, is embodied in the following formula: S. stearine, fifty-six parts; caustic soda (98 per cent pure), three and one-half parts; dissolved in water, about fifteen parts; red lead, three parts, paraffin wax, sixteen parts, and Japan wax, two parts.

The stearine is melted in an enameled vessel for preference. The caustic soda is dissolved in the water, after which the saponification is proceeded with. The precaution as to adding the lye slowly must be remembered, and when every trace of water has been slowly evaporated, on the completion of the saponification, the lead, which is in the form of powder, may be thoroughly mixed with a small quantity of molten soap in order to facilitate its absorption by the mass. It can then be very slowly added to the mass by means of a small ladle, when its chemical absorption will be gradually apparent by the mass changing color from a bright red to that of a light limpid ganbuque. As this takes place, a further addition of the red lead mixture can be made to the mass, until the whole is properly incorporated. As soon as this process is completed, the addition of the paraffin and Japan waxes may be made, and when thoroughly amalgamated, the composition is ready for straining and moulding.

This formula is specially applicable for blanks of the cylinder type and the disc type requiring to be recorded by the cylinder method. The Victor type of record requires a somewhat softer medium, and the proportions of the tempering waxes should be accordingly increased.

JUNE BUSINESS VERY ACTIVE

JAMESTOWN, N. Y., July 5.—The Seaborg Mfg. Co., of this city, manufacturer of the Librola talking machine, is making excellent headway in the production and merchandising of its product, notwithstanding the comparative business depression throughout the country. In a chat with The World, E. J. Seaborg, president of the company, stated recently that the company had secured a larger number of inquiries and sample orders during June than any previous month this year. The new trade-mark adopted a few months ago is now in general use, and Librola dealers are featuring this trade-mark to great advantage in the publicity which they are getting out.

Mary Potter has been appointed receiver of the American Camera Exchange, Inc., dealers in talking machines and photo supplies, New York City.

Prominent Displays Bring Real Sales—

Dealers who make prominent, attractive window and counter displays are selling

BUBBLE BOOKS "that Sing"

BUBBLE BOOKS
"that Sing"
are
a year 'round
proposition.

in quantities.

You can make steady profitable sales by taking advantage of our 1921 dealer service plan.

Metal display racks--attractive window displays--litho-

graphed cutouts--counter cards--circulars for your mailing list--ready to run advertisements in electros and mats, have been prepared to increase your sales.

The new low price of \$1.25 makes it easier

to sell complete sets of 12 books. Remember --When you sell one you sell a habit.

Complete stocks can be carried for a very

small investment--turn-over is rapid--profit liberal.

Write today for
our 1921
proposition



This lithographed window display "cut-out" stands 14 inches high and is 19 inches wide. It tells the Bubble Book story at a glance and is so designed that you can put a real Bubble Book in place of the lithographed illustration if you care to.

HARPER & BROTHERS

Bubble Book Division

130 WEST 42nd STREET

NEW YORK

The Modernola

DISTINGUISHED
for
TONE, BEAUTY
& UTILITY—



EVERYWHERE—in the big cities and the smallest hamlet, people are being crowded into smaller living quarters. The widely advertised "housing problem" seriously affects the Phonograph Sales more directly than perhaps you have ever imagined.

But here comes the MODERN-OLA and in direct answer

Saves Space—Two Ways

Being round in shape and tall, anyone can see in an instant how conveniently and economically it will fit into the precious corners.

Then the Lamp Feature. Every one seems to desire a fine floor lamp, but again there comes the question of space.

Here then comes the MODERN-OLA and solves the second problem and everybody is happy.

So, the Modernola is not only a distinctive Phonograph of fine tone quality but also a decided SALES LEADER, which of course is important to you—Mr. Dealer.

THE
MODERNOLA COMPANY
JOHNSTOWN, PA.

Eastern Distributors
Eastern Phonograph Corporation
100 West 21st Street, New York

Place your order early. As a Ready Seller you will find the Modernola your "One Best Bet"



You will be interested in the Special Offer we are making at the present time. The quickest way to find out is to address Department D.

Edison Caravan Convention in Chicago

Edison Dealers in Middle West Attend Very Successful Two-day Convention Held in Chicago June 20-21—Lacol Men Speak on Trade Topics of Much Interest—"School for Salesmen." William Maxwell's Ploylet, Duplicates Success It Met With in New York City and New Orleans—Last Stop Made at Vancouver

Chicago, Ill., July 5. The Edison Caravan Convention, which scored such a success in New York and later in New Orleans, was opened in this city on June 20, at the Blackstone Theatre. The program was substantially along the same lines as that in the two cities mentioned. Fol-

lowing an orchestral number by Alberti's Orchestra the message from Thos. A. Edison, printed in *The World* last month, was read. T. J. Leonard then was introduced as chairman and made a pleasing address. At the conclusion of his remarks he introduced James P.

School Research. Following Mr. Farnsworth William Maxwell's four-act comedy with music, entitled "The School for Salesmen," was introduced and its striking points aroused considerable favorable comment and enthusiasm. Between the acts an open forum was held on the

Maxwell's play. It was well received. This closed the proceedings for Monday.

The Meeting on Tuesday

On Tuesday morning Alberti's Orchestra opened the proceedings with a very admirable selection of popular music. The first speaker on



Panoramic View of Edison Dealers, Jobbers, Officials and Artists Who Attended the

program was J. W. Scott, a veteran employe of the Edison Co., who spoke on "The Diamond Amberola." He was followed by Mario Laurenti, baritone of the Metropolitan Opera Co., New York, who made an interesting address on "What It Means to an Artist to Have His Art

subject of "What My Banker Thinks of My Edison Business and Me," which was opened by A. M. Corliss, of the Corbus Drug Store, Ottawa, Ill., and participated in by other dealers. Between the second and third acts of the play there was an address made by E. C. Boykin, of the Phonograph Corp. of Manhattan, on "The Goal Man's Name to Every Edison." He was followed by Helen Payne, general stage manager

of the program was J. W. Scott, a veteran employe of the Edison Co., who spoke on "The Diamond Amberola." He was followed by Mario Laurenti, baritone of the Metropolitan Opera Co., New York, who made an interesting address on "What It Means to an Artist to Have His Art



Two Interested Convention Visitors

J. A. Brown, Phonograph Co. of Cleveland, and R. H. Alling, Phonograph Co. of Detroit



Ready for a Stroll

A. F. Odell, Quincy, Ill.; Mr. and Mrs. A. C. Odell, Kokomo, Ia.; L. P. Block, Indianapolis, Ind.

for Charles Frohman, Inc., who spoke on "If Salesmen Were Actors." This talk which, by the way, appeared in last month's *World*, fitted in most happily with the thought set forth in Mr.



Edison Representatives, Artists and Guests

J. B. Gregg, F. J. Leonard, Edw. R. Dunning, Helen Payne, Miss Felice Hahn, Prof. Charles H. Farnsworth, Miss Cecil Anden, D. E. Wheeler, Mrs. Charles Edison. Truly Perpetuated for All Time by Edison's Genius." Mr. Laurenti was succeeded by Edward R. Dunning, of the Crowell Publishing Co., New York, who told "How Magazines and Farm Papers Interlock With Edison Newspaper Advertising." The talk was illuminating and stimulating and pleased the delegates in attendance.

The Needle of The Century

A Near Permanent Needle

A CACTUS NEEDLE THAT SELLS ITSELF

Produces clear, 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 CHICAGO—(Continued from page 58)

An open forum of exceeding interest followed Mr. Dunning's address, the subject being "Mood Change Parties," the talk being led by Charles L. Day, manager of the New Edison Parlors, Kellogg, Drake & Co., Galesburg, Ill., and W. O. Hopkins, of the Edison Shop, Indianapolis, Ind., and a number of other dealers. Miss Cecil Arden, contralto of the Metropolitan Opera Co., was then introduced and gave "A Tone Test That Is Slightly Different." She enacted the principal role, and looked and sang most beautifully.

Another open forum was then scheduled, the subject being "The Turntable and How to Find Space for It," the speakers being C. W. Sower-

principal speakers on these subjects were B. C. Humphreys, Haines & Essick, Decatur, Ill.; Harry Shroyer, Shroyer Music Co., Bethany, Mo.; E. C. Johnson, Hildreth, Neb.; W. L. Eshelman, Eshelman Music Shop, St. Joseph, Mo.; A. L. Heselbund, Pierre, S. D.; W. H. Hugg, George E. Rhine, Massillon, O.; J. A. Reinemann, J. A. Reinemann & Co., Muscatine, Ia.; and A. C. Odell, Odell's, Inc., Keokuk, Ia.

Harry Breen a "Riot"
The second day of the Edison Caravan Convention wound up with a delightful specialty by Harry Breen, in which he expatiated on "Your Virtues and Your Faults in Rhyme." This was everley doue and Mr. Breen's hits directed at

and the music was furnished by Albert's Palmer House Orchestra, which supplied the general music for the convention. The banquet proved a most unusual affair, especially as regards the general program, the menu and the exceptional entertainment provided for those in attendance. The eight vaudeville acts introduced during the evening were selected from the Keith shows being given at the Palace and State-Lake theatres—all headline acts. These were supplemented by umbers from the leading music comedies now playing in Chicago. Among those who appeared were: Sam White and Ella Rooney, of "The Passing Show"; the Okura Japs, Kellan and Odare, H. J. McDermott, Bailey and Cowan,



Second Annual Edison Caravan Convention, Held in Chicago on June 20 and 21

those in the audience were received with considerable hilarity. The entire gathering was most resultful and interesting, and everyone departed fully convinced that this business reunion in Chicago was one of benefit and enjoyment to everyone concerned.

those in the audience were received with considerable hilarity. The entire gathering was most resultful and interesting, and everyone departed fully convinced that this business reunion in Chicago was one of benefit and enjoyment to everyone concerned.

The Banquet Tuesday Night

A most enjoyable close to the Edison Caravan Convention in this city was the banquet tendered the Edison dealers in attendance by the following group of Edison jobbers: The Phonograph Co., Wm. H. Lyons, Chicago, Ill.; Kipp Phonograph Co., Indianapolis, Ind.; Harger & Blish, Des Moines and Sioux City, Ia.; Laurence H. Lucker, Minneapolis, Minn.; The Phonograph Co. of Kansas City, Kansas City, Mo.; Silver-

Gene Green, the Hillis Sisters and others. These artists appeared on a miniature stage, with superb electrical effects, which was especially



From Iowa—and Proud of It

H. H. Bligh, Des Moines; L. R. Hodges, Clinton; L. Sutton, G. C. Silver, Des Moines; Mrs. G. Baker and G. Baker, Ottumwa.

constructed at the Drake Hotel for this affair. Mr. Maxwell, of course, could not escape being compelled to make an address, in which he expressed his appreciation of the good work accomplished by the convention, and dwelt upon the price policy of the Edison Co. and what it meant to Edison dealers to-day—100 cents on (Continued on page 60)



Nebraska—Four to One!

I. M. Sanger, Minton, Neb.; E. C. Johnson, Hildreth, Neb.; H. J. Beckler, Colmar, Ia.; J. J. Herr, Weeping Waters, Neb.; W. A. Gourlay, Lincoln, Neb.

Circleville, O.; P. Sydney Tutte, Edison Phonograph Shop, Winnepeg, Mau., and H. T. Costello, the Baldwin Piano Co., Louisville, Ky. F. E. Nixon, general manager of the Federal Advertising Agency, New York, then gave an address-lecture on "The Interlocking Newspaper Copy—How an Idea Grows," which was illustrated with stereoscopic views. Following his address there were two open forums, one on "Sitting and Waiting, or Going Out and Getting," and the other on "Does Sales Aid Service Really Pay?" The



Phonograph Co. of Kansas City Prize Winners

F. M. Munson, Wakeoney, Kan.; W. A. Vauter, Marshall, Mo.; J. D. Van Amburg, Scott City, Kan.; W. E. Cahill, Windsor, Mo.; D. E. Brown, Fayette, Mo.; Charles Cabell, Barret, Pa.; C. B. Keeley, Detroit, Kan.; Stone Music Co., St. Louis, Mo.; Schultz Bros., Omaha, Neb.; The Phonograph Co., Cincinnati, O.; The Phonograph Co., Cleveland, O.; The Phonograph Co. of Milwaukee, Milwaukee, Wis.; The Phonograph Co. of Detroit, Detroit, Mich.

The banquet was held in the large ballroom.

PLAYS 100-200 RECORDS

NO SCRATCH—NO HISS

4-25c.

LOUD
MEDIUM
SOFT

Send for Sample and Discounts

MELLOWTONE NEEDLE CO., Inc.

ANSONIA, CONN.

"BLACK DIAMOND"

GRAPHITE

Spring Lubricant

The Lubricant Supreme

Guaranteed not to dry up or become sticky or rancid; remains smooth, silky to touch indefinitely. Prepared in just the right consistency in collapsible tubes; 1/2, 1, 2, 3, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.
North Side, Pittsburgh, Pa.
Manufacturers' Representatives
LOUIS A. SCHWAB, INC.
1265 Broadway, New York City
21 First Van Buren St., Chicago, Ill.
575 Forsyth Bldg., Atlanta, Ga.
FOR SALE BY ALL LEADING JOBBERS

EDISON CARAVAN CONVENTION IN CHICAGO—(Continued from page 59)

the dollar. Following the concert there was dancing until the wee sma' hours.

Traveling Staffs Meet

On Wednesday morning, June 22, the traveling staffs of all the Edison jobbers met with the officials of the Edison laboratories in a special travelers' convention at the Drake Hotel, and the entire policy of the Edison Co. was discussed and much valuable information interchanged. On

Monday the Caravan to Vancouver, was compelled to return home, owing to illness in his family.

The Edison jobbers' personnel in attendance at the Chicago Caravan Convention consisted of the following: C. E. Goodwin, president, and W. C. Eckhardt, sales manager, The Phonograph Co., Chicago; E. D. Hill and L. A. Sutfin, travelers for this company; W. H. Lyons, Chicago; from the Kipp Phonograph Co., of Indianapolis,

Cincinnati; P. H. Oehlman, vice-president; from Phonograph Co. of Cleveland, Ben Smith, presi-



Edison Dealers Entertained by Edison Jobbers at a Banquet at the Drake Hotel

Wednesday evening the Caravan departed for Vancouver, British Columbia, where the closing Edison convention was held. The program was substantially the same as that in New York, New Orleans and Chicago. Those who took part in the trip were: William Maxwell, accompanied by Mrs. and Miss Maxwell; E. E. Nisan, J. B. Greer, D. E. Wheeler, E. H. Philips, D. Babcock, Victor Young, E. Krautwein, J. W. Scott, C. S. Gardner and J. J. Callahan. T. J. Leonard, who expected to accom-

pany the Caravan to Vancouver, was compelled to return home, owing to illness in his family. The Edison jobbers' personnel in attendance at the Chicago Caravan Convention consisted of the following: C. E. Goodwin, president, and W. C. Eckhardt, sales manager, The Phonograph Co., Chicago; E. D. Hill and L. A. Sutfin, travelers for this company; W. H. Lyons, Chicago; from the Kipp Phonograph Co., of Indianapolis,



The Youngest Delegate to the Convention
Little Miss Jean Anderson and Her Parents, Mr. and Mrs. H. C. Anderson, Indianapolis, Ind.

dent, and L. A. Bloom, vice-president; from Wisconsin, Phonograph Co. of Milwaukee, Wm. S. Schmidt.

TO PREVENT MISREPRESENTATION

WASHINGTON, D. C., July 9.—Senator Lodge has introduced a bill in the Senate, the intent of which is to prohibit the manufacture, sale or distribution through interstate commerce of misbranded, misrepresented or falsely described articles.

The Kimberly Phonograph Co. of New Jersey, located in Elizabeth, has incorporated under the laws of that State to make talking machines, with a capital of \$100,000. E. M. Woelfel, V. E. Husbands, both of Elizabeth, and Leo Jacobson, of Perth Amboy, are the incorporators.

The finest phonograph is appropriately encased in

AMERICAN
WALNUT
"The Cabinet-wood Superlative"

PRE-EMINENT Walnut characteristics are: matchless color, texture and figure, as well as strength, stability, and durability to a degree unapproached by any other cabinet-wood.

For these good and sufficient reasons, Walnut is always the first choice of manufacturers

For Phonograph Cabinets

In the hands of a clever artisan, Walnut provides a cabinet-wood worthy of his best craftsmanship.

"Goods Well Made Are Half Sold."

Our National advertising is carrying to the consumer this message:

"Be Sure Your Walnut Is Walnut"

It's up to you to cash in on this message.

Send for our valuable data for manufacturers—or data for dealers. Also the worthwhile Walnut Book for your salesman. Address the producers of American Walnut Lumber and Veneers, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022 616 So. Michigan Boulevard Chicago



NOTE THE BEAUTIFULLY FIGURED VENEER
IN THIS AMERICAN WALNUT TALKING
MACHINE CABINET OF ELEGANT DESIGN

WHY NOT FARM LAWN CONCERTS?

Novel Publicity Campaign of the Pontiac Music Co. Wins Instant Popularity

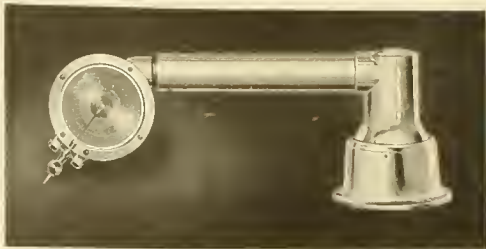
An interesting and profitable campaign, which included a series of Victrola farm lawn concerts, was launched recently by the Pontiac Music Shop, Pontiac, Mich. The concerts were advertised with the aid of well-arranged Victor concert programs and are proving a tremendous success. A letter from F. J. O'Conner, of the Pontiac Shop, to the Putnam-Page Co., Peoria, Ill., describes the success of the experiment. The letter states that Victrola music has already been furnished for two church affairs and in addition twenty lawn concerts have been booked. Patriotic music was also furnished on Decoration Day and in the evening a Victrola concert was attended by four hundred people. The idea has gained such popularity that demands for bookings from churches and societies are constantly increasing.

MADE A TIMELY WINDOW DISPLAY

P. W. Simon's music store, which handles the Victor line in Uniontown, Pa., believes strongly in making its window displays timely. When the famous Uniontown races were held recently in that town a special window was arranged for the occasion, showing a miniature track with small model cars tearing around the track at great speed. The window, which was admirably designed by Miss Ethel Roden, attracted so much attention that the local papers carried complimentary notices about it in their columns.

TO MAKE EDISON TONE TESTS

Miss Cecil Arden, of the Metropolitan Opera Co., has been engaged by the Phonograph Co. of Manhattan, Edison wholesalers for Greater New York, to make tone tests at various points where Edison dealers are established. Miss Arden's tour will begin in September.



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 Specialist in Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

SELLS RECORDS BY TELEPHONE

Columbia Dealer Uses 'Phone to Boost Record Sales—Campaign Produces Excellent Results

The Acuff Furniture & Music Co., of Maryville, Tenn., Columbia dealer, is selling records by telephone—not merely taking telephone orders, but demonstrating the records through this medium. This progressive dealer uses a cabinet type Grafonola, placing the telephone on a table so that the transmitter is as close as possible to the tone chamber. A fibre needle is used, and the plan and detail, as outlined, are as follows:

"We do not house the machine and telephone in a hearing room, but operate in our large room. We found to house both machine and telephone would cause the telephone transmitter to 'crash' or 'sizzle.' We found in our main room, which is 30 by 140, we get the best

results. Our patrons seem to think the tone fine and in fact we sell many records in this way, delivering and collecting for them.

"We had the pleasure of selling one record by long-distance telephone this week. This, of course, is more favorable publicity than a profit in dollars. The 'hello girl' must be your friend in this case or your scheme won't work at all. Our girls here like this method, as they get some of the fun themselves."

TRUTONA CORP. GRANTED CHARTER

The Trutona Corp., manufacturer and dealer in talking machines and parts, has received a charter of incorporation in Virginia, with capital ranging from \$2,000 to \$50,000. The officers of the new firm are: F. L. Shelor, of Petersburg, president; C. E. Shelor, of Salem, secretary, and F. W. Minor, of Richmond.

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



Charles Hackett sings "Duna," that charming melody made for everyone who has ever longed for home. How's that for a public to which to offer the latest record by this great tenor? Columbia 79521.

Columbia Graphophone Co.
NEW YORK

TRADE IN THE NORTHWEST IS DISTINCTLY OPTIMISTIC

Expect Lively Renewal of Business After September—Leading Jobbers and Dealers Express Their Views to The World Representative—Retail Stocks Said to Be Low Throughout Northwest

ST. PAUL and MINNEAPOLIS, July 5 In the Northwest the general attitude of the business world is that of hopefulness. Crop experts tell everyone that there will be an immense yield, unless something should interfere, and business experts say that various difficulties are being adjusted and that by Fall normal conditions will be re-established.

Well, the music merchants are a cheerful lot and they are disposed to believe that most of their worries will disappear soon after September 1. Just now, however, the life of the dealer in talking machines is not particularly profitable.

Pathé dealers in the Northwestern territory are making the best of the dull season, according to H. Soumiers & Co., Northwestern distributors. In the larger cities the demand for Pathé machines and records, though not particularly brisk, is quite satisfactory under the circumstances. Rural dealers are buoyed up by the hope of big crops and the hope of agricultural prosperity.

"Our patrons are in good spirits," remarked George A. Mairs, head of the Victrola department of W. J. Dyer & Bros. "There is not a great deal of business to be had, but many of them say that they detect a distinct improvement in things and feel that when the revival starts it will move with great activity."

Milton Lowy, manager of the Minnesota Pho-

nograph Co., which retails Edison products in Minneapolis, proudly proclaims that his totals so far this year are ahead of the corresponding period of 1920. Any retail dealers in the State will tell the world that such a record is an enviable one. In the wholesale line things are moving along very satisfactorily.

The Beckwith-O'Neill Co. finds that the country dealers are in a more hopeful and cheerful mood than the city dealers. Victor goods are still in demand, however, and wherever talking machines are being sold the Victrolas continue to hold their share of public attention.

An aggressive advertising campaign is being conducted by the Stone Piano Co. in behalf of the Vocalion line of phonographs and, according to reports, the results have been profitable.

Montana appears to be the liveliest place on the Northwestern map, says W. L. Sprague, manager in the Northwest for the Columbia Graphophone Co. The new oil fields are producing some excellent returns. One dealer in a Billie shack, which he put up himself, is doing what is called a "blind office" business, and that means he is doing very well indeed. Mr. Sprague is confident that there will be a genuine trade revival soon after the crops begin to move in any considerable volume.

Retail stocks are low throughout the North-

west, says E. L. Kern, Northwestern director for the Brunswick-Balke-Collender Co. Dealers are buying from "hand to mouth," but they are selling machines right along and hence the Brunswicks continue to move, although not in carload lots. The Brunswick records have become a greatogue in the Northwest, much to the delight of Mr. Kern and his assistants. The No. 107 Brunswick cabinet machine is the best seller of the entire line and really is going fast.

AN ENTHUSIASTIC SONORA BUYER

One of the most enthusiastic admirers of the Sonora phonograph is Leon Errol, who is the star of the musical production "Sally," which is generally recognized as the most successful



Leon Errol

musical comedy that has visited New York in recent years. Leon Errol is not only an actor, but is an author, producer, stage impersonator and dancer extraordinary, and his selection of an Adam model Sonora for his personal use is a gratifying tribute to this instrument.

INCREASED DEMAND IN NEW JERSEY

Collings & Co., who distribute U-Sav-Your polish in New Jersey, report good business and a steadily increasing demand. This report is proved through the large re-orders which are being sent the U-Sav-Your Manufacturing Co. at Warren, Mass.

W. J. Lorenzo, Dealer Service manager at Columbia headquarters in Philadelphia, was a recent visitor at the Columbia offices, New York. Mr. Lorenzo spent considerable time conferring with the Dealer Service department here in the interest of the nation-wide Columbia campaign.

Ward's Khaki Moving Covers

Distributors

BRISTOL & BARDEN, INC.
3 E. 4th St., New York City

YANK & LANGE DRUG CO.
207-213 E. Water St., Milwaukee, Wis.

COHLEN & BUCKER, INC.
Westholme, O. C.

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
511 1/2 1st St., Ulen

D. L. MARSHALL CO., INC.
Deckerman Bldg., Cleveland, O.

GUTHRIE DISC., DETROIT, MICH.

THE REED CO.
257 Fifth Avenue, Pittsburgh, Pa.

G. J. VAN NORTON & SONS
140 S. Dearborn St., Chicago, Ill.

SONORA DISTRIBUTING CO. OF TEXAS
OAKS, TEXAS

KNIGHT-CAMPELL MUSIC CO.
1800 Wyoming St., Denver, Colo.

ENAS H. YATES
311 Laughlin Bldg., Los Angeles, Cal.

W. O. A. G. N. ANDREWS
Buffalo, N. Y.

SACHE & CO.
425 So. Wash St., Chicago

SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.

JOHN A. FULTON CO.
35 Auburn Ave., Atlanta, Georgia

1100 East Boulevard, Charlotte, N. C.

830 Washington St., Jacksonville, Fla.

ORTON BROTHERS MUSIC HOUSE
Gales, Md.

ORAY & OUDLEY CO., Nashville, Tenn.

ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.

W. J. OYER & BRO., St. Paul, Minn.

AMERICAN PHONOGRAP CO.
Burlington, Vt.

JOSEPH SARNETT & CO., Cedar Rapids, Ia.

Grade "D" Cover with

No. 3 Straps

THE C. E. WARD CO.

(Well-Known Lodea Regalia House)

101 William Street New London, Ohio

Also Manufacturers of Substituted Covers and Gait Covers for the Warman



HERE IT IS, GENTLEMEN

Big beautiful package that retails for 30c with polishing cloths free—sells on sight. Jobbers ordering thousands. Shipping all over the world, even Africa. The above cut will be used in National Advertising and will say,

“PURCHASE FROM YOUR VICTOR DEALER”

Send an order to your jobber at once for a trial case (twenty-four bottles)—if he will not supply you—we will. Large discounts—you run no risks. Guaranteed without reservations.

Larger size with polishing cloths 50c each, twenty-four to the case. Assorted sizes if desired. You can create immediate business with this package. Try it—Now.

U-SAV-YOUR MFG. COMPANY, 33 Perkins Ave., Warren, Mass.

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!



"MUSICAL FOREST" GETS BUSINESS

A. Weiler & Co., Edison Dealers and Jewelers, Use Clever Display to Increase Sales

A "musical forest" is the result-getting innovation recently inaugurated by A. Weiler & Co., progressive jewelry dealers and agents for the Edison phonograph in Greenwood, Miss. The front of the store is taken up with the jewelry department and the rear contains the talking machine display. This consists of trees, log cabins, and other accoutrements which tend to make it realistic and interesting. The various Edison instruments are placed in an artistic manner which is sure to attract the attention of anyone entering the establishment. Rows of chairs provide for the comfort of visitors while listening to the music. The forest is changed semi-annually. In the Spring a Summer air is imparted to the display by placing a green carpet on the floor and arranging flowers here and there. In the Fall this is changed to the brown of Autumn. Autumn leaves are scattered about, the trees are bare, and icicles take the place of the flowers.

DEATH OF ALBERT C. LOOMIS

Albert C. Loomis, who for over thirty years was connected with Thos. A. Edison, Inc., and for most of that time in the phonograph division, died suddenly at the Edison plant at West Orange, N. J., last month. Mr. Loomis, who was 59 years old, had invented and patented several labor-saving devices used in phonograph manufacture.

The death of Miss Leigh Barnes, record expert of the Gimbél talking machine department, New York, is being mourned by her associates in business. Miss Barnes was one of the most popular of the Gimbél personnel.

MARY STAFFORD SCORES HIT

Singer of "Blues" Songs Popular With Columbia Trade—First Records Well Received

Mary Stafford, who recently signed a contract as an exclusive Columbia artist, is destined to become one of the most popular artists making "blues" records, as her first selections have been received with enthusiasm everywhere. Miss Stafford, or Annie Burns, as she is better known to the dusky natives of the Ozarks, where she made her home, has a voice particularly adapted



Mary Stafford

to the rendition of the popular "blues" type of songs, and, accompanied by her own jazz band, she has made several Columbia records that have attained a wide sale. "Crazy Blues," which was her first number, met with instant favor, and to hear this record one would suppose that this artist had been reared down South with some Alabama mammy to understudy, instead of being a native of Missouri.

The Sonora Phonograph Co. declared a 2 per cent quarterly dividend on its preferred stock, which was paid July 1 to stock of record June 20.

SALESMEN KEEP ON SCRATCHING

Sales Manager Lusk, of Serenado Mfg. Co., Gives Interesting Talk on Salesmanship—Admits That Hard Work Is Absolutely Necessary During These Times

CLARK RAPIDS, IA., July 5.—"We don't believe we have ever worked as hard in our lives as we have during the last six months or so," said M. E. Lusk, Jr., sales manager of the Serenado Mfg. Co., in a recent chat with The World, "but that work has brought in results and we are mighty glad, indeed, to say that we believe we are over the peak, as shown by the fact that our business is showing a gradual increase and is approaching right now mighty close to the point that it reached this time last year.


"When dry weather comes, about ninety-nine birds out of every hundred almost starve to death. But out of the one hundred birds there is one who keeps right on scratching—who turns up each leaf, who digs alongside of every log, with the result that when night time comes he has a belly full of worms and is not kicking about the dry condition and the scarcity of worms nor the work necessary to dig them out.

"We believe salesmen are like birds, and we believe that dealers are like birds and that the only trouble with conditions has been that 90 per cent of the merchants have ceased to scratch and are kicking because their stores aren't so full of customers that they are pushing them off their easy chairs. Moreover, we have found that in almost every town there is at least one merchant who has kept right on scratching and who is reporting business right along—just as much and maybe more business than he ever did before in his life, for he has had less competition.

"We know that we will never see the time again, for some years to come, at least, when it is a question not of selling, but of manufacturing, and we believe that we all of us have got to get down to scratching if we are going to keep our belly full of worms. We have been fortunate, perhaps, in having a goodly proportion of scratchers in our organization, for it really has been a surprise to us at the way business has kept up all over the country.

"During the month of May, in addition to taking care of old dealers we signed up with probably sixty new accounts, each one of them signed up on a contract with us governing the sale of the Serenado. And so far during June we have been increasing that record, and look forward to at least seventy-five new dealer accounts this month. So, not only have we been receiving a satisfactory business from our old dealers, but we are finding throughout the country a reasonable number of forward-looking men, who don't believe the country has gone to pot—who know that business is to be had when it is gone after, and who are going after that business with the Serenado line."

Stopping advertising to save money is like letting the bearings run dry to save oil.



MAGNAVOX
22 INCH HORN

MAGNAVOX

TYPE V-2 FOR VOICE ONLY

This type of magnavox is in great demand as a big improvement on the megafone. It is much louder and will supplant the megafone for calling, announcing, directing in all locations.

It is somewhat less expensive than Type MV-1

See Page 51
for list of distributors

Write to the nearest one for further information.

TELEMEGAFONE THAT REPRODUCES MUSIC AND VOICE FAITHFULLY

SPEAKING TRANSMITTER

TWO WIRES CONNECT TO 6 VOLTS STORAGE BATTERY

NEWARK DEALERS AFTER BUSINESS

Higher Priced Models in Demand—Dealers Adopt Aggressive Selling Policies—Business as Good as Could Be Expected at Present

NEWARK, N. J., July 6.—Despite oppressive weather, general business depression and other unfavorable conditions, Newark music merchants, because of their tireless efforts and aggressive selling policies, are able to report a fair demand for talking machines. The cabinet and period models seem to be in greater demand, indicating that most of the buying at the present time is being done by people with money and those not affected by labor troubles and business depression.

C. A. Trine, in charge of the L. Bamberger & Co. talking machine department, reports that business is as good as could be expected at this time. Unflagging courtesy and service constitute the policy of the concern. The Victrola and Brunswick talking machines are the popular machines sold by this firm.

The Griffith Piano Co., Sonora distributor for New Jersey, in common with other dealers, reports that the cabinet and period models are popular at this time. The company has an encouraging amount of business to its credit for the month of June. Harry Griffith is at the head of the Sonora department, while T. M. Griffith and Fred Griffith have a share in the running of the business, the latter being in charge of the Paterson branch and the former heading the piano department.

The Edison Shop at 861 Broad street has evolved an effective method of doing business and at the same time obtaining some worthwhile publicity. This consists of loading up three trucks with machines each morning and demonstrating and selling them from the vehicles. Mood change chart parties have also contributed to the steady sales of this progressive house and concerts given to firemen and policemen in their headquarters have proved effective in implanting the Edison product on the minds of these prospects.

J. A. Bliesenick, manager of the talking machine department of the Hahne department store, reports that machines costing from \$175 and up are proving the better sellers. This department donated a Victrola as a prize to the winner of the athletic events to be held July 9, at Roton Point, at an outing of the employees.

The Widener store at 869 Broad street has added the Granby to its line. This firm also handles the Columbia Grafonola.

A number of dealers have already signified their intention of adding the Granby to their line. Acolian Hall reports conditions as being fair and is planning for an aggressive policy of business expansion and sales promotion in the Fall. Vocalion Red records are enjoying a good sale at this store at present, says E. B. Pfondraft, manager.

To attract the attention of passersby to the store, the Chalmers Victrola Shop has placed a machine under a coal manhole directly beneath the sidewalk. To this innovation is attributed a measure of the large volume of recent record sales. G. H. Denton is in charge of the Newark establishment and W. J. Snyder is his assistant.

The Newark branch of the Ideal Music Co., which was opened only a short time ago, is in charge of R. N. Whitelaw. Features of the establishment are the thirteen Unico booths, installed by the Unit Construction Co. of Philadelphia, and a large concert hall on the second floor designed for Victor concerts.

J. De Witt, of the Goerke Co., reports better business in June than preceding months and expresses optimism concerning the future. The Lauter Piano Co., exclusive Victor dealer, also reports business in good shape, as does the Victor department of the Knabe Piano Co.

Popular songs transmitted to passersby by means of a Magnavox have proved effective in enticing crowds into the Broad & Market Street Music Co.'s store at 163 Market street. This has been the means of creating a demand for both records and sheet music.

TALKING MACHINE EXPORTS DECLINE

Exports, Including Records, for Eleven Months, Ending May, 1921, Total \$5,768,417

WASHINGTON, D. C., July 5.—In the summary of exports and imports of the commerce of the United States for the month of May, 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 datable imports of talking machines and parts during May, 1921, amounted in value to \$61,370, as compared with \$80,073 worth which were imported during the same period of 1920. The eleven months' total ending May, 1921, showed imports valued at \$733,520, as compared with \$721,658 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,564, valued at \$115,000, were exported in 1921, as compared with 6,006 talking machines, valued at \$335,106, sent abroad in the same period of 1920. The eleven months' total showed that we

exported 65,130 talking machines, valued at \$2,951,283, against 70,560 talking machines, valued at \$3,217,401, in 1920, and 45,186 talking machines, valued at \$1,167,641, in 1919.

The total exports of records and supplies for May, 1921, were valued at \$212,986, as compared with \$231,129 in May, 1920. For the eleven months ending May, 1921, records and accessories were exported valued at \$2,817,134; in 1920, \$3,574,866, and in 1919 the exports were valued at \$2,653,319.

NEW MODEL OF AUTOMATIC STOP

Piqua, O., July 1. The Secoy Co., of this city, manufacturer of automatic stops, has perfected its Model "X" start-and-stop, and is now presenting it to the manufacturers for Fall production. The new start-and-stop is very simple, containing only eight pieces. The Secoy Co. has been in business for the past four years; George G. Secoy is president and general manager, S. D. Palmer is vice-president and S. N. Arni is secretary and treasurer.



ODEON

RECORDS

Out With FINE NEW HITS

DANCE RECORDS

0d 20041—	My Man (Maurele Yvau)—Fox Trot	10" 50c
	Who'll Be the Next One to Cry Over You—Fox Trot (Johnny S. Black)	American Odeon Orch.
0d 20045—	Havana Moon (Walter Smith)—Waltz	American Odeon Orch.
	Dolly (Intro. "Who's Who With You" from "Two Little Girls in Blue")—Medley Fox Trot	Julius Rosenberg's Harmonists
0d 20046—	Danny Danny (The Irish Yacht Club) (Alma Sanders-Monie Carlo)—Sovelly Fox Trot	American Odeon Orch.
	Oh Me! Oh My! (Intro. "Dolly"—"Two Little Girls in Blue") (Vincent Youmans)—Medley Fox Trot	Leadbere's Harmonists
0d 20047—	The Cock of Love (Blue Haze)—Fox Trot	Lamin's Homeland Orch.
	I Call You Sunshine (Intro. Chorus of "Dear Me") (Silver-Golden)—Medley Fox Trot	Lamin's Homeland Orch.
0d 20050—	Do You Ever Think of Me (L. Hurnett)—Fox Trot (Kuehn's Waldorf Astoria Dance Orch. Where the Lazy Mississippi Flows (Rollo de Freyne)—Waltz	Harry Raderman's Jazz Orch.

VOCAL RECORDS

0d 20048—	Who Feels to Speak of Easter Week, Baritone with Orchestra	10" 50c
	The Felous for Our Land, Tenor with Orchestra. (Arranged by J. J. Johnson)	Cathol O'Hare
0d 20049—	God Save Ireland, Baritone with Orchestra. (Arranged by Alfred Moffet)	Shun O'Mally
	The Harp That Once Tare Tara's Heile. (Thomas Moore) Tenor with Orchestra.	Patrick Jordan
		Emmet O'Toole

SPECIAL

XYLOPHONE WITH ORCHESTRA

Franz Krueger

And 27002—THE MILL IN THE BLACK FOREST (Eiseberg)

THE MERRY COPPERSMITHS (Grunow)

12 in. \$1.25

JUST RELEASED—10 JEWISH RECORDS

Sung by the famous Cantor JOSEF ROSENBLATT

Ask for our Jewish Catalogue

American Odeon Corporation

100 WEST 21st STREET **NEW YORK CITY**

PHONE: CHELSEA 0258



THE VICTROLA *The Universal Educator*

H. G. Wells, called the world's most constructive educator, says:

Every school house in the world should be equipped with a Talking Machine . . .

The Victor retailer has the pleasure and satisfaction of not only representing the world's greatest musical instrument, but he is also a factor in the development of the nation's musical education.

One dealer in Ohio has sold to date ninety Victrolas to schools; every school is a record customer, every child an enthusiast, *i. e.*, a salesman.

Your county institute in August gathers together several hundred teachers. Is Victor work to be presented in that institute? If not, write to our special department equipped to co-operate with Victor retailers in developing the demand for Victor records.

Have you seen our Children's Record Hanger?

The Cleveland Talking Machine Co.

Victor Wholesalers

1125 Oregon Avenue

Cleveland, Ohio

THE VICTROLA *The World's Greatest Educator*



The instrument chosen by the greatest artists

All these great artists make records for the Victor

- Alma Kravitz
- Benjamin
- Clara
- Clara
- Clara
- Clara
- Clara
- Clara
- Clara
- Clara



The Victrola is to music what gold is to commerce

Standard of value. When, present for your home, Victor records your

Victrola



You can attend the concerts of the greatest bands - on the Victrola

It isn't possible for every one to go to the parks and auditoriums where the famous bands play to vast audiences, so the Victrola brings the bands to you.

U.S. Band, Conway's Band, Pryor's Band, Vesella's Band, U. S. Marine Band, Diamond's Band of London, Garde Republicaine Band of France—all the greatest bands.

With a Victrola you can have a concert of the same great bands in your home at your own choosing. New Victrolas \$25 to \$1500. Now Victor records demonstrated at all dealers in products on the 1st of each month.



THE GREAT MUSIC AND THE HIGHEST QUALITY RECORDS ARE AVAILABLE ONLY THROUGH THE VICTOR TALKING MACHINE CO. CAMDEN, N. J.

Victor Talking Machine Co. Camden, New Jersey

Victor advertising keeps the Victrola in the public mind, and keeps business moving in the direction of Victor retailers everywhere. These advertisements in the current magazines are right now impressing the public with the superiority of Victor products and bringing customers to your store.



Victor Talking Machine Company, Camden, N. J.



"HIS MASTERS VOICE"

This trademark and the trademark word "Victrola" identify all our products. Look under the lid! Look on the label!
VICTOR TALKING MACHINE CO., Camden, N. J.

Victor dance records present the orchestra which are the biggest dance attractions before the public today. Nothing can compare with Victor dance music except those same famous orchestras which the Victor presents. Paul Whiteman and His Orchestra, The Benson Orchestra of Chicago, All Star Trio and Their Orchestra, Joseph C. Smith

Victor Talking Machine



Orchestras
are the
Victor
Orchestras
in and
Chicago,
Smith's

Orchestra, Original Dixieland Jazz Band and other favorite organizations which daily delight thousands of dancers with their vivacious dance music.

Such music as this on Victor dance records brings joy to thousands of dancers, and profit and good-will to the retailers who handle Victor products.

Company, Camden, N. J.

There is only one way
to hear Victor records
at their best - play
on Victrola instrument

Victor records and Victrola instruments are specially made to be used together. They are scientifically synchronized, and that is possible only because both are the products of the Victor Talking Machine Company.

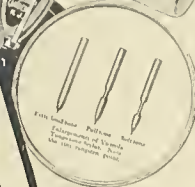
The need for this harmonization is so apparent to the great artists who make Victor records that they exercise the same care in cooperating with the scientists and craftsmen of the Victor organization to achieve the perfect result.

It is only when you play Victor records on Victrola instruments that you get the best.



"HIS MASTER'S VOICE"
THE U.S. PATENT OFFICE

Victrolas for
summer use



From the best
Manufacturers of Victrola
Gramophones, Records,
and Accessories, Victor

... that tiny
... makes!

Get one of these Victrolas
for summer entertainment



Victrola IV, \$25
net



Victrola VI, \$35
net

There are so many places and so many times when one of these portable Victrolas fits right in with the occasion. They not only meet the need for summer entertainment, but meet it anywhere that need arises. Besides giving you the best music when you take it wherever you want it—indoors or out. And they play any of the more than 5000 records in the Victor Record catalog.

New Victor Records demonstrated at all dealers in Victrola products on the 1st of each month.

Victor newspaper advertising is the big side-partner of Victor magazine advertising. Both are constantly working together, and the advertisements shown here in miniature are appearing in newspapers throughout the country. And every Victor retailer enjoys the benefits of the extensive Victor advertising.



Victor Talking Machine Company, Camden, N. J.

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

Boston, Mass., July 5.—A rather remarkable June so far as weather is concerned was responsible to a large degree for a little brisker business in the talking machine trade, but there is still room for improvement, as a number can testify. There has been more or less business with Summer cottagers who like to have an inexpensive talking machine around the house, but this line of activity has not been what it was in previous Summers. The healthiest movement to be discerned thus far comes from some of the mill towns of New England, where general business is beginning to show real signs of life. Dealers at these points, therefore, are beginning to expand their facilities to meet the increasing demand.

Plan Trade Get-together Meet

At a meeting of the special committee of the New England Music Trade Association, of which Frank S. Horning, the Boylston street Victor dealer, is one, to see what might be done by way of getting the music trade together it was the consensus of opinion that an outing at one of the suburban golf clubs some time in September might be acceptable to the general membership. Later, if this is the plan finally decided on, formal arrangements to this end will be entered upon. An outing at Plymouth during the tercentenary was discouraged because of the time taken in getting down there and back.

Promotion for John J. Moore, Jr.

John J. Moore, Jr., who has been doing excellent work in Manager Fred E. Mann's New England territory for the Columbia Co., has been advanced from the position of supervisor of the Dealers' Service department to the management of the southern Massachusetts selling territory, succeeding H. E. Gill, resigned. Mr. Moore has

made many friends in and around Boston, who will be glad to learn of his promotion. His position in the Dealers' Service department has been filled by the appointment of Paul H. Harahan, who was Mr. Moore's assistant. Another change in the Columbia staff is that of Arthur Champagne, lately supervisor of orders and inventory, who has been assigned to the Rhode Island and southern Worcester territory, succeeding D. A. Ingalls, resigned. Mr. Champagne in his former post has been succeeded by J. J. Burns, lately chief of the correspondence department.

Entertained the Sales Staff

Mr. Mann has just had as his guests Leon Tobias, secretary of Van Veen & Co., of New York, and Kenneth Mills, manager of the New York office of the Columbia Co., both of whom sat down to luncheon at the Boston City Club along with members of Manager Mann's sales staff. Mr. Tobias entertained the gathering with a talk on Col-Van equipment, which proved to be most informing.

Outing of Steinert Employees

One hundred and twelve of the employees of M. Steinert & Sons Co. enjoyed an outing at Bass Point, Nahant, on Saturday, June 25, and with Kenneth E. Reed, wholesale manager of the Victor department, to see that the women all had a good time it is a foregone conclusion that everything went off smoothly. The party motored down from Boston in four large auto trucks and some private cars took others. An extensive program had been carefully provided and in the cabaret some of the employees actually shone as brilliantly as some professionals. There were Miss Isabel Arnold and Miss Ruby Forbes, both of the Boylston street store, who

gave a capital sketch with character songs, Irish folk dances by Miss Esther Walsh, of the Victor department, and impersonations and buck-and-wing dancing by "Shad" Plenty, the dusky deejay man at the Victor headquarters, who is always good at this sort of work. There was an exciting baseball game between the Victor and piano departments, the Victor crowd, of course, winning 14 to 10, as was expected. Those worthy of special mention for their clever work are: Robert Steinert, who did some marvelous pitching; Charles Van Ew, and the wonderful one-hand catch of Emmet Ryan, and Jerome Murphy, who played center field. A pleasant feature of the day was the presentation to Alexander Steinert, head of the house, of a pair of handsome binoculars, which he is expected to use on his trip to Europe, on which he will sail from New York today, accompanied by his son, Robert. The plans for this Steinert outing were in the hands of Messrs. Halleck, of the Arch street store, and Cheney, of the Boylston street establishment.

Reports Business Improvement

E. B. Shiddell, of the E. B. Shiddell Co., says that the June business with this house has been somewhat better than had been looked for, all things considered, and on a recent trip through western Massachusetts he found evidences that a marked improvement is soon to get under way, seen primarily in a disposition to place larger orders than in some time past. This condition is gratifying.

Congratulations!

All the Hallet & Davis people are congratulating two of the Pathé attaches who have decided to get married. In other words, the

(Continued on page 69)

Service Does "come in packages!"

What you get from your jobber in merchandise and how you get it vitally affects your sales.

Eastern Service renders a personal aid of unquestioned value.

We take a very keen interest in the success and progress of our dealers.

EASTERN TALKING MACHINE CO.
Victor Wholesalers Exclusively.

85 Essex St.
Boston, Mass.

Steinert Service erves

Here are some of the salient features in Steinert Service.

Educational and Personal Service Bureau.
Practical Store Ideas Department.
Promotion of Educational Work in Schools.
Unsurpassed Record Stock.
Efficient Back Order System.
Excellent Shipping Facilities.
Years of Experience in Victor Merchandising.

This is a part of our service.
It is available to you anywhere in New England.
We will be glad to help you in your Fall campaign.

M. STEINERT & SONS

Victor Wholesalers

35 Arch Street

BOSTON

**AT YOUR COMMAND
ANYWHERE IN NEW ENGLAND**



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

agement has been announced of Miss Marguerite K. Taylor, who has been secretary to R. O. Ainslie, of the Pathé, and Stephen A. Colahan, who is connected with the wholesale end of the New England Pathé distribution. Miss Taylor has been with the Pathé several years. She is a graduate of the Chelsea High School and took a course in business administration at Boston University. Mr. Colahan is the son of Dr. and Mrs. Thomas P. Colahan, of Brooklyn, N. Y., and before coming to the Pathé a little more than a year ago he had been prominent as a talking machine and piano salesman in Worcester, and he has also been located in Hartford, Conn. He is a world war veteran and served with the 103th Machine Gun Battalion in France for twenty-two months. He is a talented pianist and can sing well, and has appeared often in amateur theatrical performances in Brooklyn. As Mr. Colahan's father, mother and sister are planning to spend July and August on the Massachusetts coast an engagement party for the young people will be arranged in a few weeks.

To Do Considerable Motoring

Frederick H. Silliman, head of the Pardee, Ellenberger Co., Inc., has made no special plans for his Summer vacation, but will do considerable motoring week-ends. He manages to get down to the New Haven, Conn., store every so often, always going over the road in his car. Mr. Silliman feels confident that conditions are on the mend and reports he gets from large and small places within his territory are of a more encouraging character than in some time.

Herbert Shoemaker Married

Herbert Shoemaker, general manager of the Eastern Talking Machine Co., was married on the afternoon of June 25, his bride being Miss Dorothy Bacon, daughter of Arthur L. Bacon, of Arlington. Mr. Shoemaker, who is a graduate of the University of Pennsylvania, class of '15, was attended by his brother, Louis J. Shoemaker, who came over from Philadelphia. The bride was unattended. The ceremony was performed in the New Church Chapel (Swedenborgian), in Cambridge, by Rev. William L. Worcester, whose family. The wedding was very quiet one and those to witness the ceremony were confined to the members of the bride's and bridegroom's families. Following the ceremony Mr. and Mrs. Shoemaker motored up to Lake Winnepessaukee, N. H., and later they planned to go to the White Mountains. Mr. Shoemaker has taken quarters at 90 Pine street, Belmont, where he and Mrs. Shoemaker will be at home to their friends after October 1. Here's heaps of congratulations for Mr. Shoemaker and his bride.

New Vocalion Records Please

Manager Wheatley, of the Vocalion Co., is well pleased over the new label now used on the Red record, by which the title is much more easily distinguishable. The groundwork is a light cream and the wording this shows up very well. The new label made its appearance on the July list. Mr. Wheatley is not planning to go away on his vacation until August. On Friday, July 1, he took his family up to Brookfield, Vt., where he has had a Summer estate for several years, and it is there that he will join his family later. Oscar W. Ray, who is connected with the wholesale record department of the Vocalion, was a caller in town toward the end of June. Ray has many friends in Boston, male while he was associated here with the Emerson line several years ago.

Plans Western Trip

Joseph Burke, local manager of the Musical Supply & Equipment Co., is starting West in a few days, to be away ten days. He planned to visit Chicago and go on to Saginaw, Mich., to make a study of cabinet making at first hand Mr. Burke says he is reasonably well pleased at the improvement that is seen in the Sonora dis-

tribution and he thinks that conditions are shaping up for a healthier situation early in the Fall. Friend Burke is, as usual, spending the Summer at Nantasket, on the south shore, and has leased a cottage at Kemberna. Tom Burke, his brother, has just returned from a trip through Manager Burke's territory and he found the trade is in a better frame of mind than in some time. He was out during some dreadfully sultry weather from Boston and other parts of New England recently experienced and, Oh, boy! It was some hot!

Granby Line Going Well at Widener's

Quite a spurt in business is reported from Widener's, now located at 23 West street, and it is daily becoming more and more manifest that it was an excellent move for this warehouse to get out a ground floor. The interior is tastefully finished in old ivory and there are ample demonstration booths. With the advent of this store onto West street it took on the Granby line and Manager McNeal reports that this machine is being frequently inquired for, not only here at the Boston store, but at the other Widener stores in Worcester, New Haven and Newark, for which territories Widener's has been appointed wholesale representative. Manager Fred L. Neil is planning to take his vacation in August and will go, according to present plans, to Nova Scotia, and he will be accompanied by George L. Towner, the assistant manager of the New York branch.

Move Department to the Ground Floor

Ernest A. Cressy, of the C. C. Harvey Co., which handles the Brunswick, Edison and Victor lines, is planning to take his vacation at Belgrade Lakes, Me., as he has done for several seasons. Manager Francis White, of the talking machine department, is looking forward to an automobile trip through western Massachusetts, taking in the Mohawk trail. Before he starts away, however, his department will get moved

((continued on page 71))

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS



PHONOGRAPHS AND RECORDS

Brunswick tells the people why Brunswick Phonographs and Records are superior

The success of Brunswick dealers has not been the result of a superior product alone. It is also due to the constant Brunswick policy of letting people know about it.

Brunswick advertising has always been educational. It has explained how finer tone is obtained and made people realize that there is a difference in phonographs.

It has told over and over again, through every kind of advertising medium, about the exclusive Brunswick Method of Reproduction and its principal features—the Utmost and the Oval Tone Amplifier and better, they must, of course, be told about it.

Brunswick proceeded on the theory that while people are very quietly interested in anything new and better, they must, of course, be told about it.

This policy of creating public demand for The Brunswick and Brunswick Records instead of waiting for public acceptance is one of the secrets, if it is a secret, of the rapid rise of The Brunswick to its present day position.

And the new Brunswick dealer is armed from the beginning with the power of this advertising. It gives him an advantage which money could not buy for it takes not only money but time and labor as well to build up a national reputation such as that now enjoyed by The Brunswick.



KRAFT, BATES & SPENCER, Inc.
1265 Boylston Street - Boston, Mass.

Steel Needles	Albums	Record Brushes	Khaki Covers
Tonafone	Motrola	Victrolene	Record Flushers



VICTOR SERVICE



TWO POINTS OF CONTACT

Ditson Exclusive Victor Service

PROVIDES for the New England and Eastern Victor Dealers two important points of wholesale and factory contact—Boston and New York.

It means the shortening of distances, the quickening of deliveries, and a more satisfactory co-operation between the wholesaler and the retailer. In the case of many New England dealers particularly it means a double service. It is a good thing to have in mind when planning the fall campaign.

VICTOR DEALERS

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

onto the ground floor of this Boylston street establishment.

Bostonians at the Jobbers' Convention

George A. Dodge, of the Eastern Talking Machine Co., when he left for the Victor jobbers' convention at Colorado Springs, was accompanied by his wife and daughter, Miss Mariou Dodge. Others locally who attended the convention were Henry Winkelman, of the Victor department of the Oliver Ditson Co., and Kenneth E. Reed, head of the Victor department of the M. Steinert & Sons Co. They went over to New York so as to join the big party that journeyed West in special cars.

Joins Eastern Co. Forces

Garvin Waldron has been added to the staff of the Eastern Talking Machine Co. He is looking after the city territory and is becoming quite popular in the field. Mr. Waldron has the reputation of being quite a talented musician.

Attended Conference in Syracuse

R. O. Ainslie, of the Pathé; John L. Cotter, secretary of the Hallet & Davis, which handles the Pathé, and A. J. Cullen, of the Lansing Sales Co., all went over to Syracuse, N. Y., the latter part of June to attend a conference of the Hallet & Davis wholesale men of New York State and Pennsylvania.

W. S. Merrill's Novel Sea Trip

William S. Merrill, secretary of the New England Music Trade Association, spent a day and a night on a torpedo destroyer the latter part of June, the guest of the Lieutenant Commander, who is one of his friends. The trip was from Boston around Cape Cod and through Long Island Sound to Newport, R. I. He says it was one of the most enjoyable trips he ever has taken.

Lansing Sales Co.'s Trade Grows

A. J. Cullen is the proud possessor of an Oakland car and there isn't a pleasant late afternoon that he and his family are not motoring over the superb roads of Greater Boston and

HORTON-GALLO-CREAMER CO

NEW HAVEN  CONNECTICUT

VICTOR SERVICE SPECIALISTS

•••

The New England dealer has a wealth of opportunities during the Summer months. New England is one of the finest vacation spots in the country.

The thousands of vacationists who sojourn here are added prospects for the Victor dealer. Let us help you make the most of the opportunity.

•••

vicinity. Mr. Cullen says business with the Lansing Sales Co. is considerably improved and now that the Emerson line has been taken on the field for diversified activity promises to show renewed impetus.

Where Fitzgerald Vacationizes

W. J. Fitzgerald, whose Victor warerooms finds many customers day after day, has taken

a cottage at Allerton, Nantasket, for the season. Fitzgerald says that his Framingham store, now opened less than a year, is proving very popular in that town. Mr. Fitzgerald has been contributing a series of articles to one of the local daily newspapers and his wide knowledge of the business especially fits him for such writing.

(Continued on page 72)



A COMPLETE CURRY INSTALLATION

FRANK B. CURRY, Talking Machine Wareroom Equipment, 72-74 E. DEDHAM STREET BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 71)

George Lincoln Parker at Alma Mater

George Lincoln Parker, Edison distributor in the Colonial Building, went down to Providence the middle of June to take part in the quarter centennial celebration of his Brown University class. He took in none of the larger functions and he says the class dinner, at which Secretary Charles F. Hughes was a special guest, was an unusually pleasant occasion.

Robert Steiner, one of the Dartmouth College alumni, went to Hanover, N. H., for commencement exercises, remaining there several weeks.

Marketers of Victrolene Polish

Victrolene Polish, formerly manufactured by the Victrolene Co., of this city, is now being marketed by the National Co., of Cambridge, Mass.

Many New Curry Installations

Frank B. Curry, manufacturer of talking machine warehouse equipment in this city, reports that he is figuring on a number of new installations. Among recent installations was a large one in the Victor warehouses of Kaplan Bros., New Bedford, Mass. This equipment consists of seven talking machine booths, our player

booth, record cases and counters. It is very efficiently laid out and from an architectural standpoint most pleasing in appearance.

Where They Are Summering

Walter Gibbs, Victor distributor in the Henry F. Miller Co.'s Boylston street warehouses, managed to take a week away from business and motored up to the White Mountains. Having sent his family to Islesboro, Me., he hopes to be able to join them for a short time later in the season.

C. Hovey Dodge, of the Eastern Co., and his wife, are spending the Summer at the Hotel Pemberton at Hull, going back and forth daily in the boat.

Ownership Changes in Cambridge

The Pilgrim Talking Machine Co., in Inman square, Cambridge, has lately changed owners. Abr Barrish, who is acquainted with the Victor proposition, is the new proprietor. He is planning for its enlargement.

L. W. Hough's Active Campaign

L. W. Hough, of this city, New England representative for Peerless record albums and long cabinets, has inaugurated an energetic sales campaign for the Fall season. As a part of this

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

Lansing
SALES CO.

Eliot and Warrenton Sts.
BOSTON, 11, MASS.

campaign Mr. Hough has sent out to his trade a number of interesting sales letters. Mr. Hough is a firm believer in specialization and has confined his energies exclusively to these two well-known lines. From his offices, located in Boston, he covers a territory extending throughout all of New England. Through his personality and the service which he has rendered Mr. Hough has built up a large clientele throughout this territory. Mr. Hough reports that business has improved remarkably throughout the territory within the last two months and that the Peerless set of albums, built for the new Victrola 80, has proved very popular throughout New England. A large number of these sets were ordered before the first sets were actually manufactured.

"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.

TWO POPULAR RECORD RECEPTACLES



Words and Music by
L. W. HOUGH, Factory Representative
 20 Sudbury St. Boston, Mass.

NEW U-SAV-YOUR PACKAGE

Excellent Results Obtained From Attractive Carton and Concomitants Which Interest the Public in This Noted Cleanser and Dressing

WARREN, MASS., July 5.—The U-Sav-Your Mfg. Co., of this city, reports that its May business was the largest in its history and that the statistics for June, while not yet completed, would indicate that June has even passed a trifle ahead of May. E. D. Perkins, manager of the company, is enthusiastic over the results being obtained from the new package which was recently created. One of these new packages has been sent to every talking machine jobber in the United States. One of the many distinguishing features of the package is that polishing cloths are furnished, free, inside the carton. The box is made of extra heavy cardboard and is attractive to a high degree.

Mr. Perkins is a firm believer in the sales advantages of attractive packages when displayed in the dealer's wareroom and refers to a recent research made by one of the large advertising agencies in this country which conclusively bears out his opinions on the matter. In a recent communication he has urged all dealers to make good use of the display advantages of his new package. In discussing the selling of accessories with *The World*, Mr. Perkins said in part:

"If everyone fully realized the splendid profits to be made supplying the continuous needs of the talking machine owners, the accessory line would be counted as the main line with every dealer. Owners now realize that it is absolutely necessary to maintain the beautiful finish on their cabinets. Therefore, it is comparatively easy for every salesman to sell U-Sav-Your, which I believe is the highest class cleanser and dressing made. It is also proven that when a customer has used the contents of the bottle he will return for another package. Believing it to be a great advantage to the housewife, we are now supplying polishing cloths free with each package, thus making the article a most practical one, ready for immediate use. This gives an added selling point to the salesman.

"If a salesman will know his line thoroughly he is able to make sales. Therefore, we urge every salesman to know all about our product. In some localities we do a tremendous business and upon investigating the cause we find it is in the salesmanship.

"Most everyone who purchases a Victrola asks the question, What material shall I use to maintain this beautiful finish? This is the salesman's opportunity. Or if the question is not asked a suggestion on the part of the salesman is in order.

"The selling of accessories that give satisfaction is an investment in salesmanship that will show profits in reorders for years to come."

WHEN CIVILIZATION IS IN FLOWER

Civilization will never attain its full flower until the talking machine plays thrilling patriotic airs as citizens walk up to pay their taxes.

GIVES CONCERTS TO GAIN PUBLICITY

Talking Machine Motor Service Co. Gives Emerson Concerts in Schools by Radio

HOYOKE, MASS., July 7.—The Talking Machine Motor Service Co. of this city is a firm believer in availing itself of every opportunity of bringing its store before the eyes of the public and rarely misses a chance of using every avenue to increase its sales. Recently F. W. Doubleday, manager of this concern, made arrangements to give to the pupils of the High School of Commerce a concert played on the Emerson photograph with Emerson records. This was done by playing the records in the company's store and transmitting them to the pupils of the school by means of radio. Newspapers of this city carried pertinent items on this novel method of interesting townspeople in the Emerson product and from every standpoint the idea was a success. This was one of two radio concerts given by this company, as a few days previous to this concert Mr. Doubleday made arrangements with the

United Electric Light Co. of this city to give an Emerson concert to hundreds of people who had gathered at a nearby park. Visitors to this park were entertained during the afternoon by a splendid program of both vocal and instrumental numbers which were thoroughly enjoyed.

E. C. GALLO ATTENDS CONVENTION

NEW HAVEN, CONN., July 6.—The Horton-Gallo-Creaner Co., Victor distributor, of this city, was represented at the convention of the National Association of Talking Machine Jobbers, at Colorado Springs, by E. C. Gallo. Accompanied by Mrs. Gallo he left New York on the special train made up of Eastern jobbers.

Mr. Gallo reports that the dealers in his territory are optimistic over fall conditions and are energetically planning big sales campaigns. The Hamilton Shop of Norwalk, Conn., which is served by the Horton-Gallo-Creaner Co., recently had Unico equipment installed, which will give it one of the most attractive warerooms in the State.

Sales Problems We Have Met

It has been our privilege to co-operate with Victor dealers in solving many of their sales and merchandising problems. We have offered our service gladly and willingly, feeling confident that our suggestions would prove practical and profitable to the dealer.

Cressey & Allen service is based on a thorough knowledge of the Victor dealer's requirements. It is not guess work, but a knowledge based on experience that has made our dealer service worth while.

CRESSEY & ALLEN
 PORTLAND, MAINE

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



STANDARD MODEL



DE LUXE MODEL

Permits use of tone-regulating doors of Victrola same as in Standard model.

Lundstrom CONVERTO

PATENTED DEC. 11, 1917

Talking Machine Cabinet

THE DE LUXE MODEL is proving a very good seller for dealers. It makes possible owning a genuine Victrola in a *console type*, combining the usefulness of a table and record compartment with all the advantages of a cabinet machine.

And the combination of small Victrola and the Converto Cabinet in which it is placed is, by comparison with other similar machines, appealingly *low priced*.

The De Luxe Converto has the same sound door feature as the standard—that is, the doors on the machine open outward through the doors of the cabinet and form an oblong compartment acting as a sound amplifying chamber.

The machine remains portable.

Converto Cabinets suit the times. They appeal to and fill the need and demand for low prices.

Write for details to any of the following distributors or to the factory.

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



SETTING THE MACHINE IN CABINET

- | | | | |
|--------------------|--------------------------------|---------------------|------------------------------|
| Albany, N. Y. | Staley Haine Co., Inc. | Milwaukee, Wis. | Harper Talking Machine Co. |
| Altoona, Pa. | Erma Talking Machine Co. | Mobile, Ala. | Wm. H. Bernick |
| Baltimore, Md. | Phillips & Crew Piano Co. | Newark, N. J. | Collings & Co. |
| Birmingham, Ala. | Lyons & Hudgk. Inc. | New Orleans, La. | Phillip Werlein, Ltd. |
| Boston, N. Y. | E. F. Drogg & Sons Co. | New York City | Emmighart & Son |
| Burlington, Vt. | Talking Machine Co. | Philadelphia, Pa. | Emmighart & Son |
| Chicago, Ill. | Curie N. Andrews | Pittsburgh, Pa. | H. A. Wharton & Son, Inc. |
| Cincinnati, Ohio | American Photograph Co. | Portland, Me. | Standard Talking Machine Co. |
| Cleveland, Ohio | Leon & Healy | Richmond, Va. | The Corley Co., Inc. |
| Columbus, Ohio | Rouillon Whirlizer Co. | St. Paul, Minn. | W. J. Dyer & Son |
| Dallas, Texas | Cleveland Talking Machines Co. | San Francisco, Cal. | Walter S. Gray Co. |
| Dexter, Cal. | The Perry & Willard Co. | Savannah, N. Y. | W. D. Andrews Co. |
| Des Moines, Ia. | Sanger Bros. | Tellico, Ohio | Tellico Talking Machine Co. |
| El Paso, Tex. | Michael Bros. Co. | Washington, D. C. | Cohen & Beigel, Inc. |
| Evansville, Ind. | Miner Arms Co. | Washington, D. C. | E. F. Drogg & Sons Co. |
| Houston, Texas | El Paso, Tex. | | |
| Indianapolis, Ind. | The Talking Mach. Co. of Texas | | |
| Jacksonville, Fla. | Suzuki Talking Machine Co. | | |
| Kansas City, Mo. | Phonik Talking Machine Co. | | |
| Memphis, Tenn. | J. W. Berlin's Sons Music Co. | | |
| | Schmiedel Co. | | |
| | O. K. Hovick Piano Co. | | |

SECURES NORFOLK JAZZ QUARTET

The General Phonograph Corp. announced recently that arrangements had been closed whereby the Norfolk Jazz Quartet would record



The Norfolk Jazz Quartet

exclusively for the Okeh record library. The first records made by this organization proved a phenomenal success, and the "Jelly Roll Blues" record is being sold in large quantities

by the prominent Okeh dealers of the country. The Norfolk Jazz Quartet is an organization whose rendition of the popular blues numbers is distinctive and unusual. It has also attained considerable success in the rendition of so-called jazzed spirituals, and the General Phonograph Corp. is planning to feature the records made by this organization through the means of effective and timely publicity.

SALES MANAGER OF DUAL-TONE CO.

Charles W. Bowers, Well Known in Music Industry, Will Have Entire Charge of Merchandising of Dual-Tone Phonographs—Headquarters Are Now Located in Rahway, N. J.

Announcement was made recently of the appointment of C. W. Bowers as sales manager of the Dual-Tone Phonograph Co., Manor, Pa. Mr. Bowers will make his headquarters for the present in Rahway, N. J., and will have entire charge of the merchandising of the Dual-Tone phonograph. Mr. Bowers is well known throughout the music industry, having for the last ten years been connected with the Laffargue Co., New York, and traveling extensively for them



C. W. Bowers

as well as being secretary of the company. Although he will not be actively engaged in representing the Laffargue Co. on the road, Mr. Bowers still retains his official capacity with that company. Before his becoming connected with the Laffargue Co. he was also associated with the Aeolian Co., and later with the Amphion Co. He was also secretary of the Piano Club of New York at one time.

Mr. Bowers is planning an extensive campaign in the interests of the Dual-Tone phonograph, and will within a short time visit the dealers in Pennsylvania, Ohio, New York and Indiana, as well as other points east of the Mississippi River. During his experience in the piano industry he has visited practically every State in the Union and numbers among his friends the most representative dealers throughout the country. While speaking to a representative of *The World* this week he said: "It is with much regret that it has become necessary for me to give up my active road work for the Laffargue Co., but the opportunity which I have before me seems to be so promising that in justice to myself I feel that I should grasp it. The Dual-Tone is a splendid product and its demonstration quickly proves to the prospect that it represents everything that the name implies."

FULLER'S ORCHESTRA IN NEW YORK

Earl Fuller and his New York orchestra, one of the most popular dance organizations in the country, which has been making an extensive Western tour, visited New York recently for the purpose of making a series of dance records. According to Mr. Fuller's plans, his orchestra will spend one day each week in New York. At the present time, this popular dance organization is making records for the Edison, Starr, Emerson and Olympic record libraries.



BLANDIN

D EVELOPMENT of the Blandin Phonograph was based on one all-important object—the elimination of blarish, crunching sounds or "phonographic" noise. This has been accomplished and the result is perfect reproduction.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



MAX STRAUSS SAILS FOR EUROPE

Max Strauss, managing director of Carl Lindström, Ltd., Berlin, Germany, sailed Saturday, July 2, on the "Ryndam," of the Holland American Line. Richardson Seligsohn, who is also a managing director of this famous house, sailed for Europe a week previous on the maiden trip of the steamer "America" of the American Line. Both of these well-known talking machine men had made their headquarters at the offices of the American Odeon Corp., New York, confer ring with this company's executives.

Enthusiasm is a lubricant that makes the wheels of trade go round; a grouch is sand in the bearings. Enthusiasm, like factory melancholia, is catching.



Just Received!
A Big Importation
of Superb
Oscar Herman Seidel Violins

A big variety of popular styles, ranging from \$18.00 to \$50.00.

It seems good to see such violins again. Pre-war quality, every one of them—beautifully modeled and superb in finish and tone.

And every one a surprising value at the cost. These are violins that your customers want—that you'll be proud to sell. They are instruments that sell themselves on quality and stay sold.

We'll be glad to send you detailed descriptions and prices of the different models. A postcard request brings you full information. Better send it to-day, while it's fresh in your mind.

If you haven't our Confidential Trade Price List, send for a copy. It's a buying-guide to profitable Musical Merchandising. Mailed promptly upon request. (Free of course.)

The Fred. Gretsch Mfg. Co.
Musical Instrument Makers Since 1883
64 Broadway Brooklyn, N. Y.



Everyone in this country knows "Old Folks at Home." Nearly as many people know that Rosa Ponselle is the greatest soprano the present generation has produced. One and all will want to hear her sing this favorite old Southern song. Columbia 49934.

Columbia Graphophone Co.
NEW YORK

APPEARS BEFORE MERCHANTS' ASS'N

Alfred L. Smith Represents Music Industries Chamber of Commerce at Tax Hearing—J. Newcomb Blackman Among the Speakers

As a very important step in the campaign of the Music Industries Chamber of Commerce against the present wartime excise taxes and for a commodity sales tax, Alfred L. Smith, general manager, appeared at a hearing of the committee on taxation and public revenue of the Merchants' Association of New York, on June 23, and presented the views of the music industry.

The hearing was called to enable the members of the Merchants' Association to air their opinions previous to the registering of the vote of the Association on Referendum No. 36 of the Chamber of Commerce of the United States.

In view of the importance of the Merchants' Association in the community and the Nation, the Chamber urged all members of the music industry who are also members of the Association to be present or to authorize the Chamber's general manager to represent them.

J. Newcomb Blackman, of the Blackman Talking Machine Co., was present in person and spoke, and among the companies which specifically authorized Mr. Smith to appear for them were: Binegelesin & Jarolsson, Jacdi Didi & Sons, J. & C. Fischer, Fred. Gretsch Manufacturing Co., Hadliff PIANO Co., Kranch & Bueh, Köhler & Campbell, Inc.; Pathé Frères Phonograph Co., Steinway & Sons, Sonora

Phonograph Co., Inc., and Waterson, Berlin & Snyder.

In his talk Mr. Smith dwelt upon two points—the bad features of the excise taxes and the merits of the commodity sales tax. The excise taxes, he said, were a war expedient, and the designation of the industries for taxation was made without principle. These taxes, proper at the time, have since become burdensome and grossly discriminatory.

Six or eight months ago, Mr. Smith said, there were a great many objections to the sales tax which sounded reasonable even to the student of sales. All of these, however, have now been answered after an exhaustive investigation by the Chamber and other organizations. There is now only one serious situation and that is that Congress may fear that there is some truth in the assertion that the sales tax would transfer the burden from business to the consumer. Mr. Smith said his hearers, as business men, knew the absolute fallacy of this, and the general public, through the publication of editorials in the newspapers and otherwise, is gradually coming around to a sane view of the matter.

It is suggested that members of the industry everywhere make it a point to appear in person before local organizations considering the tax matter as the general manager of the Chamber did in New York.

Stephanek & Van Dracek, of Cedar Rapids, Ia., have just put on a delivery truck to take care of their country trade.

GOES AFTER SALES AND GETS THEM

S. B. Lewis, of Northumberland, Pa., Closes Sixty-seven Sales from a Truck in Six Weeks

That there is business to be had by the salesman who really goes after it with the proper energy is indicated in the case of S. B. Lewis, of the sales staff of Meisers' Music House, Northumberland, Pa., who some time ago started a selling campaign from a truck, covering territory within a radius of fifteen miles of headquarters. In six weeks Mr. Lewis brought in sixty-seven real sales, sixteen of them for pianos and player-pianos, and fifty-one for talking machines. Meisers' Music House features the Bjar Bros. line of pianos and players, together with Victrolas and records.

WARMING UP "COLD TURKEY"

Some Good Advice on Livening Up the Mailing List From the Putnam-Page Co.

"It is a simple matter to get in a rut with your mailing list. We know it in the Putnam-Page offices and we find that a constant revision is the only method. It is a very wise thing to separate your list into specialized lists including active buyers, machine prospects, Victrola owners, owners of other talking machines, etc.

"Years ago there traveled about this country a class of men who sold people rugs and clocks from wagons and they had a term for people who took up their time without buying. The term was 'cold turkey!' Just why we do not know, but it is a good thing to give the 'cold turkey' on your mailing list a good canvass. Discover if you cannot warm them up. Otherwise discard them and go after some new ones."

TO MAKE NEW REPEATING DEVICE

Troy, O., July 6.—The Melodee Co., of this city, will soon place on the market a new repeating device, according to H. W. Hunt, one of the Melodee officials. This device, patented by W. R. Hudson, of the Melodee Co., has been assigned to that organization. The device operates on the motor and can be adapted to all standard types thereof.

WANAMAKER ON TAX REDUCTION

In one of the signed editorials which individualize the advertisements of John Wanamaker in the New York daily papers there appeared the other day the following appeal to the Government to take off the heavy war taxes. It read in part:

"The merchants have made a good beginning in lowering prices. So far, so good. Now, let the Government at Washington give distinct relief to the public by taking off merchandise and merchandisers the heavy taxation that Washington still collects, now two years after the war ended."

The advertiser reduces the value of "x" in the business equation.

PORTROLA Look at it close

RECORDS CARRIED INSIDE
WATERPROOF CASE COVER



ELECTRIC LIGHT. SEE HOW TO PLAY
ANY RECORD IN 10 AND 12 INCH

Dealers and Salesmen Wanted Everywhere. Write Us.

PORTABLE PHONO CO., Inc.

1017 McGEE
KANSAS CITY, MO.

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., July 5.—The talking machine business in Philadelphia during the month of June, on the whole, was satisfactory. It was not a month to give the dealers any very great encouragement, and yet it showed a little increase over the previous month and left in its wake the feeling that the worst was over and that the dealers could look forward to a gradual resumption of business by the Fall.

Victor Jobbers Bound West

The convention of Victor talking machine jobbers, which is about to be held at Colorado Springs, is taking a number of our jobbers not only to the convention city, but to extended trips through the West. Albert C. Weymann is going to represent the Weymann house at the convention and will be accompanied by his wife. Louis Buchn, of the Louis Buchn Co., will take his family to Colorado Springs, and from there they will go to Salt Lake City, Los Angeles, San Francisco, Portland, Banff Springs, Chicago and home.

T. E. Barnhill, of the Penn Phonograph Co., is also planning an extended Western trip this month with Mrs. Barnhill. They will go to Buffalo, from there over the Great Lakes to Duluth, and then over the Canadian Rockies to Vancouver, Portland, Glacier National Park, and, returning, will go to Denver via Yellowstone Park and home. H. F. Miller will represent the Penn company at the Colorado Springs convention, leaving here with Mrs. Miller on the 7th of July. They will visit Yellowstone Park and go on as far as the Pacific Coast, expecting to reach home early in August.

Recent Trade Visitors

Among recent visitors calling on the Phila-

delphia trade were: E. Youngjohns, of Norristown, Pa.; Max Hought, of Hought & Ludlow, Vineland, N. J.; A. C. Rosenberger, Millville, N. J.; Paul Butz, of the Manegoal Music House, of Reading, Pa., and Mr. Hamilton, of the S. Hamilton Co., of Pittsburgh.

Wurlitzer Co. Moves

The Wurlitzer Co., toward the end of June, closed its 1017 Chestnut street store and moved everything to its newly acquired and handsomely renovated store at 809-11 Chestnut street. It has three-fourths of the spacious storerooms arranged in booths and has built a long counter and additional racks for the handling of records. The company has about disposed of the stock it purchased when it took over the Philadelphia Talking Machine Co. and hereafter will be exclusively Victor dealers.

Blake & Burkhardt's New Sign

Herbert E. Blake, of Blake & Burkhardt, reports that his firm is very well satisfied with the volume of business they did in June and they are running neck and neck with last year, a thing very few firms here can say. They placed, during the month, a very attractive Vocalion electric sign, eighteen feet long by three feet wide, on the front of their building, at the corner intersecting the two streets. It contains sixty-seven bulbs and can be seen for quite a distance.

Widener Jobbing the Granby

The Widener Grafonola Co. has started to job the Granby machines at all of its nine stores. There is a fine line of these attractive machines at the Philadelphia store, 1109 Chestnut street, and the company has begun advertising them extensively here. H. H. Schumacker, of the

Granby Co., Norfolk, Va., spent considerable time here early in the month. The Heath firm has given up the handling of these instruments.

New Victor Store in Toms River

A new exclusive Victor dealer has just opened at Toms River, N. J., the Talking Machine Co., of this city, having made the installation. The firm is known as the Traco Theatre Co. and has just recently built a \$40,000 theatre building at Toms River. The Unit Construction Co. fitted up the two stores on either side of the entrance to the theatre with attractive booths, racks, etc. The opening was attended by H. A. Ellis, the general manager of the Talking Machine Co. Mr. Ellis states that his company has started hard work on the development of the wholesale end of the business, and he is spending all the time he can visitating the branch stores and the dealers' firms that are supplied from headquarters.

Two Enjoyable Picnics

Two important picnics were held during the month, those of the Victor Dealers' Association and of the Columbia Phonograph Co. The Victor picnic was held at the Old Molehan Clubhouse at Morris-on-the-Delaware on Wednesday, June 22. It was a stax affair. The committee in charge was Harry A. Ellis, of the Talking Machine Co.; Robert McCarthy, manager of Gabel Brothers' department; L. E. Quimby, of the Estey Co.; Homer C. Davis, of 3930 Lancaster avenue, and H. Royer Smith, of 928 Walnut street.

The party started from the Victor factory in Camden, N. J., after they had a group picture taken. The sports consisted of a fat man's

(Continued on page 79)



VICTOR SUPREME

has been and is the slogan of our organization. The Victor dealer that has followed it has found it well worth his while. Concentrating all your energies on Victor exclusively is an excellent way of insuring good Fall business. Our wholesaling facilities are unsurpassed. Weymann Service insures the dealer best results.




H. A. Weymann & Son, Inc.
1108 Chestnut St.
Philadelphia, Pa.

*The Best in Everything
Musical Since 1864*

*Write for our special
stock list. Get your
name on our mailing
list.*



THE LOUIS BUEHN Co

On the THRESHOLD of Victor Production

And to show you a definite in the case of equipment of the Victor Co. Inc. for the purchase and construction of a modern business building, in the 17,000 square feet of floor space, to be used solely for Victor merchandise.

Please participate in record production, and know that the Victor policy of first dealing in state-of-the-art and the Victor Record, Victrola, and Victrola Club, Ready to the success of both you and ourselves.



THIS advertisement appeared in the July, 1920, World—just a year ago.

Since then lightning has struck in many places.

Time has proved our prediction and justified our energetic policy.

Conditions today prove the wisdom of being an **EXCLUSIVE VICTOR MERCHANT**, of concentrating your energies on Victor promotion, and of securing the benefits of Buehn Victor Service.

THE LOUIS BUEHN COMPANY

PHILADELPHIA

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.

race, a three-legged race, a 100-yard dash, a wheelbarrow race, sack race, etc., including a baseball game. The supper was served at 6 o'clock by Kugler, the well-known Philadelphia caterer, and a colored jazz band furnished instrumental and vocal music. There were more than 100 present.

The fat man's race was won by Ralph Clark, of the Penn company; William Nolan, of the Buchs sales force, won the sack race, and Mr. Butterforth, of Chester, won the potato race. The baseball team captained by Ralph Wilson beat the team captained by Charles Miller, but Miller protested the game, claiming a draw for the reason that when the Wilson team had a slight lead they opened a new keg of beer at the end of the fourth inning and the Wilson team made a dash for it, and neither manager could prevail upon their teams to return to the contest.

The Columbia Outing at Alcyon Park

The Columbia forces held their annual picnic this year on June 16 at Alcyon Park, Pitman, N. J. It was an all-day affair, the management and all the employes going down in automobiles about 8 o'clock in the morning, and they did not return until late in the evening. "Some picnic" is what they all say.

The events were as follows: 100-yard dash, 50-yard dash, 200-yard relay, 200-yard relay three-legged race, shoe race, push and cigarette race, egg and spoon race, snail-mobility race, water race, rescue race and marshmallow race. The baseball game was played between the men and women employes, the girls wearing bloomers and middie blouses and the men female attire. Handsome prizes were awarded the winners of all the events.

W. J. Lorenzo, of the Dealer Service department of the Columbia Co., had a busy month of it. Aside from training for the events at the picnic he spent considerable time among the dealers up the State, and had a very successful meeting of the Columbia sales force in the Model Shop.

Frank Heimbach, a Columbia dealer at 2645 West Lehigh avenue, was held up at his store by a footpad and was seriously blackjacked. The robber escaped without getting any loot.

Celebrate Keifer Week

In June we had a Keifer Week here. Keifer is the leader of the municipal band and he wrote two marches which were played by himself and band for the Vocalion records. L. P. Morsbach, a dealer of West Passyunk avenue, alone sold 3,600 records during the first ten days. The Philadelphia Show Case Co., the distributor of the Vocalion product in this city, reports that it has been doing very well during June. Oscar W. Ray, manager of the Red record de-

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 TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 77)

partment of the Vocalion Co., was in Philadelphia during the month. Graham French, the head of the Philadelphia Show Case Co. spent several days in Pittsburgh.

A Budget of Weymann News

H. W. Weymann, of H. A. Weymann & Son, Inc., Victor wholesaler, is very optimistic over the Fall Victor business outlook. H. A. Weymann & Son, Inc. are already preparing to have a sufficient stock of Victrolas on hand during the Summer season for all dealers for Fall shipment. Mr. Weymann reports that substantial orders have already been received for the new portable model and the new Victrola 300.

Eight members of the Victor wholesale department attended the recent outing of the Philadelphia Victor Retailers' Association, which was a decided success.

A. C. Weymann, secretary and treasurer of H. A. Weymann & Son, Inc., will represent the firm at the convention of the National Association of Talking Machine Jobbers at Colorado Springs. Mrs. Weymann will accompany Mr. Weymann on the trip.

Charles Paulson, of the Weymann wholesale traveling staff, through ill-health has had to relinquish his duties and take a complete rest for several months. E. J. McCormick has assumed Mr. Paulson's duties and will call upon the dealers in the territory which Mr. Paulson covered.

Enjoyed Fishing Trip in Canada

G. Dunbar Shewell, the Philadelphia jobber of the Cheney, spent a week on a fishing trip in Canada during the month.

Reports Business Improving

The Penn Graphophone Co. reports that business was unusually satisfactory in June. The firm has been running ahead of last year. T. Ralph Clark, of the sales force, is at present away on his vacation, which he is spending with his family at Ocean City, N. J.

A. J. Heath & Co. report Developments in June. A. J. Heath & Co. say that business is picking up. They have undertaken the handling of a small case phonograph, the Canora, made by the Canora Talking Machine Co., of this city. It is encased in aluminum, the advantage of which being that the weather will not affect it. There are two styles, the plain aluminum and aluminum covered with leather.

Progress of the Emerson Line

Harry E. Morris, sales manager of the Emerson, was in Philadelphia the last week in June for several days and brought with him very glowing reports from the home office. The business of the firm here has been increasing in a most satisfactory way in June and they attribute it to the firm's course of advertising in the local papers. Irving Lieb, Mr. Fox states, is meeting with good success in firmly establishing the Emerson line in eastern Pennsylvania; Marsden Cooper is covering the State territory assigned to him and is lining the dealers up in good shape. Joseph Wexler, with the infectious smile, is winning new friends for the Emerson in Philadelphia.

Byron Winders has resigned his connection with E. V. Martin, 52 Irving street, and has accepted a position with the Cole Talking Machine Co. at 6018 Market street, one of the most prosperous of the West Philadelphia stores.

Informative Unico Folder

Through the means of an attractively prepared folder the Unit Construction Co., of this city, is combating the mistaken idea that Unico equipment necessitates a very large investment. While Unico equipment can be ordered as elaborately as desired, there are described in this folder four excellent complete plans which may be installed at a price within the reach of the smallest dealer. It has been a policy of the Unit Construction Co. to supplement its large catalog with smaller folders, which are undoubtedly proving their value.

Open Warerooms in Wayne

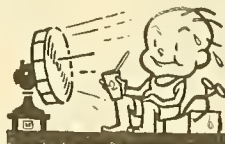
Azpell's, Victor retailers of this city, who have been established for many years at Ardmore, have opened attractive new Victor warerooms at

Wayne which they will conduct in addition to their store at Ardmore. The opening took place on July 1 and was well attended. One of the features of the opening, and which was well advertised in the daily press beforehand, was the distributing of 1,000 of the well-known Penn-Victor dogs to those who attended.

Model Shop Stimulates Interest in Stores

The Model Shop, which was recently installed in the local wholesale branch of the Columbia Graphophone Co., on the second floor of the building at 40 North Sixth street, is attracting the general attention of the trade. In fact, it is the center of interest to the Philadelphia branch and is always the first department in the establishment that a dealer visits when he calls at the branch. In the Model Shop there are always on display the latest sales ideas and Dealer Service material. Mr. Lorenzo, Dealer Service supervisor of the Philadelphia branch, is co-operating with the dealers in every possible way in order that they may utilize to advantage the

(Continued on page 81)



**KEEP COOL
BUT—
KEEP GOING
AFTER
BUSINESS
WITH**

**Oké
Records**

**AND YOU
WILL GET IT**

**SONORA
COMPANY OF
PHILADELPHIA**

1214 Arch St., Philadelphia

PHILADELPHIA, PA.

Penn Phonograph

CO. Inc.



Victor
Distributors
Wholesale
Only

THE Penn-Victor dog extends greetings to Victor dealers everywhere and assures them of his interest and help in promoting Victor business wherever they may be located. He awaits eagerly your call to service. Distributors listed below sell Penn-Victor dogs.

DISTRIBUTORS:

Isuley-Haire Co., Inc.	J. W. Jenkins Music Co.
Elyea Talking Machine Co.	Beckwith-O'Neill Co.
Folera & Hughes	Wm. H. Reynolds
E. F. Droup & Sons Co., Inc.	The Boston-Talking-Machine Co.
Talking Machine Co.	Gullings & Co.
Oliver Wilson Co.	Phillip Werlein, Ltd.
Eastern Talking Machine Co.	Faunel Blood
The M. Seigerl & Sons Co.	F. Deano & Son
American Talking Machine Co.	Charles H. Hudson Co.
E. T. Williams Co.	Kaiserhecker Talking Machine Co.
Buffalo Talking Machine Co.	New York Talking Machine Co.
American Phonograph Co.	Horns, Inc.
Delta Bros.	Silas E. Fearsall Co.
Elfrage Talking Machine Co.	Louis A. Schwarz, Inc.
Ohio Talking Machine Co.	Mickel Bros.
Cleveland Talking Machine Co.	H. A. Weymann & Son
The Fellows Music Co.	W. F. Trevelick Music Co.
The Kalich-Campbell Music Co.	Crosby & Allen, Inc.
W. G. Walt Co.	The Larkie Co.
Rhodes Amus Co.	R. J. Chapman
Bergstrom Music Co., Ltd.	Kuebler-Bremser Co.
Stouffer Talking Machine Co.	W. J. Dyer & Bros.
Florida Talking Machine Co.	The Toledo Talking Machine Co.
Hauk Piano Co.	Robt. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct to us or we will charge through your preferred distributor if so requested.

Victor

Victor

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 79)

practical value of the Model Shop, and every new sales plan and detail of Dealer Service material is tried out in the Model Shop under practical conditions.

Since the installation of the Model Shop in the Philadelphia branch quite a number of the Columbia dealers in this territory have adopted the Model Shop plan in its entirety and have either built or redecorated their stores along the same lines. Among these dealers are the following: H. Beddow, 1526 Oxford street, Philadelphia; T. H. Bear, York, Pa.; Brody Bros., 2710 Girard avenue, Philadelphia; W. L. Lichtenwalner, Allentown, Pa.; S. W. Lowry, Berwick, Pa.; R. J. McClelland, 3152 Frankford avenue, Philadelphia; S. J. Phillips, Bethlehem, Pa.; Kennard-

RECENT UNICO INSTALLATIONS

Unit Construction Co. Activities Indicate Interest by Dealers in Store Equipment

PHILADELPHIA, Pa., July 6.—The Unit Construction Co., of this city, manufacturer of Unico talking machine wareroom equipment, reports increased interest manifested on the part of the dealer in having his warerooms efficiently equipped. Installations have been made by the Unit Construction Co. in widely separated parts of the country. Several installations have been made in stores of dealers in Summer resorts. The Tasting Piano Co., of Long Branch, N. J., and the Tiaco Theatre Co., of Teoms River, N. J., have had attractive Unico equipments installed. Other installations have been made in the new Victor warerooms of Simon Gordon, of Washington, D. C., and Leon Douglass on the Pacific Coast. In the case of the Hamilton Shop, Norwalk, Conn., an excellent example of Unico serv-

ice was given. The order for this installation was received at Unico headquarters on a Monday and the very next day the entire equipment had left the factory. The model installation being constructed in the headquarters of C. Bruno & Sons, Inc., Victor wholesalers of New York City, has been completed and is an excellent example of modern wareroom equipment.

PENNSYLVANIA FIRM INCORPORATES

The Minnelli Phonograph Co., Inc., Wilkes-Barre, Pa., has been incorporated under the laws of the State of Pennsylvania, with a capital of \$100,000. The firm will manufacture and sell talking machines and supplies. Incorporators are: Rosario Lunetta, Vincenzo Minnelli, Carmelo Rizzio and Gaetano Lunetta.

Salesmanship is the art of changing "no" into "yes"—transforming of the buyer's "I won't" into "I will."



Model Grafonola Shop Front

Pyle Co., Wilmington, Del.; Philadelphia Piano Co., 2026 Kensington avenue, Philadelphia; J. W. Williams, 1703 Snyder avenue, Philadelphia; Falls Hardware Co., Ridge and Midvale avenue, Philadelphia; Frankford Music House, 4646 Frankford avenue, Philadelphia; B. Lander, 1601 Christian street, Philadelphia; Melchiorri Jewelry & Music, Inc., 4928 Lancaster avenue, Philadelphia; B. Polikoff, 2828 South Seventh street, Philadelphia; H. Propper, 2960 Richmond street, Philadelphia; Reisman's Book Store, Scranton, Pa.; Winner Bros., Williamsport, Pa., and Yards, Inc., Trenton, N. J.

The Snyder Music Co., Wilkes-Barre, Pa., which conducts one of the most attractive retail music stores in this section of the country, is enthusiastic regarding the value of the Columbia Model Shop, having adopted it as the standard in the construction of its new establishment.

LATEST UNICO LITERATURE

Attractive, Well-written Booklet on Unico Equipment for Record Departments Just Issued

PHILADELPHIA, Pa., July 6.—One of the latest pieces of literature produced by the Unit Construction Co., of this city, is devoted entirely to the subject of the record department, although the products of the company extend to all other equipment used in the talking machine wareroom. Through the profuse use of half-tone engravings the Unico equipment for the record department of the talking machine dealer is visualized. Five different styles of counters for the department are shown, as well as the Unico rack units which correspond in design to Unico demonstrating equipment. These units can be added with increasing record stock and the rearrangement of the department can thus be made without loss. The booklet consists of six pages and is printed on calendared stock, and its elongated shape is decidedly distinctive.

MUSIC CHEERS CONDEMNED MEN

Prison officials relieved the deadly monotony of the existence of 1,200 prisoners and thirty-four condemned murderers in the death house at Sing Sing on the Fourth of July by conducting, among other things, a series of talking machine concerts. The prisoners were granted a holiday and for the most part the concerts were thoroughly enjoyed.

Prosperity not earned is like good cheer gotten from drink and drugs.

Jobbers' Profits and Salesmen's Commission Now Go to the Dealer

This Company have decided to sell their entire output of the Franklin Phonograph direct to dealers, reducing the cost considerably by ordering direct from our factory.



The style illustrated shows our Revolving door model. By merely touching the knob the record cabinet revolves, showing eight specially constructed Albums.

The Cabinet is constructed of five-ply genuine figured Mahogany, all metal parts gold plated, plush turn table.

The Franklin line of phonographs is supreme in tone, cabinet work, case architecture and structural design. Franklin Phonographs occupy a distinctive position among high quality phonographs.

Order a sample of this model. You will find it the best seller you ever had.

Our prices are reduced. Our terms most liberal.

FRANKLIN PHONOGRAPH COMPANY

INCORPORATED

1711-13-15-17 North Tenth Street
Philadelphia



ASK TO HEAR IT.

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

A New Fox-Trot-Melody "ONE KISS"

Will fill your heart with bliss

GRANBY JOBBERS IN INDIANAPOLIS

Widener's Doing Well With Latest Addition to the Line—R. D. Duffy Sales Representative

INDIANAPOLIS, IND., July 8. The Granby phonograph, for which Widener's Grafnahls Shops, Inc., of this city, became the distributing point for Indiana and part of Kentucky the first of last month, is being well received, according to W. G. Wilson, manager of Widener's. Robert D. Duffy, who is sales representative of the Granby Phonograph Corp. in the territory, reports encouraging business, with retail dealers optimistic over the prospects for a lively trade in the instrument which is new to this field.

Mr. Duffy started in the phonograph business in 1912, when he became a salesman for the Columbia Graphophone Co. in its retail store at St. Louis and later was made sales manager. He went to Louisville, where he opened a new department with the Kaufman-Straus Co., handling the Columbia and Edison machines.

In 1917 Mr. Duffy was made assistant manager, under Ben L. Brown, of the Columbia Co., of Indianapolis. He covered Indiana and western Kentucky from the Indianapolis branch until October, 1920, when he resigned to accept a position as Indiana representative of the William Korch Co., box manufacturer of Cincinnati. He resigned that position to re-enter the phonograph field.

"I am satisfied that such an excellent instrument as the Granby phonograph will have an exceptional sale in this part of the country, as it has had in the East," says Mr. Duffy. "With this machine I can offer the dealers several attractive selling points. The Granby is not only moderate in price, which particularly suits the smaller dealers, but it has exceptionally fine cabinet work, an unexcelled tone and real durability. These are points I am touting the dealers very much interested in."

"CONTROLA" OFFICES ARE MOVED

The Phonograph Control Corp. Locates New Offices at 19 Academy Street, Newark, N. J.

The Phonograph Control Corp. has moved its executive offices from 120 Market street to 19 Academy street, Newark, N. J. In addition to housing the business department of the company, the new quarters will be a public demon-

strated. In order to further interest the public in our device we are inaugurating local advertising campaigns in various sections of the country and these will be enlarged, from time to time, as conditions in the territories justify."

MISS THROW VISITS NEW YORK

Florence M. Throw, secretary to Manager Haring, of the Buffalo branch of the Columbia



The Plant of the Phonograph Control Corp., Newark, N. J.

stration station of the company's product, "The Controla."

Herbert W. Royal, president of the Phonograph Control Corp., in a recent statement to a representative of The World, said: "The trade and public alike have received our automatic starting and stopping device, the Controla, with so much favor that it has required our factory to work at full capacity in order to fill the de-

mand. Graphophone Co., was a visitor at the Columbia headquarters last week, spending her time in familiarizing herself with the many details of Columbia branch office business. Miss Throw has made an exceptional record with the Columbia Co. and is one of the best-known persons connected with any of its branch offices.

Put your business first or it will be a poor last



Size: 12½ x 11½ x 6

"Take Your Music With You"

"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nickeled 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.

EDISON CARAVAN CONVENTION SCORES IN NEW ORLEANS

Second Step of Big Edison Caravan Convention Arouses Great Enthusiasm in Crescent City— Many Local Dealers Participate in Open Forums Following the Fixed Educational Program

NEW ORLEANS, La., July 2.—The Edison Caravan Convention, which arrived in New Orleans from New York on Monday, June 13, and held its sessions here on Tuesday and Wednesday, measured up to every claim that had been made for it. Advance reports from New York,

Irani Maxwell's play, "The School for Salesmen," a four-act comedy with music which had an intrinsic value that appealed strongly to the phonograph men. Between the first and second acts of the play an open forum was held on "What My Banker Thinks of My Business and Me," the speakers being H. S. Hutchison, of the Phonograph Co., Okmulgee, Okla.; G. C. McKinnon, Bonifay, Fla., and J. B. Neibert, Crowley, La. Between the second and third acts there was an address by E. C. Boykin, vice-president of the Phonograph Corp. of Manhattan. Between the third and fourth acts Iden Payne, general stage director for Charles Frohman, Inc., delivered his noteworthy address on "If Salesmen Were Actors," and presented facts which made a distinct impression.

The convention opened with the delivery of a personal message from Thos. A. Edison by T. J. Leonard, general sales manager of Thos. A. Edison, Inc. H. Chester Marvel, of Waycross, Ga., acted as chairman of the convention here, which was held at the Tulane Theatre. Among the speakers were J. B. Gregg, advertising manager of Thos. A. Edison, Inc., who talked on advertising service, and J. W. Scott, veteran Edison employee, who spoke on the Diamond Amberola.

The second day's session opened with a talk on the Edison School Research by Prof. Charles H. Farnsworth, of the Department of Music, Teachers' College, Columbia University, followed by a most interesting address by Mario

Laurenti, Metropolitan Opera baritone, on what it means to the artist to have his art perpetuated by the phonograph. Edward R. Dunning, of the Crowell Publishing Co., New York, told of how magazines and farm papers interlock with Edison advertising.

An open forum on Mood Change Parties was participated in by Jonathan Cox, Houston, Tex.; J. L. Billiet, Diamond Disc Shop, New Orleans, and W. D. Samuel, W. H. Ralford Furniture Co., Tuscaloosa, Ala. Another open forum on the use of the turntable was led by C. F. Greene, Loveman, Joseph & Loeb, Birmingham, Ala., and A. E. Scott, Alderden, Miss., and still another on "How to Increase the Sale of Recreations," by S. E. Lawrence, Columbia, Miss.; J. E. Powell, Powell & Son, Evergreen, Ala., and C. M. Methvin, Eastman, Ga.

M. W. Cottingham, M. Koelher Co., Lawton, Okla.; C. C. Miller, L. W. Pace Piano Co., Beaumont, Tex., and E. T. Woolfolk, Globe Furniture Co., Baton Rouge, La., led the forum on "Sitting and Waiting or Going and Getting," and L. E. Lide, Columbus, Miss.; E. R. Girardeau, Jr., The Phonograph Shop, Galveston, Tex., and W. P. Stagg, McLellan & Stagg, Frederick, Okla., were the speakers in the forum on "Does Sales Aid Service Really Pay?"

During the session Miss Cecil Arden, contralto of the Metropolitan Opera Co., gave a tone test; John Lee Mahin, director of the Federal Advertising Agency, talked on "Interlocking Newspaper Copy," and Harry Breen offered some interesting comments in rhyme.

The Caravan Convention ended with an elaborate banquet, held at the Grunewald Hotel, on Wednesday night, when the visiting dealers were the guests of the Southern Edison jobbers, including the Diamond Music Co., Inc., of New Orleans; Phonographs, Inc., Atlanta; Silverstone Music Co., St. Louis, and the Texas-Oklahoma Phonograph Co., Dallas. Wm. Maxwell was the principal speaker at the banquet, taking occasion to sum up the lessons learned during the two days.



Delegates to Edison Caravan Convention Held in New Orleans

where the Caravan Convention made its first stop, gave some idea of the general elaborate character of the program, but, although forewarned, the several hundred Edison dealers of this territory who attended were greeted with many surprises.

The piece de résistance, of course, was Wil-

BINGER ASSETS SOLD AT AUCTION

By order of the United States District Court, the assets of the Binger Co., of 43 West Thirtieth street, New York, were sold by Chas. Shogood, United States auctioneer, on Friday, July 8. The sale included all of the raw materials, machinery, office fixtures, etc., in the company's plant at the above address.

The excellence of every work depends upon the intensity with which it is followed—the enthusiasm that is brought to bear—making all difficulties vanish, melting hardships into nothingness.

**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" and 9" SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

6 EAST LAKE ST.

CHICAGO





MODERN RECORD SELLING



WHAT THEY SAY ABOUT IT

Our two Selrex Counters are giving splendid satisfaction. They are saving us expense and increasing our record sales.

J. W. Jenkins Sons Music Co.
Kansas City, Missouri.

The Selrex System does not need our advocacy to prove its worth. Practical, novel, economical and instantly successful with the public—it is indispensable to us.

Foster & Waldo Co.
Minneapolis.

Dealers in this territory using the Selrex Counter are finding it highly satisfactory, claiming they are now selling the trade that has always been in too much of a

hurry to wait for regular demonstration.

Elyea Talking Machine Co.
Atlanta, Ga.

The Selrex Counter has been given a thorough trial in our music salon with the result that we consider it an absolute necessity in producing a large volume of counter business.

Famous-Barr Co.
St. Louis, Mo.

Selrex Counters permit quick selection and rapid service. They are agreeable to the customer and advantageous to the store and vastly increase the selling capacity of the department.

Cable Piano Company,
Minneapolis.

We are using Selrex Counters. To say they are successful hardly conveys our thoughts. They save overhead and give service. The name is well chosen.

A. Hospe Company,
Omaha, Neb.

Selrex Counter has exceeded our expectations. To promote record sales, we consider it one of the best investments we have ever made.

A. R. Sather,
Spooner, Wis.

Selrex—we like it—our customers like it—which means that it has fully earned its place here.

The Service Shop,
8 W. Washington St.
Chicago, Ill.

MADE IN FOUR SIZES

6 ft. Counter: 2 Machine Compartments.....	\$200.00
8 ft. Counter: 3 Machine Compartments.....	265.00
10 ft. Counter: 4 Machine Compartments.....	325.00
Quarter Circle Counter 3 Machine Compartments.....	325.00

BECKWITH—O'NEILL
MINNEAPOLIS, MINN.



The Quickest and Biggest Hit of the Year

CHERIE

"You can't go wrong with any 'Cherie' song."

OPENS FINELY EQUIPPED STORE

New Edgar Music Shoppe in Tulsa a Great Emporium Devoted to the Sale of Victors in Southwest—Has Strong Sales Organization

TULSA, OKLA., July 8.—One of the finest exclusive Victrola stores of the West has just been opened by Thomas J. Edgar in this city. After completing negotiations for supplies of Victor merchandise from the Schmetzer Co. of Kansas City, Mr. Edgar made a trip East to obtain the latest ideas of store arrangement and effective selling methods. The new Edgar Music Shoppe at 518 South Main street shows the thoroughness of his investigation and the wisdom of his choice in selection of equipment and personnel.

Much favorable comment has been made about the efficient and attractive Unico equipment which Mr. Edgar has installed and he is immensely pleased with the rapidity with which his order was executed and the thoroughness with which every detail was carried out. Although 1,400 miles from Philadelphia, and his order could not be placed until April 6 when his lease was finally settled, the completion of the installation was made and the store was ready for use three days before the formal opening on May 19. Mr. Edgar has backed up effective equipment with an efficient organization and the combination has made his shop a success from the start.

As president and general manager of the new company, Mr. Edgar personally supervises the satisfactory service which his customers receive. He is ably assisted by Miss Elizabeth Day in charge of record department, A. H. Renner and H. L. Seltzer of the sales department and Morton Egle, who has charge of the repair department.

Those who are bewailing business conditions could well follow the example of Mr. Edgar, who has clearly demonstrated that to the man with foresight who goes after business with the right preparation of equipment and organization a success can be made, regardless of business conditions.

The merchant is scanning his trade paper ads mightily these days. He may be a bargain hunter, but he's hunting for the right stock and the right ideas.

FRENCH TAX TALKING MACHINES

Annual Tax of 10 Per Cent Ad Valorem Placed on Talking Machines, White Pianos Are Tax-free—Manufacturers Protesting

According to a report from Paris, France, the French has discriminated in the process of raising revenue by placing a tax of 10 per cent ad valorem on all talking machines, whether native or foreign manufacture, the tax to be paid each year that the machine is in playable condition.

Whether this tax was levied with a view to preventing talking machines becoming more in favor than pianos or violins is not known, but the fact remains that no other musical instrument in France has a tax levied against it, even the Paris city authorities deciding to tax elevators instead of pianos, as was at first proposed, with the provision that the higher the elevator ascends the higher the tax.

Talking machine manufacturers in France, including firms which assemble the machines, are protesting, asserting that the tax constitutes unfair treatment. They refer to the fact that even talking machine parts coming here from America must pay a heavy customs duty, while parts of all other instruments worth up to 400 francs are exempt.

CUNNINGHAM CO. SECURES OKEH LINE

DETROIT, MICH., July 10.—The Cunningham Drug Co., of this city, has installed a record department in its Gratiot avenue store and has taken on the Okeh line of records exclusively. This concern is one of the biggest drug companies in the State of Michigan and operates a considerable chain of drug stores in that territory and plans are under way to equip all of its drug stores with an Okeh department. The deal was consummated by A. P. Miller, manager of the Consolidated Talking Machine Co.'s Detroit branch.

It has well been said that the greatest asset in business is to be in advance of your competitors. That holds good as to the field in which you are working, to your financial and commercial relations, to technical experiences, to organization. If you busy yourself to-day with enterprises which will interest the others a year hence you will need no diplomatic tricks to succeed.

JOHNS MUSIC CO. SECURES LEASE

Newly Organized Firm Secures Ten-year Lease—Salesrooms to Be Remodeled

LIMA, O., July 5.—A ten-year lease has been secured by the newly organized Johns Music Co. on the property at 136 West High street, of this city. The entire establishment will be remodeled and it is expected that the premises will be ready for the formal opening on August 15. In addition to being an exclusive Victor agency, all classes of music and musical instruments will be handled. Those connected with the new enterprise are Don D. Johns, John A. Edwards, of Goner; M. L. Clevinger and Dr. Glen V. Johns.

The trouble with a whole lot of smart people is that they aren't smart enough to keep their smartness to themselves.

Recording Plating Pressing

**Phonograph
Dealers,
Jobbers and
Manufacturers**

can now secure records—under their own labels and trademarks—of popular and standard selections.

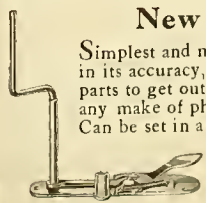
Special numbers recorded and pressed.


Complete facilities for engaging recording artists—singers and musicians.

**The New York Recording
Laboratories Inc.**
1140 Broadway
NEW YORK N. Y.

New Jewel Automatic Stop

Simplest and most effective automatic stop made. Watch-like 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.





**154 West Whiting Street
Chicago**



Unico Equipped Store of Pincus & Murphy, Alexandria, Louisiana.

UNICO SERVICE IS NATIONAL SERVICE

Unico Service embraces the skill and experience of over 1800 successful installations in every section of the United States and ten foreign Countries

UNICO EQUIPMENT THE WORLD'S STANDARD FOR MUSICAL MERCHANDISING

Demonstrating Rooms

Record Racks and Counters



Decorative Treatments

Complete Store Interiors

Is your business subnormal in volume and profits?

Hundreds of Unico Users are today enjoying normal business.

Put *your* problem up to us.

The Unico System has a profitable message for *you*. Write us for full information today. You owe it to yourself.

**LARGE or SMALL
NEAR or DISTANT**

Unico Service will insure you Increased Sales and Profits

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

ENORMOUS DEMAND FOR RECORDS IN MILWAUKEE TRADE

Talking Machines Also Having Good Sales—Preparing for Big Fall and Winter Trade—Jobbers and Dealers Feeling Good Over Outlook—Expansion All Along the Line—News of the Month

MILWAUKEE, Wis., July 12.—The most conspicuous feature of business in the local talking machine trade in the last few weeks has been the relatively enormous demand for records. The call upon the record departments of music stores all through June and so far in July has been by far the best in the history of the business and exceeds that of the corresponding period of 1920 anywhere from 25 to 100 per cent, with a number of stores reporting an increase of as much as 200 per cent over a year ago. The popular stuff has been going like wildfire, to use the vernacular, but there also has been a very good call for the more permanent classes of records for building up libraries, such as are contained in the Red Seal catalog of the Victor company.

So far as talking machine trade from the instrument standpoint is concerned business this Summer is good. While comparisons are invidious it must still be said that in comparison with piano trade talking machines are in much better call. Maybe it is the smaller investment with an equally satisfactory return, or a number of other reasons; the fact remains that general music houses are selling a great many more talking machines than pianos, even considering the advantage the phonograph has over the piano in sales figures under any circumstances.

Figuring on Stock for Fall and Winter
Much attention is being paid by dealers to calculations of probable requirements of instruments for the Fall and holiday season. Existing stocks in retailers' hands on July 1 were considerably smaller than a year ago, although it is true that last year there was an unusual accumulation of machines. This has been steadily reduced to a point where most dealers are proceeding with only a small surplus, making it necessary and desirable to begin to work upward in order to avoid being caught short when

business resumes its customary briskness with the arrival of cooler weather and thoughts of holiday gifts.

While local dealers look forward to no great boom in trade in the coming Fall, nevertheless there is none who refuses to predict a bigger volume than at the end of last year. At that time the slump in marketing calculations and leaving a rather unusual quantity of goods on hand for carry-over into the new year. Even if business in the last three or four months of 1921 is of no greater volume than that of a year ago for the same period present stocks would by no means suffice and as a consequence dealers are getting into the market with increasing vigor.

The Outlook Is Encouraging

"It is apparent that the Victor dealer organization is confident of a very good Fall and holiday season, judging by the early-season inquiries and orders we are receiving," said Samuel W. Goldsmith, vice-president and general manager of the Badger Talking Machine Co., Victor jobber, 135 Second street. "We have had no complaint to make over the movement of merchandise in the first six months of this year, for it has been at least equal and probably better than for the same time last year. But now the dealer trade is beginning in earnest to provide for the busy months next Fall, and within thirty days the customary lull of activity will again be in full swing. Our record business has been wonderful all year and we have broken all previous marks for volume in this respect."

Brunswick Records in Great Demand

Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., 275-279 West Water street, is one of the most enthusiastic men in the local jobbing trade as the result of good business. Brunswick records have

been selling in great quantities, while machines are in good demand and Brunswick dealers throughout this territory are placing orders of good size for immediate and future delivery. Dance records have established sales marks which make volume of former years look truly insignificant in comparison. "Things are already moving rapidly and we are confident that we shall make this the best year we have ever had since the company launched its talking machine and record business," said Mr. Kidd. "I cannot understand why there should be any calamity howlers—in fact, that species is rapidly disappearing with the utter lack of substantiation of fear and apprehension over the future."

Sonora Expansion With Yahr & Lange

The Sonora continues to achieve new and greater honors in sales under the vigorous representation this lue is receiving at the hands of the Yahr & Lange Drug Co., 207-215 East Water street, exclusive distributor in Wisconsin and Upper Michigan. Fred E. Yahr, president of the company, who is in personal charge of the large musical instrument and supply business built up by this old-established wholesale drug and sundry concern, has added several more assistants in order to properly handle the increasing volume of trade. Milwaukee dealers representing the Sonora report an unusually active Summer.

Edison Trade of Healthier Proportions

In the Wisconsin and contiguous territory Edison trade is of healthy proportions and the Phonograph Co., 49-53 Oneida street, expresses itself as well satisfied with the present volume and with the prospects for Fall as well.

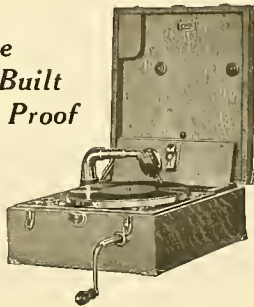
Thirty Columbia Dealers in City of Milwaukee

Robert H. Walley, representing the Columbia in this territory in a wholesale way, has been doing some splendid sales promotion work which has given the Grafonola as well as Columbia records a wonderful vogue. Mr. Walley has been co-operating with the individual dealer in a manner that has made business excellent in

(Continued on page 89)

The PLYMOUTH PORTABLE PHONOGRAPH

*Big in Tone
Durably Built
Fool Proof*



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.



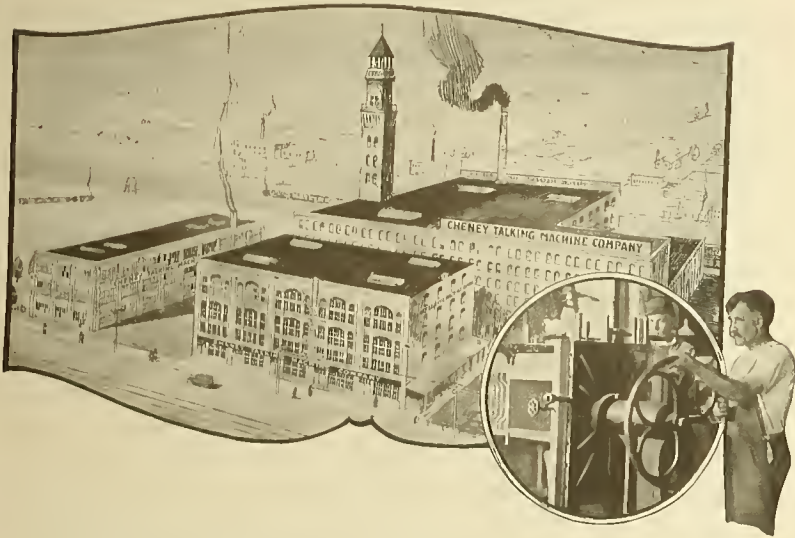
This shows the instrument closed and ready for carrying, all parts inside securely fastened and protected from the jolt and mishandling incidental to transportation.

RETAIL PRICE IN WOOD \$37.50

Liberal discounts to dealers and distributors

MANUFACTURED BY

PLYMOUTH PHONOGRAPH CO. :: Plymouth, Wis.



The Cheney Factories

Our cabinet factory and metal parts plant are complete—geared to the production of the finest in phonographs.

CHENEY TALKING MACHINE COMPANY, Chicago



The CHENEY

*The Master Instrument
With the Violin Resonator and Orchestral Chambers*



Columbia Dealers' Summerfans, with their seasonable pictures and list of records, will make Columbia Record "fans" so fast that they'll put you in the big league class. Build up your summer record business by a liberal use of these novel fans.



**Columbia Graphophone Co.
NEW YORK**

MILWAUKEE'S GREAT RECORD TRADE
(Continued from page 87)

spite of the handicaps under which all business has been proceeding. The Columbia dealer organization is enthusiastic over the line to a greater degree than it ever was before. Mr. Walley knows not only how to evolve "stunts" to boom business, but he can put them into practice to get results. There are now nearly thirty Columbia dealers within the city of Milwaukee, which includes some of our best-known and largest stores, all of which gives a decided prestige that is being converted into profitable business.

Reports Decided Revival in Business

The E. R. Godfrey Co., 293 Milwaukee street, distributor of the Paramount in five Middle Western States, reports a decided revival in business with the dealer trade, which is commencing to anticipate its requirements for the Fall months.

Preparing for Great Fall Campaign

Charles J. Orth, Inc., 504 Grand avenue, Wisconsin and Upper Michigan, distributor of the Luritan, made in Sheboygan, Wis., is completing a big Fall campaign to assist its dealer organization in building up the largest holiday business in its history. This will be launched in about thirty days, the time being well advanced to overcome any unusual conditions which have been existing in respect to business generally. Fred W. Orth, brother of the late Charles Orth, is handling the distribution organization like a veteran.

Specialty Grows in Favor

The Standard Accessory Corp., 355-357 East Water street, is making steady increases in its output of the Record Flasher, a popular illuminating device for any standard talking machine. It has been making a vigorous campaign for business among dealers catering to rural residents and gained an excellent response from city dwellers as well.

The Plymouth Phonograph Co.'s Latest Product

The Plymouth Phonograph Co., of Plymouth, Wis., is now offering to the trade a new design, known as the Plymouth Portable, that is meeting with an excellent call from dealers, especially those working the Summer resort and interior lake country of Wisconsin and neighboring States. The instrument is only six inches high, fourteen inches wide and fifteen and one-half inches long. It closes like a suitcase and weighs

only eighteen pounds. The sound waves are liberated through an opening on the top of the box just behind the reproducing arm. Over the opening there is an adjustable door by which tone volume is regulated. It is the design of W. H. Thomson, president of the company.

Talked on Salesmanship

The Milwaukee Association of Music Industries at its regular monthly meeting, held Wednesday, June 29, at the Hotel Plaza, furnished a real treat and a mighty instructive event for its members by presenting H. N. Tolles, vice-president of the Sheldon School, Chicago. Mr. Tolles talked for three-quarters of an hour on "The Fundamentals of Salesmanship," and his talk was so much appreciated that he will be requested to come back to Milwaukee early in the Fall to address a general association meeting, to which all store employees will be invited. The Association will omit its July and August meetings and resume active work in September. President Clarence C. Warner and Secretary R. H. Zinke are both leaders in the local talking machine trade, both being Victor dealers. They also are prominent in the councils of the Milwaukee Victor Dealers' Association, which is doing excellent work in behalf of the talking machine trade in general.

Dance in Honor of Employees

C. Niss & Sons, Edison dealers, 697-709 Third street, recently entertained employees and their families at a dinner-dance in honor of two veteran employees, William Kulesendorf and Edward Luebeck, who have completed a quarter of a century of service to the house. Appropriate gifts were presented to them by Clarence C. Niss. Herman V. Niss reviewed the company's activities and outlined details of a "better business" campaign to be conducted during the last half of the year, with special stress on the Fall and holiday months.

Peter Dinkel has moved his talking machine shop at Sheboygan, Wis., to new and larger quarters at 425 North Eighth street.

Victimized by Swindler

The Frank Press Co., 1216 Walnut street, representing the Edison and the Columbia, recently was victimized out of a \$250 instrument and \$50 in currency by a smooth swindler who presented a check for \$300. It was discovered afterward that the cashier's certification was forged. A number of other Milwaukee business

men suffered losses through the operations of the same offender.

Acolian-Vocalion Merchandising

The J. B. Bradford Piano Co., 411 Broadway and 594 Mitchell street, has been accomplishing some big things in merchandising the Acolian-Vocalion in Milwaukee and vicinity. It also is a prominent Victor and Sanora retailer and through its broad organization, covering both the downtown and the South Side districts, is making the Vocalion and Avlian-Vocalion records an exceedingly popular line.

NEW BRUNSWICK AGENCY IN OMAHA

OMAHA, NEB., July 8.—One of the biggest deals recently perfected in this section is that closed by the Brunswick Co.'s Omaha branch, when the Brandeis Department Store, of that city, took on an exclusive representation of Brunswick talking machines and records. The manager of the new department is R. J. Waters, one of the best-known talking machine salesmen in this part of the country.

Plans are under way for the equipment of a new Brandeis Brunswick department, which will contain some of the most up-to-date equipment yet seen west of the Mississippi.

Do not hate the things you dislike, more than you love the things you like, or you are turning in a hurry-up call for the glooms.

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 Office: 711 MILWAUKEE AVENUE, CHICAGO
Southern Wholesale Branch: 1536 CANTLER BLDG., ATLANTA, GA.



VICTOR DEALERS

To help you increase your list of good prospects—to sell more Victor Records to your old customers—and to advertise your business profitably—we recommend that you use the monthly service—

NEW RECORDS MAGAZINE

We will be glad to tell you all about it and how you can use it to greatest advantage.

BADGER TALKING MACHINE CO.

EXCLUSIVE VICTOR DISTRIBUTORS
135 SECOND STREET MILWAUKEE, WISCONSIN

LONG
 QUALITY
 HANOVER, PA., U.S.A.

LONG Console Cabinets Win Phenomenal Success

The five "Consoles" introduced a few months ago by the Geo. A. Long Cabinet Co. have proven successful beyond all expectations. They have evidently filled a long-felt want, for Victor dealers everywhere are selling them readily and quickly.

These five "Consoles" are intended for use with the popular Victrola VI, producing a combination outfit that looks like a \$250 Console model, but which can be retailed at a very moderate price, easily within reach of all prospective purchasers.

The "Console" is the recognized leader of the present-day talking machine market, and progressive Victor dealers are "cashing in" on the phenomenal success of the Long Console cabinets.

Write us today for catalog and prices

**The Geo. A. Long
 Cabinet Company**
 HANOVER, PA.



Sheraton



Colonial



Loui XV



Chippendale



Hepplewhite

USES ARTISTIC WINDOW DISPLAYS

Columbia Dealer in Detroit Features Line to Advantage—Department Is Steadily Growing

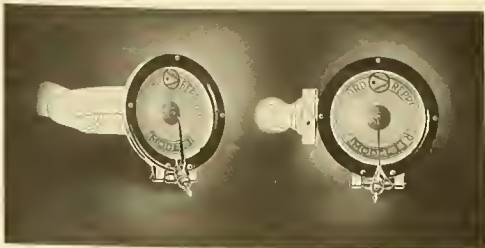
DETROIT, MICH., July 5.—The Crowley-Milner Co., of this city, one of the largest department stores in the State of Michigan, maintains a very attractive Columbia department which is proving a signal success. The importance that this store attaches to the Columbia line is evidenced in the large amount of window space which it utilizes to present Columbia Grafonolas.

The manager of the Columbia department of the Crowley-Milner Co. is L. W. Dow, who has had five years' experience in the talking machine business. When Mr. Dow became manager the department was doing a comparatively small business and, in fact, was merely an adjunct



Crowley-Milner's Window Display of another department of the store. Under Mr. Dow's capable and energetic efforts it has grown steadily, until it now occupies the entire second floor of the "Store for Homes" in the Crowley-Milner establishment.

"How can I acquire the faculty of discovering the 'psychological moment'—in everyday language, how can I become 'lucky'?" says a writer in the Chicago Tribune. "By trying to make clear to myself the great or small consequences of each business event."



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 1/2 on Victor—Sample Prepaid to Dealer
 \$3.85 Nickel; \$4.75 Gold—Retail \$6.00 and \$7.50
 Scotford Model I Reproducer with 1-Columbia Connection—Prepaid
 to Dealer, Nickel \$4.25 Gold \$5.50—Retail \$6.75 and \$8.75
 Quantity Prices on Application



Superior Specialists for Phonographs
BARNHART BROTHERS & SPINDLER
 Monroe and Throop Streets CHICAGO

NEW MANOPHONE MODELS COMING

New Designs Will Be Principally of the Console Type and Designed Along Original Lines—Business Shows Steady Betterment

ADRIAN, MICH., July 8.—J. A. Warren announces that the Manophone Corp. will soon present to the trade several new models which will be principally of a console type. One of them, which is to be known as the Coverly model, is of the tip-back table design and is a very handsome instrument of a new and entirely original style. Then there is the Weathersfield, also in table form and Colonial in design.

The new models will be finished in different styles, including polychrome. In a statement on business Mr. Warren said: "As things are now stacking up conditions by Fall will be up to normal. Our plant is such that we can

handle a rapidly increased amount of business or should that not be forthcoming we could still operate economically. I recently returned from a South and West trip and found people out that way looking very hopefully to a resumption of business in the Fall."

WATCH THE STAMPING OF YOUR MAIL

Thousands of dollars are lost annually by careless merchants who neglect to place the proper number of stamps on correspondence. Saving one cent and losing dollars through carelessness is poor business policy. Sure sales are not only lost through delayed merchandise and held up mail, but enemies are also made for the firm through this practice. Watch your mail.

It's cheaper in the long run to do things than to ask for things.

**IT PAYS TO DEAL WITH
 KENNEDY-GREEN CO.**

IT PAYS TO SELL

OKeh Records

We are the ever-ready OKeh Service Station. Our rush delivery on popular hits is the quickest remedy for your punctured sales. We serve to please.

Because every type of music may be heard on OKeh Records, they are sure and quick sellers. The greatest salesmen are working for you on OKeh Records.

John McCormack and Frieda Hempel, international favorites. No left-overs on their records. Mamie Smith and Norfolk Jazz Quartette—sold before released! OKeh music satisfies the popular demand. OKeh Records in your store bring more customers through the door. Give us the opportunity of a more personal talk with you. Write us—we'll do the rest.

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

CLEVELAND, OHIO

BRUNO



Action! That's What's Needed

PRINTER'S ink, Mr. Victor Dealer, has not been spared of late in telling us how and why the business world is suffering a temporary depression. Many retail merchants have carelessly taken consolation in this statement, attributing slow business to "general conditions." This thought, wherever it exists, is sure to prove harmful for it means the beginning of inactivity, indifference and idleness—three evils that will put any business in jeopardy.

The dealer who insists that "business is bad" and that "nothing can be done" is making a mistake that means a loss of profits and standing in his community. He gives the alert competitor a most excellent opportunity to capitalize the situation.

There is no conceivable reason why any Victor dealer should be inactive or indifferent to-day. There are numerous selling methods and ideas that may be utilized whereby immediate returns are to be obtained. Then, too, there are proven plans and schemes that, by their proper use, can only bring substantial and profitable results.

Real business is to be had right now, plenty of it, and profitable, too. But you've got to dig for it. Yes, dig for it just as in pre-war and normal days when digging was a pleasure and part of the day's work.

Victor wholesalers are ready and anxious to make Victor dealers happier and more prosperous merchants. That is their pleasure and purpose, but they cannot work successfully without your co-operation. Are you ready for action, Mr. Victor Dealer?

C. BRUNO & SON, Inc.
351-353 Fourth Avenue New York

Victor Wholesalers to the Dealer Only

INDIANAPOLIS DEALERS OPTIMISTIC OVER THE OUTLOOK

Hendricks Discusses Conditions—Tribute to the Pathé—Stewart Educational Classes—New Kimball Agencies—Collins Succeeds Jewel Co.—Number of New Agencies—News of the Month

INDIANAPOLIS, IND., July 10.—Just as proof that business is not as slow as it might be T. W. Hendricks, manager of the talking machine department of the Pearson Piano Co., reports that in May, 1920, his company sold \$145 worth of Victrolas, while in May of this year they sold more than \$6,000 worth. This difference, he explains, is the result partly of the shortage of Victrolas last year, when the company sold in May more Cheney phonographs than any other make. He reports, also, a substantial increase in Edison sales this year.

"Our business is more in the higher-priced machines than it was last year," said Mr. Hendricks. "We are advertising heavily and are offering every possible inducement to the buyers. There really is no need to complain. We are not experiencing hardships and panics and we ought to be glad for what we get instead of complaining that business is not so good as it was. Business men are not as grateful as they should be for the way in which the country is meeting the business adjustment that was bound to follow close after the war."

F. W. Fromm, of the Baldwin-Miller Co., distributor of the Dation phonograph, reports that business is looking up in his territory.

Pathé Actuelle for Professor Lowell

A noteworthy Pathé sale was made last week when the Pathé shop delivered an Actuelle H to Russell C. Lowell, director of manual training in the Indianapolis public schools. Professor Lowell said he had spent four months looking over the various machines and deciding which one he should buy. His decision in favor of the Actuelle, he said, was based on personal investigation from both a scientific and musical viewpoint, which convinced him that the mechanical principle of the instrument is correct. Professor Lowell is not only a skilled mechanic and cabinet maker, but is likewise a finished musician. In deciding on the purchase of the Actuelle he declared to Edgar Eskew, manager of the Pathé Shop, that he was willing to go on record in a published statement as to the perfection of the instrument. Mr. Eskew is preparing advertising copy to contain the endorsement.

"It is such sales as that one that are most gratifying," said Mr. Eskew in reference to the transaction. "Just now we are entirely out of the Actuelles. There seems to be a slight improvement in business generally the last two or three weeks."

C. O. Mueller, manager of the Pathé department of the Mooney-Mueller-Ward Co., distributor, reports very quiet trade throughout the State. Among the visitors last month who brought him news of the outlook among the smaller stores was Henry L. Snyder, Pathé dealer of Tell City.

To Sell the Pathé Line

B. A. Jacobs, of Columbus, has re-entered the furniture business and has taken on a contract to sell Pathé talking machines in that city. A year ago Mr. Jacobs decided to retire from business and therefore he sold out to John Houk. Mr. Houk did not continue the Pathé agency. Mr. Jacobs is starting a new business in competition with Mr. Houk.

Encouraged Over the Outlook

"Unless we fall down miserably," said C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., "our business this June will beat our business of June last year. Taking on the Brunswick line has increased the amount of business this month very materially. The business of the month is better in dollars and cents rather than in the number of machines sold. April has been the only other month this year to show an increase over the corresponding month of last year. Just now our record business is slower than usual, due to excessively hot weather."

Important Consolidation

Increase of business in the Emerson phonograph machines and records has caused the Lathrop-McFarland Co., Indiana distributor, to consolidate its phonograph department with the Jewel Phonograph Co., according to an announcement just made. After September 5 the Jewel Phonograph Co., 229 North Pennsylvania street, will be known as the Collins Talking Machine Co. Delay in using the new name arises from the necessity of waiting for an order of court. The Jewel Phonograph Co. has been owned by the Lathrop-McFarland Co. and has been handling Jewel products solely. Under the reorganization the Lathrop-McFarland Co. retains a controlling interest in the phonograph business. C. E. Collins, former secretary-treasurer of the Lathrop-McFarland Co., is general manager of the new company.

J. D. Bright, formerly connected with the Columbia Graphophone Co. and more recently sales agent for the General Phonograph Corp., has been added to the sales force of the Collins Talking Machine Co., to cover the State of Kentucky and southern Indiana for the Emerson interests.


Important Speakers at Educational Classes

A new feature in the development of Victor salesmanship was presented at the educational classes held last month by the Stewart Talking Machine Co., Victor distributor. Charles T. Leary, of the Sauder & Recker Furniture Co., of this city, gave a talk on period furniture, explaining the many possibilities for the sale of period models. He referred to three of the Victor period models as "the most perfect pieces of period furniture that I have ever seen."

Rhythm was the theme of a short talk given by Tom Sawyer, director of penmanship in the Indianapolis schools. The speaker gave a demonstration to show how the Victrola and Victor records were used by him in connection with the teaching of penmanship.

Others to address the class were Edward W. Killgore, the new traveling representative of the Victor Talking Machine Co. in this territory, and James R. Jones, field representative and expert salesman of the Stewart Talking Machine Co.; Boyd Kasey, of the Stewart repair depart-

(Continued on page 94)



Sonora

Needles

SEMI-PERMANENT

Keep Customers Coming

The profit on the sale of a card of Sonora Semi-Permanent Needles is, though attractive, not the most important consideration. Every time you induce someone to try Sonora Needles, you gain a steady customer for your store.

Sonora Needles play many times, sacrificing neither the surface of the record nor the quality to the sound.

Carry complete stocks.

Load—Medium—Soft

Sell for

25 cents per card of 5
(40 cents in Canada)

CAUTION! Beware of similarly constructed needles of inferior quality.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President
279 Broadway New York

Canadian Distributors
T. MONTAGNES & CO.
Toronto



Free!

TINTED PHOTOCRAVURE 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 photocravures are FREE to Victor Dealers, who send request 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 photocravures will be filled as long as a limited supply lasts. *Send immediately.*

STEWART
TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS



INDIANAPOLIS DEALERS OPTIMISTIC

(Continued from page 93)

ment, gave a demonstration of repair work. A music memory contest was conducted by Miss Caroline Hobson and a demonstration of folk dances was given by eight small girls from one of the city schools.

Geo. Stewart on the Business Situation

George Stewart, vice-president of the Stewart Talking Machine Co., with Mrs. Stewart, are attending the Victor Jobbers' convention July 11-14 at Colorado Springs. Speaking of general trade conditions in the State, Mr. Stewart said: "Many reports coming to us from dealers in different parts of our territory are most optimistic. Our great difficulty at the present time is to be able to obtain enough machines to meet the demands of our dealers. We have even found it necessary to order from jobbers in order to supply the urgent needs of several of our good dealers. At a recent gathering of men interested in the Victor business one of the older and best known of them predicted a shortage of Victor goods—both machines and records—this Fall. At the present time, judging from the appearance of our stock, this prediction is becoming a reality."

Many Agencies for the Kimball

H. H. Jarrard, manager of the talking machine department of the Capital Paper Co., Kimball distributor, will return to the city next week, after spending five weeks placing new agencies in West Virginia and Michigan. He has been reporting exceptionally good business from West Virginia, which is virgin territory for the Kimball talking machine products. C. E. Kahn, manager of the Capital Paper Co., says the new Grey Gull records just placed on the market are selling very well.

Says Selling Continues Good

O. C. Maurer, manager of the Sonora department of the Keifer-Stewart Drug Co., says May was the best month of the year for his department. Selling continues fairly good, he says, but not good enough to warrant a prediction of

normal business for several months. C. H. Becherer, manager of the Sonora department of Chas. Mayer & Co., reports retail trade in Indianapolis keeping up exceptionally well, especially in sales of the higher-priced instruments.

Enthusiastic Over Caravan Convention

H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor, is enthusiastic over the Edison Caravan Convention, held in Chicago June 20 and 21. "It was bigger and better than ever," he says. "The hit of the convention was the four-act playlet written by Mr. Maxwell and entitled 'School for Edison Salesmen.' Our business is holding its own," continued Mr. Anderson, "although the hot weather of the last three weeks has made it easier to loaf than work. We are expecting increased sales of records now that the Edison laboratories are producing Re-creations in six days, enabling the Edison owner to hear the latest Broadway hits sooner than heretofore." "Conditions are more encouraging than discouraging," says W. O. Hopkins, of the Edison Shop. "Our record business is improving after a slight let-up and our net business in machines during June was about the same as last June."

To Handle the Brunswick

The Schneider Music Co., of Vincennes, Victor dealer, was signed up last month to handle the Brunswick. The Victor is also handled by this company.

W. E. Pearce Takes Charge

W. E. Pearce, formerly a traveling salesman out of the Indianapolis branch of the Brunswick, has accepted the position of manager of the phonograph department of Jensen Bros., exclusive Brunswick dealers of Terre Haute.

Moving to New Quarters

The Spiegel Music Co., of Ft. Wayne, Brunswick and Sonora dealer, is moving this month to new quarters in a remodeled building at 1308 Calhoun street.

New Columbia Agency

Manager Scott, of the Columbia Graphophone Co., returning last week from a trip over his ter-

ritory, reported business to be showing a marked tendency toward improvement, despite exceedingly hot weather. A new agency recently taken on for the Columbia is the music store of N. T. Drake, at Madison, Ind.

REPEATER MEETS WITH SUCCESS

Spira-Graf Well Received by Victor Trade—Has Several Interesting Mechanical Features

INDIANAPOLIS, IND., July 6.—The Spira-Graf, a new record-repeating device for the Victrola which was introduced recently by the Consolidated Sales Co., of this city, is meeting with considerable success. Victor dealers and jobbers have evinced keen interest in this repeater, which is noteworthy for its simplicity of construction, weighing less than one ounce, and its adaptability for use on any Victrola.

The complete device consists of a small disc which fits over the turntable spindle, and two elliptical wheels which are attached with their attendant axles to the Victrola sound box and are held firmly in place by the tiny screws of the sound box itself. The little wheels of soft rubber have no part in the repeating action until the sound box, approaching the end of a record, touches the disc in the center. This slight contact lowers a wheel to the surface of the record, and this wheel, traveling in an opposite direction to the revolutions of the record, carries the sound box back to the beginning. When the repeating function is not desired the small disc is simply lifted from the turntable spindle and there is no need to remove or change the small wheels attached to the sound box.

Each Spira-Graf is packed in a jeweler's box, bearing a gold label, and in a twelve-package carton, constituting an attractive counter display. Intensive advertising is being planned through the Knight Advertising Agency, of this city, for the introduction of this device to the Victor trade, and interesting circulars to the public have already been prepared for the dealers' use.

WONTALK PORTABLE SPORT MODEL

Selling "to beat the band"

Order samples at once

In two colors Black or Brown

Dealer's Price, \$12.00

F. O. B. South Norwalk, Conn.

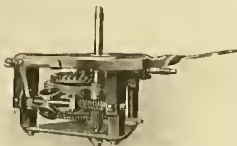
Mr. Dealer: This is the biggest little proposition you ever heard of.

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.



Size 8"x12"x13". Weight 13 pounds



The WONTALK Motor can be furnished to the trade in any quantity
Dealer's Price \$3.50



The 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.

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



SUCCESSFUL OUTING OF THE PITTSBURGH ASSOCIATION

Industry Well Represented at Outing and Dinner at "The Pines"—Optimism Regarding Business Grows—Interesting Reports From Leading Members of the Trade Made to The World

PITTSBURGH, PA., July 7.—It remained for the Talking Machine Dealers' Association of Pittsburgh to stage one of the most successful picnics and outings that have ever been held by that progressive organization—in its way probably the leading one of its kind in the country. The affair was held on June 14, Flag Day, at "The Pines," one of the most delightful outing places in western Pennsylvania.

Marshaled by President John H. Phillips, Vice-president Herman Lechner, who acted as field marshal, and A. R. Meyer, the amiable secretary, the talking machine cohorts assembled at the Hotel Chatham at noon, where luncheon was served. Shortly afterward the entire party took automobiles for the run to "The Pines." The entire afternoon was spent in games of various kinds and topped off with a baseball game, which was a "howling success." George H. Rewbridge, the happy distributor of Victrolas for the W. F. Frederick Piano Co., umpired the ball game. While many of his decisions were questioned and he was the target for a volley of verbal bombshells George stood his ground and bossed the job like a veteran.

The two baseball nines were headed by H. E. Young, manager of McCreery & Co.'s Victrola department, and Henry Wood, manager of the talking machine department of Boggs & Bohl. The teams did some fine ball playing and at the end of nine innings victory perched on the standard of the Young players to the score of 14 to 12.

The stellar event of the outing was the dinner. There were chickens and waffles in profusion and the talking machine men demonstrated their ability to make these succulent delicacies disappear with the speed that snow vanishes before the sun. It was a merry party that gathered around the tables and Mr. Lechner proved a captivating toastmaster. Everyone had something to say and said it well. The committee in charge consisted of Mr. Phillips, Mr. Meyer, Mr. Wood, Mr. Lechner, Thomas T. Evans, Fred J. Drake, Mr. Rewbridge and Joseph Bombera.

While there has been a hesitancy in the talking machine trade here the past month there is an optimistic feeling prevalent among the leaders in the trade who feel convinced that there will be a revival or restoration of better business conditions within the next sixty days. One of the outstanding factors in the Pittsburgh district that has been a handicap to trade and its free traverse is that of the slump in the iron and steel industry. It is probably not pleasant to state disagreeable truths, but never in the history of the steel industry of this section has the productive capacity been at a lower ebb. This, naturally, brings in its train consequent unemployment and makes the conditions in industrial sections rather undesirable, due to the lack of money being circulated.

Notwithstanding this condition some of the talking machine dealers report that their sales in June showed an increase, not large, over the same month a year ago.

John Henk, the well-known manager of the Columbia Music Co., an exclusive Columbia Grafonola shop, said: "While business conditions are not as good as any sane business man would like to see them, from my viewpoint there is a great deal to be thankful for. Our business for June showed a gain over the same month a year back and this past week we had four days in which we did a very satisfactory business, both in Columbia Grafonolas and Columbia records. I feel that in due time, with the revival of industrial activity, the talking machine business will regain its wonted power and strength."



Thomas T. Evans, the live-wire manager of the wholesale Victrola department of the C. C. Mellor Co., who returned a few days ago from a business trip through West Virginia, has a most optimistic and hopeful view of the Victor

trade in the territory that his company serves. Mr. Evans said: "I have found a very hopeful attitude among all of our retail dealers and they are ready for the return of good business, which I feel is almost at hand. The Pittsburgh territory, with its immense industries, is too large and too influential to remain in stagnation for even an iota of time. I am convinced that there is bound to be a very speedy return to normal business conditions and that the talking machine dealer who is prepared to serve his patrons will be in a position to reap a golden harvest. The permanency of the Victrola in this territory is unquestioned and with the new models that have recently come into the market we will be ready to meet practically all demands made by our dealers. Now is the time to smile and to look for the bright side of the cloud. It is there."

A. A. Bucha, treasurer of the Bucha Phonograph Co., who attended the Edison Caravan session at Chicago, returned from the meeting with plenty of enthusiasm and is of the opinion that business can be obtained by patient and consistent effort on part of the retail dealer, supplemented by intelligent co-operation from the jobber and wholesale dealer. Mr. Bucha believes that as soon as a normal condition is reached in the industrial situation here a marked revival in local business conditions will follow and that the talking machine business will share in the prosperity that will ensue.

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., said: "We are now in the doldrums, but it is merely a condition that is caused by the general state of the industrial world. That a change for the better is bound to come is sure and I see no reason why there should be any feeling of depression on part of the average talking machine merchant. The way to get business is to pre-

(Continued on page 96)

C.C. MELLOR COMPANY

1152 PENN. AVE.
PITTSBURGH, PA.

Prudent Distribution— Practical Selling Aid

One department of our business is intensely interested in making an intelligent distribution of Victor Merchandise among Victor Dealers. Another department is devoted exclusively to the creation and development of plans for assisting Victor Dealers in selling Victor Merchandise to the American Public. Both departments are operating with manifest efficiency.

H.K. Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
 60 Grand Street
 New York City

PITTSBURGH ASSOCIATION OUTING

(Continued from page 95)

pare for it and when the proper time comes go after it. The preparation period is now and the live merchant will get ready for the revival in trade that undoubtedly must come before long and then people will resume buying as before."

H. Milton Miller, of the Sonora Phonograph Co., Sonora distributor, emphasized the fact that his sales did not show any material falling off and that he and his staff were preparing for big business this Fall. He said: "The Sonora dealers in my territory are keenly alive to the possibilities of well-conducted sales campaigns and we are co-operating with them in every possible manner to push sales of the Sonora."

George R. Madison, of the Cheney Phonograph Co., with headquarters in Cleveland, O., was on a business visit to Pittsburgh the past week. Mr. Madison expressed himself as well satisfied with the outlook for Cheney sales this coming season.

The National Phonograph Co., manufacturer and distributor of the Ultraphone, has opened a large and attractive talking machine shop at 633 Liberty avenue. A large number of booths and demonstration apartments have been installed and a corps of efficient sales people are in charge. The company also handles the Acolian-Vocalion and the Brunswick phonographs, and Columbia, Brunswick and Okeh records.

Barry H. Dierks, son of W. C. Dierks, of the C. C. Mellor Co., sailed on July 5 from Quebec on the steamer "Empress of Britain," of the Canadian Pacific Railway. Mr. Dierks, who is a graduate of the Carnegie Institute of Technology, will continue the study of architecture abroad.

"That the Victrola has done a great deal more for the cultivation of music than any other similar agency" was the statement made at a semi-public gathering of musicians and music merchants of the Steel City by Harvey B. Gaul, a prominent musician and church organist.

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor, returned from a business trip to New York a few days ago and announced that he was working on plans for an intensive campaign to be started shortly to popularize the Pathé phonographs and Pathé records. He said that he anticipated some large sales in his territory as a result of the work of the roadmen and that while at present there is a slow-down in business it is his opinion that a marked revival is at hand.

Miss Lillian A. Wood, director of the Victor educational department of the C. C. Mellor Co., was one of the speakers at the outing held at Kenneywood Park of the welfare workers of the Carnegie Steel Co. Her topic was "Music Appreciation" and was illustrated by use of the Victrola and Victor records. Miss Wood is now at her home at Bradford, Pa., on vacation.

E. J. Condon, one of the roadmen of the Buena Phonograph Co., is spending his vacation at Portland, Ore.

J. A. Scanlan, Jr., manager of the Brunswick phonograph department of the Brunswick-Balke-Collender Co. in the Pittsburgh district, spent several days in Cleveland on business. Mr. Scanlan stated to The World representative that he was very optimistic concerning the future trade of the Brunswick line in this section. Mr. Scanlan believes that there will be an increase in sales during the Fall period and that persistency and consistency will bring results.

J. C. Roush, French Nestor and Wallace Russell, of the Standard Talking Machine Co., were hosts to several Victor dealers at a delightful outing held at the St. Clair Country Club the past week. The party left the city in automobiles and spent part of the afternoon in playing golf on the club grounds. Later a splendid dinner was served, after which there was a treat in the way of the demonstration of the new Victor records for July. The affair was thoroughly enjoyed by those so fortunate as to participate therein. Among the dealers there were: T. E. Shortell, of the S. Hamilton Co.; Henry Wood, of Boggs & Buhl; George S. Hards, Messrs. Kulp and Johns and H. Menzer.

Miss Marilla Jones, who was formerly connected with the retail Victor department of the C. C. Mellor Co., is now with the Edison Shop, 513 Wood street.

Aileen Stanley, "The Phonograph Girl," was one of the attractions at the Davis Theatre the week of June 27 and won generous applause for her singing. Miss Stanley has a pleasing voice and a most charming personality and made many friends while in Pittsburgh. She is a Victor artist and her records have a splendid sale.

Messrs. Roush, Nestor and Russell, of the Standard Talking Machine Co.; W. C. Dierks and Thomas T. Evans, of the C. C. Mellor Co., and George H. Rewbridge, of the W. F. Frederick Piano Co., all Victor jobbers, composed a pleasant party that left for Colorado Springs to play for the convocation of Victor Jobbers.

Miss Hiblegarde Wehrle, one of the pleasing members of the sales staff of the talking machine department of the S. Hamilton Co., is spending her vacation at Akron, O.

SOMETHING FREE!

OUR SERVICE!

We gladly give the best in Service to any Okeh Dealer. We aim to co-operate by quick delivery on all orders. Try us once, you will never change.

Now is the time to sign up for an Okeh Dealership. September is the big record month. Be prepared.

We can ship immediately the latest popular dance and vocal hits. They are your rapid sales boosters.

Sterling Roll & Record Co.

BIG DISTRIBUTORS OF

Okeh Records

Pittsburgh, Pa., 434-4th Avenue

Cincinnati, Ohio, 137 West 4th Street

TO FORM TALKING MACHINE UNIT OF MERCHANTS' ASS'N

M. V. DeForeest, President of National Association of Music Merchants, Appoints Committee of Eleven to Bring Together the Retail Talking Machine Dealers of the Country

M. V. DeForeest, president of the National Association of Music Merchants, has just announced the appointment of a committee of eleven members to consider and report on ways and means for bringing together the retail talking machine dealers of the country as a separate unit of the Music Merchants' Association. The appointment of such a committee was decided upon at the convention of the Merchants' Association in Chicago in May.

In presenting the names of the committee which he has appointed to work for the bringing together of the talking machine trade, President DeForeest says in a general letter:

"Our recent letter to local associations requesting nominations of members of a talking machine committee did not bring the character of response I had hoped for.

"Instead of representatives whose interests are

principally in the talking machine field, we have a majority of names of men who have always been active members in our general association work.

"Under the circumstances, I think it would be unwise to proceed as we originally planned and have a committee duly elected from the list of nominees submitted from the various local associations. However, I do think we should follow this matter up carefully and to this end I have appointed a special committee, as far as possible consisting of members of our Association, who themselves are directly interested to an important degree in selling talking machines.

"The duties of this committee will be to report to the executive board as soon as possible recommendations concerning added activities of our Association, or similar activities to be requested of the Music Industries Chamber of Commerce, which will be of particular interest to our mem-

bers in connection with the phonograph end of their business.

"I have asked the following to serve on this special committee:

"R. G. Brice, Parker-Gardner Co., Charlotte, N. C.; Southern Victor Dealers' Association.

"Jos. Friedman, 170 Rivington street, New York, United Phonograph Dealers' Association, Inc.

"Grant Smith, Euclid Music Co., Cleveland, O.; Talking Machine Dealers of Northern Ohio.

"J. W. Boothe, Barker Bros., Los Angeles, Cal.; Music Trades Association of Southern California.

"Irwin Kurtz, 135 Broadway, New York City.

"E. G. Brown, 709 Broadway, Bayonne, N. J.; Talking Machine Men, Inc.

"Julius A. J. Friedrich, Friedrich Music Co., Grand Rapids, Mich.; Grand Rapids Music Dealers' Association.

"T. Ameshury Gould, Gould Bros., 1367 Main street, Buffalo, N. Y.; Talking Machine Dealers' Association of Buffalo.

"R. H. Zinke, Zinke Music Co., 425 Milwaukee street, Milwaukee Wis.; Milwaukee Association of Music Dealers.

"Jno. F. Ditzell, Fawcots & Barr Co., St. Louis, Mo.; St. Louis Music Merchants' Association.

"Chas. L. Hamilton, S. Hamilton Co., 815 Liberty avenue, Pittsburgh, Pa.; Talking Machine Dealers' Association of Pittsburgh."



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. Wash. Ave. CHICAGO

FORDNEY TARIFF BILL REPORTED

Duty on Phonographs, Gramophones and Parts, Etc., Increased From 25 to 30 Per Cent Ad Valorem—Other Features of the Measure

WASHINGTON, D. C., June 30.—The new Fordney Tariff Bill, which has been occupying the attention of American business interests for the past several months and in which the music industry has taken a particular interest with a view to securing proper tariff protection for the newer developments of the trade in this country, was formally reported to the House yesterday by Chairman Fordney, of the Ways and Means Committee. The measure was at once referred back to the committee, to be presented to the House later with the committee's report.

The new bill is the longest tariff bill ever produced by Congress, 346 printed pages being required to carry the text. It is quite evident that strong fights will be made against various sections of the bill in the House, based upon minority reports on various schedules filed by members of the committee and upon protests made by the officials of various industries.

Under Paragraph 1441 of the new bill duty is assessed on phonographs, gramophones, gramophones and similar articles and parts thereof at the rate of 30 per centum ad valorem. Special duties are provided on steel springs, graphite, pumice stone, cabinet veneers, felt, etc., entering into the construction of talking machines.

American Valuation Plan

The American valuation plan is embodied in the bill and is stated as distinctly as words may convey the meaning. The bill declares that the word "value" shall mean "the price on the date of exportation of the imported merchandise at which comparable and competitive products of the United States were ordinarily sold or freely offered for sale in the usual wholesale quantities and in the customary wrappings, coverings and containers, whether holding liquids or solids, to all purchasers in the ordinary course of trade, including all costs, charges and expenses, in the principal markets of the United States."

It is expected by the members of the Ways and Means Committee that the new bill will return a revenue of about \$700,000,000 a year, as compared with the \$300,000,000 a year realized during normal pre-war years under the Payne-Aldrich Law. The new bill becomes effective on the day following the passage of the act.

Paul Laurence Dunbar, the colored poet and author of the words of several well-known songs which have been put to music and which are widely known through talking machine records, is to have a monument in Chicago erected by popular subscription.



The Creed of Our Institution

We are a necessary factor between the Victor Talking Machine Co. and the Victor dealer, and as such we endeavor to render whatever possible assistance, co-operation and service we can to Victor dealers.

We do this not only with a genuine sense of pleasure, but also with a feeling that such products as emanate from the Victor Talking Machine Co. should be offered to the public under the best marketing plans conceivable.

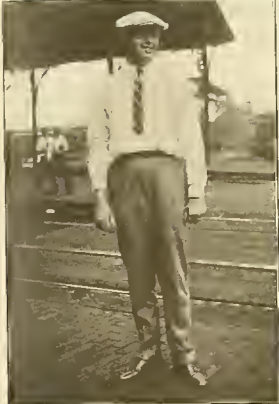
Further than this, we believe that the Victor dealer is entitled to whatever help we can give him for furthering his worthy cause.

CURTIS N. ANDREWS
BUFFALO, N. Y.

National Association of Talking Machine Jobbers Holds Convention

Fifteenth Annual Gathering at Hotel Broadmoor, Colorado Springs, July 11-13 Attracts Large Numbers—Jobbers Enjoy Hospitality of Pittsburgh, Chicago, Kansas City on Noteworthy Trip West—Spirit of Optimism and Confidence Dominates Convention—Louis Buehn Elected President—R. L. Freeman's Interesting Address

The annual convention of the National Association of Talking Machine Jobbers may be said to have begun with the departure of the special train from New York on Thursday morning,



L. L. Speneer, Who Looked After Special Train July 7. The train was made up of solid Pullman compartment cars and so great was the demand for reservations that the railroad company had difficulty in getting sufficient equipment to take care of all the jobbers. Those who held com-



Marquette A. Healy, of Lyon & Healy, and Son partment reservations in Car 228, for instance, were kept on the anxious seat for about three-quarters of an hour until an extra car could be obtained to meet requirements. Although late leaving New York the engineer, realizing that there was a dollar an hour to be refunded, saw to it that the train pulled into Pittsburgh right on time.

At the first stop out of New York at Manhattan Transfer, G. T. Williams, of Brooklyn, with his wife and daughter, joined the party. At Newark Mr. and Mrs. L. W. Collings climbed aboard; at Philadelphia Louis Buehn and family, Harry Miller and A. C. Weymann and wives were picked up, and at Harrisburg W. A. Eisen-

brandt and family, together with Mr. and Mrs. R. C. Rogers, made the connection from Baltimore and Washington.

A Motor Trip in Pittsburgh

The day was suffocatingly hot, the thermometer standing at 88 in the cars, even under the electric fans, and, therefore, a telegram received at Altoona from J. C. Roush, of Pittsburgh, asking the passengers of the special to be the guests of the Pittsburgh jobbers on a short automobile trip through the "Smoky City" and environs was received with much satisfaction. Upon arriving at Pittsburgh the automobiles were found waiting and the jobbers and their families had a very pleasant hour and a half touring the boulevard and park system of the city.

Whiteman's Music Breaks Monotony

The big feature of the trip, and one that served to break the monotony most charmingly, was the presence of the famous Paul Whiteman



Louis Buehn and Family

himself, together with ten members of his Ambassador Orchestra. A piano had been placed in the observation car and both in the afternoon and evening there were given concerts of the genuine Whiteman brand of music. Despite the heat the musicians were very free in their response to demands for encores.

It is very probable that Whiteman dance records will be in great demand among employes

of the Pennsylvania Railroad, especially those that served the special train en route. While the orchestra was playing every porter on the train found an excuse to spend some time on the observation car, with his feet moving nimbly, and the rightful porter of the car made one berth up three times in order to find an excuse



A Pittsburgh Quintet—W. C. Dierks, J. C. Roush, Wallace Russell, T. T. Evans and Geo. Rewbridge

to hang around and listen. All the brakemen and the conductor left the front of the train to take care of itself, while they crowded to the rear. As one jobber remarked, it was fortunate that the engineer and fireman couldn't hear the music.

Between times when the orchestra was not playing and there was no eating to be done the members of the party whiled their time playing such games as casino, dominos and top spinning. It was hinted that at times even the spirit of gambling made itself evident.

Lloyd Speneer's Good Work

Lloyd L. Speneer, who looked after the arrangements for the special train, was indefatigable in his efforts to see that everybody was properly and comfortably settled and, doubtless, wore off several pounds of excess weight in running from one end of the train to the other, straightening minor tangles. W. E. Eastman, passenger representative of the Pennsylvania

(Continued on page 101)



Victor Co. Delegation—R. L. Freeman, E. J. Dingley, E. John, J. S. Macdonald, F. A. Delano



YOUR OPPORTUNITY

Mr. Victor Dealer

The law of supply and demand takes its toll, but also gives corresponding rewards.

For several years the problem was more one of being able to buy than to sell. Demand exceeded supply.

In the Victor business we were in duty bound to fulfill our obligations first to those dealers who by long and steady patronage had earned our best support during the great shortage. We regretfully found it necessary to decline business which would have been sought otherwise, and was desirable under normal conditions.

Your opportunity, Mr. Victor Dealer, lies in the fact that the supply of Victrolas and Records at the present time enables you to be more discriminating in your source of supply.

It is our judgment that the present business depression will be followed by an extreme shortage, likely to occur this Fall, and will find many Victor distributors and dealers unprepared.

Our new offices and warerooms reflect not only our confidence in the future of Victor product, but a determination on our part to be prepared for a revival of good business.

If you are not a Blackman Dealer now, but are of the progressive, dependable type, and will need the very best possible support from every angle through "thick or thin" good times or bad times," this is your opportunity.

You cannot realize what Blackman Service is going to mean to Victor dealers until you come in and make it the subject of an interview, after looking over our new quarters.

Your opportunity is to promptly connect with the dependable combination—"The Victor and Blackman."

Opportunity is now knocking on your door, Mr. Victor Dealer.

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



NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 99)

Railroad, accompanied the party as far as Chicago and saw to it personally that nothing that would tend to their comfort was overlooked.

After enjoying the beautiful mountain scenery through Pennsylvania and the auto ride at Pittsburgh, the party secured a good night's sleep before arriving in Chicago, at the end of the

and Mrs. Abram Davega, the Knickerbocker Talking Machine Co., New York; Mr. and Mrs. L. W. Collings, of Collings & Co., Newark, N. J.; Mr. and Mrs. E. C. Gallo, the Horton-Gallo-Creaner Co., New Haven, Conn.; Mr. and Mrs. E. M. Steru, of the Talking Machine Co., Philadelphia; I. Son Cohen, Cohen & Hughes, Inc., Baltimore, Md.; Charles Jacob and Miss Jacob, of New York; Jerome Harris, C. Bruno & Son, Inc., New York; H. A. Winkelman, Oliver Ditson Co., Boston; W. H. Barker, of American Talking Machine Co., Brooklyn, N. Y.; Mr. and Mrs. P. E. W. Carlson and son, Charles H. Ditson & Co., New York; C. L. Price, Oranes, Inc., New York; W. C. Dierks and Thomas Evans, C. C. Mellor Co., Ltd., Pittsburgh, Pa.; J. C. Roush, French Nestor and Wallace Russell, Standard Talking Machine Co., Pittsburgh, Pa.; George Rewbridge, W. F. Frederick Piano Co., Pittsburgh, Pa.; Kenneth Reed, M. Steinert & Sons Co., Boston, Mass.; Raymond Bill and E. B. Wilson, of The Talking Machine World, New York; Paul Whitcman and ten members of his inimitable orchestra, which afforded such delightful entertainment on the trip.

The Entertainment in Chicago

Upon arriving in Chicago on Friday morning the members of the party wandered about the

when they were again the guests of the Chicago jobbers at a dinner dance at the exclusive Drake Hotel, on Lake Shore Drive, with Benson's Orchestra furnishing the music. After the dance



Entrance to South Shore Country Club

first stage of the journey to Colorado Springs. The train was met at Englewood by L. C. Wiswell, of Lyon & Healy, president of the Association, who welcomed the visitors and outlined the entertainment during the day's stay in Chicago.

Those Who Traveled From the East

Those who arrived in Chicago on the special



Group of Jobbers and Ladies at South Shore Country Club, Chicago

included: George A. Dodge, of the Eastern Talking Machine Co., of Boston, with Mrs. Dodge and her daughter; Mr. and Mrs. W. A. Eisenbrandt, of H. R. Eisenbrandt & Sons, Inc., Baltimore, Md., with their two daughters; Mr. and Mrs. G. T. Williams and daughter, of the G. T. Williams Co., Brooklyn, N. Y.; Mr. and Mrs. Ralph L. Freeman, J. S. Macdonald, Edward J. Dingley, Ernest John and F. A. Delauo, of the Victor Talking Machine Co.; Mr. and Mrs. Thomas F. Green and Lloyd L. Spencer, of the Silas E. Pearsall Co., New York; Mr. and Mrs. J. N. Blackman and Albert Blackman, Blackman Talking Machine Co., New York; Mr. and Mrs. Louis Buehn and two daughters and son, Philadelphia; Mr. and Mrs. Harry Miller, of the Penn Phonograph Co., Philadelphia; Mr. and Mrs. H. A. Weymann, H. A. Weymann & Sons, Philadelphia; R. C. Rogers, Rogers & Fischer, Washington, D. C.; H. A. Deach, Unit Construction Co., Philadelphia; Mr.

city until 11 o'clock, when they gathered in the sumptuous headquarters of Lyon & Healy and were conveyed thence by automobile to the magnificent South Shore Country Club, where an elaborate luncheon was served. Later the visitors were taken to the baseball park to witness a game between the Chicago White Sox and the New York Yanks, with Babe Ruth as the star attraction. Particular interest was displayed in the performance of the "Bambino," due to the fact that two Pullman cars bearing the New York team, including the "babe" himself, were attached to the jobbers' special train at Pittsburgh and some of the early risers were privileged to have breakfast in the same car with the "Home Run King" himself. The ball game resulted in a victory for the White Sox, with a score of four to one—which spoiled the day for the Easterners.

After the baseball game the visitors had the freedom of the city, as it were, until 7 o'clock,



Wiswell Helping Start Crowd for Country Club the visitors, together with those jobbers who joined the convention party in Chicago, were carried by automobiles to the Santa Fe station to embark on the second stage of the journey, with Kansas City as the next stop.

Those Who Joined the Party in Chicago

Those who joined the party in Chicago included: Mr. and Mrs. Curtis N. Andrews, Buf-



The Three Bostonians—Kenneth Reed, Geo. A. Dodge and H. A. Winkelman

falo, N. Y.; V. W. Moody, Buffalo Talking Machine Co., Buffalo, N. Y.; W. D. Andrews, W. D. Andrews Co., Syracuse, N. Y.; H. A. Goldsmith, Badger Talking Machine Co., Milwaukee.

(Continued on page 103)



ELMIRA ARMS CO

ELMIRA NEW YORK



YOUR VICTOR JOBBER

YOUR Victor jobber should do more than merely sell you merchandise. He should extend his fullest co-operation in helping you to dispose of your merchandise. He should furnish you with sales plans, with sound financial advice, and with other aid that will allow your establishment to have a healthy growth.

We have always taken pleasure in being of every assistance possible to the many dealers that we serve.

Can we serve you?

THE BUFFALO TALKING MACHINE COMPANY

Buffalo, New York

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 101)

waukee; Mr. and Mrs. George Stewart, Stewart Talking Machine Co., Indianapolis; L. C. Wiswell, Lyon & Healy, Chicago, and children; Mr. and Mrs. Fred H. Putnam, Putnam-Page Co., Peoria, Ill.; W. H. Reynolds, Reynolds Music House, Mobile, Ala.; E. J. Towell and Charles K. Bennett, of Eclipse Musical Co., Cleveland; Parham Verlein, New Orleans, La.; Arno B. Reicke, Reicke-Ellis Co., Chicago, Ill.; O. L. Neal, Buffalo Talking Machine Co., Buffalo, N. Y.; Mr. and Mrs. Roy Page, Putnam-Page Co., Peoria, Ill.; W. F. Davison, Perry B. Whitsett Co., Columbus, O.; Mr. and Mrs. A. A. Grinnell, Mr. and Mrs. C. A. Grinnell and C. H. Grinnell, Grinnell Bros., Detroit, Mich.; A. D. Boone, Talking Machine Co., Birmingham, Ala.; Charles Womeldorf, Toledo Talking Machine Co., Toledo, O.; E. M. Southers and R. C. Cron, Victor Talking Machine Co., Camden, N. J.; J. J. Davin, Reicke-Ellis Co., New York.

Cordial Welcome From Kansans

After a pleasant overnight ride on the Santa Fe, the Victor jobbers were cordially welcomed in Kansas City, Mo., by A. A. Trostler, of the Schmelzer Co., and M. C. Schoenly, of the J. W. Jenkins' Sons Music Co., together with the members of their staffs. They started immediately on an automobile tour of the city, traversing Coates drive, McGee trafficway, Lynwood boulevard, Swope park and other interesting sections, finally winding up for luncheon at the Mission Hills Club. It was a crowded three and a half hours for the party and made another most welcome break in the trip.

The Schmelzer Co., of Kansas City, was represented by the largest delegation attending the convention, its representatives including Charles J. Schmelzer, president and treasurer of the company; Arthur A. Trostler, secretary and head of the wholesale Victor department; Walter E. Lyman, manager of the record and machine department; David R. Walsh, manager of the educational service department, and R. M. Gilliam, M. A. Riley, R. P. Van Zile and William C. Junkins, road representative.

The J. W. Jenkins' Sons Music Co., of Kansas City, was represented by T. B. Jenkins, Jr., E.

Grant Ege and M. C. Schoenly, and the other jobbers who boarded the convention special at Kansas City were Lester Burchfield, of Sauger Bros., Dallas, Tex.; George E. Mickel and Hugo Heins, of Mickel Bros., Omaha, and H. S. Sixsmith, Mickel Bros., Des Moines, Ia.

Visit to the City of Pueblo

The big ten car special attracted great attention all along the route, particularly when the orchestra was playing. As the train was somewhat ahead of time at Pueblo, Colo., there was a

for the perfection of the arrangements, and the hospitality of the Chicago, Kansas City and Pittsburgh jobbers is not likely to be soon forgotten by those who were privileged to enjoy it. Every detail of the trip was carried through with smoothness and precision, making the journey west, despite the heat, one of exceeding enjoyment—it was a fitting introduction to the convention proceedings.

When the convention opened there were in attendance the following jobbers, in addition to



Off the Train for a Breathing Spell at One of the Several Stops

stop of several hours in order that the jobbers might observe the effects of the recent disastrous floods in that city. They were met by H. E. Matthews, of the Knight-Campbell Music Co., and D. Z. Phillips and C. R. Miller, of the D. Z. Phillips Music Co., who escorted the party on an automobile sight-seeing trip that was thoroughly enjoyed and appreciated.

The last leg of the journey was a forty-mile run along the foot of the mountains to Colorado Springs, the convention headquarters, where the train was met by local Victor dealers, together with several dealers from Denver, who escorted the party to the Hotel Broadmoor, through streets bearing the Victor trademark on the lamp-posts and decorated with welcome banners.

Close of a Great Trip

The entire trip from New York was noteworthy

those previously mentioned: W. D. Adams and Allan C. Robinson, Bergstrom Music Co., Honolulu; W. G. Griffith, Chicago Talking Machine Co.; John E. Clark and F. A. Bain, John Elliott Clark Co., Salt Lake City; Mr. and Mrs. Ross P. Curcie, Helen Curcie and Norman Curcie, Ross P. Curcie, Omaha; Gene A. Mairs, Dyer & Bro, St. Paul; L. U. Pitts, O. K. Houck, Memphis; Mr. and Mrs. C. G. Campbell, Mr. and Mrs. R. A. Bryant and Mr. and Mrs. J. A. Frye, Knight-Campbell Music Co., Denver; Mr. and Mrs. E. C. Reuth, Mr. and Mrs. C. B. Gilbert and H. S. Grover, Koerber-Brenner Co., St. Louis; Mr. and Mrs. A. H. Bates, Ohio Talking Machine Co., Cincinnati; J. D. Moore and T. E. Swan, Talking Machine Co. of Texas, Houston; W. G. Walz, G. G. Neville, and F. L. Koons, W. G. Walz Co., El Paso, Tex.

Opening of the Jobbers' Convention

COLORADO SPRINGS, COLO., July 13.—The sixteenth annual convention of the National Association of Talking Machine Jobbers opened at the magnificent Hotel Broadmoor here on Monday morning with over 90 per cent of the Association membership represented. The majority of the attendants arrived on the special train from the East and many others joined the party here. Careful attention had been given to the program

and many matters were discussed by the executives en route, consequently the sessions went along smoothly and excellent results were accomplished.

It is expected that as a result of the convention some new developments are to be looked for in the distribution of Victor goods. The jobbers realized that unusual economic conditions require study and the adoption of new

methods, and they concentrated on an earnest discussion of the problems that face them and business in general.

The delegates to the convention were very optimistic regarding the future of Victor business and were apparently satisfied that their trade has handled the situation well to date, has suffered less than others and promises quick recovery. The messages brought from the Victor factory by Ralph L. Freeman and other officials proved most encouraging.

The first session of the convention, which opened Monday morning, was given over to reports of officers and committee chairmen.

President Wiswell's Report

Following the opening of the meeting President Leslie C. Wiswell read his annual report as president of the Association in which he incorporated a number of important and interesting suggestions. President Wiswell's address was, in full, as follows:

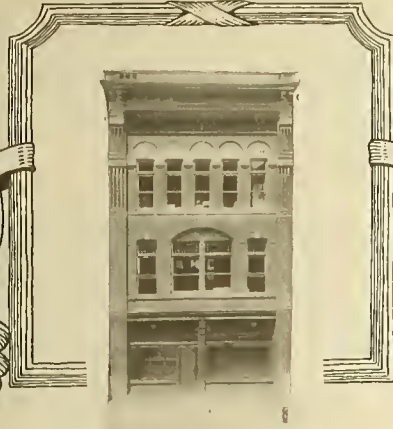
"The hour has arrived, as precedent dictates, for your president to give you an accounting of his stewardship during his term of office just ending.

"We are meeting on this occasion, our fifteenth annual convention, for the consideration of great problems of a business nature that affect our particular industry. It is safe to

(Continued on page 105)



The Hotel Broadmoor. Convention Headquarters at Colorado Springs



WHY WE ARE PROUD OF OUR NEW HOME

Confidence in the future and what it holds for every Victor distributor and dealer, is what impelled us to acquire our new and much enlarged home.

We feel that despite any present industrial depression the Victor dealer is warranted in preparing for an ever-increasing growth in his business.

As distributors we have expanded and we will continue to widen our Service.

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 103)

assume that there never has been a time in our business when so many serious problems confronted us.

"It would be flirting with the impossible should I attempt, in this report, to correctly diagnose our problems and offer presumably infallible remedies—rather let us, by sane, sound and mature judgment, endeavor to solve our problems as best we can while here gathered together.

The Question of Meeting Existing Conditions

"Economically the whole world is out of balance. It would be foolish not to frankly acknowledge, in discussing our commercial situation, that we are surrounded by economic difficulties, but, gentlemen, it would be absolutely ridiculous to say that we shall not surmount this situation.

"One of our sufferings is from the aftermath of good times and high prices, from the war destruction with all its reaction upon us through the greatly lowered standards of living in foreign countries. In some ways the situation is even more difficult than that following the Civil War, for now our economic situation is more complex and we are not alone confronted with a domestic problem, but with a world problem. We may well congratulate ourselves, as our difficulties are less by far than those of Europe. We have passed the danger point; our financial system has stood the strain; our people have plenty of food and clothing. We possess as a people great intelligence, courage and sincere ideals. Many of our readjustments can be brought about only at the expense of time and patience.

Business Has Shown Self-control

"May it be said to our everlasting credit that all classes of business—employer and employe—have shown varying degrees of self-control in this problem of readjustment, and no greater lesson can be learned than that as a people we must not only get but give service. All our

problems—economic, business and moral, yes, our happiness, are measured upon our practice of the great fundamental, service. It is obvious to you all that there has been a tremendous slowing up in our Victor business. This is not due to causes over which we have control nor to our merchandise, for of the latter be it said to the credit of the Victor Talking Machine Co. that they have not departed one iota from



L. C. Wiswell, Retiring President

their set standards and high ideals of manufacture, no matter how beset with manufacturing difficulties, nor faced with consequences of financial loss to themselves. But there are certain facts and conditions known to all which we can neither dispute nor ignore. Whatever may be said as to its origin, there has been a marked and distressingly disastrous depression in business and industry affecting the entire country. Consequently, great financial losses have been

suffered and hundreds of thousands thrown out of employment. This all means a loss of purchasing power and has accelerated the general depression by reducing the demand for products, and I include in this category Victrolas and Victor records, which otherwise would have been purchased.

Three Executive Committee Meetings

"Passing on to the business at hand I will endeavor to be brief. Since our last convention at Atlantic City your executive committee has met three times—first in New York, in November; in St. Louis on April 4 and 5, and in Boston two days later, April 7 and 8. These latter two meetings were open meetings and were attended, with but a few exceptions, by every member of our Association. I need not elaborate on the accomplishments of these meetings, as they are fresh in your memory and, if I am not mistaken, they were the most profitable executive committee meetings ever held by this Association.

Finance

"Our financial as well as our membership situation will be fully covered by your treasurer and by the chairman of the membership committee. Accordingly, I shall not intrude upon their reports. I only bespeak, in passing, your kind consideration of the treasurer's report. We are a working organization, doing things, as you know, and it costs money these days to accomplish results.

Legislation

"Your legislative committee has been busy, working in the interests of the movement for the elimination of the excise tax of 5 per cent now levied on talking machines and records, as well as on all musical merchandise; also for the repeal of the excess profits tax, favoring in place of this tax a sales tax as fostered by the Music Industries Chamber of Commerce, of which we are a division member. Mr. Mickel, chairman

(Continued on page 107)



AT YOUR SERVICE



PHILIP WERLEIN LTD.

New Orleans . . . La.

South's
Foremost
Jobber

South's
Foremost
City

THE CONNECTING LINK

TO
OUR
CUSTOMERS
WE OWE
ALL



TO
OUR
CUSTOMERS
WE GIVE
ALL

COHEN & HUGHES
BALTIMORE, MD.

COHEN & HUGHES INC.
WASHINGTON, DC

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 105)

of the legislative committee, will cover this subject in his report.

Legal Situations

"Since our last meeting the so-called Macy case has been tried and a verdict rendered. You are all acquainted with the details of this verdict. Our counsel, Mr. Montague, in his address before our two open executive committee meetings, stated that while the verdict rendered was against the defendants, still a great moral victory was won in that the verdict definitely cleared the atmosphere regarding the right of refusal to sell, which Mr. Montague explained in detail to us at the time.

Music Industries Chamber of Commerce

"It was my privilege to attend two meetings of this body, one of an executive nature in New York, last November, and the other their annual convention, held in Chicago during May. There was nothing done or accomplished at either of these meetings of a talking machine

committee, has undertaken to stage a golf tournament that will long be remembered as the finest golf tournament you ever participated in and I sincerely trust all golfers will enter. Mr. Roush and his able committee I also wish to thank for their efforts.

Two Important Suggestions

"I have two suggestions to make to you at this time: First, that we carefully consider and weigh with calm judgment the advisability of recommending to the Victor Talking Machine Co. that they in their wisdom give the trade some relief in the matter of moving the outstanding stock of the large period type Victrolas.

"Second, that your executive committee be instructed to consider the feasibility of holding one mid-Winter open executive committee meeting at some central point, easily accessible to all, instead of two meetings as held this year and last. This suggestion is made because I believe it would work to the advantage of all and it will

men and our national councilor, who have helped make my administration a successful one.

"Furthermore, I desire to record my sincere thanks to the trade press for the wonderful publicity and help they have extended to our Association during the year.

"I pray that this Association may continue to give maximum service to its members as it has done in the past. I am most certain it shall. Believe me when I say that I sincerely appreciate the opportunity and honor of serving you as your president during the past year and I trust that my efforts in your behalf have been in accord with what you would have wanted me to do."

Report of Secretary Trostler

The next report was that of the secretary, A. A. Trostler, who offered some pleasing facts regarding the membership of the Association



The Pikes Peak Region

Where the Victor jobbers did so much of their sightseeing. (1) Cog Road to Pikes Peak (2) Ute Pass to Cripple Creek (3) The Polo Field (4) Golf (5) Auto Highway to Pikes Peak (6) Cheyenne Canyon (7) Pikes Peak itself from a distance.

trade nature which would form the basis for a report. However, there can be no question as to the value of this organization. It will function for the good of the music trade in general, talking machine lines included, but, being conceived and born in the piano trade, it has not yet fully realized that the talking machine business, while a child in comparison to the piano business as far as age is concerned, has far out-stepped the piano business in the point of sales volume. However, the executive officers of the Chamber are now keenly alive to our importance in the trade and I believe that from now on they will give more direct efforts and attention to our problems.

United States Chamber of Commerce

"We were ably represented in this body by our national councilor, French Nestor. Mr. Nestor's report as national councilor will cover his attendance at the meetings of the Chamber as well as the votes on the various referendums issued by the Chamber.

Convention Arrangements

"Nothing has been left undone by the arrangements committee to make this convention interesting, profitable and enjoyable. The program, which you are familiar with, covers everything and I wish, at this time, to officially thank Mr. Bennett, chairman of the arrangements committee, and all his co-workers. They had a big-job and sure have done it wisely and well.

Golf

"Mr. J. C. Roush, chairman of the golf com-

mittee certainly cut down expense, something we all are trying to do. Further, it would save considerable time for your officers and executive committee.

Expressions of Appreciation

"My report would be incomplete if it failed to record words of appreciation for the splendid co-operation extended to your officers, directors and committees and our Association by the officials and personnel of the Victor Talking Machine Co. They showed us every courtesy, particularly when your representation at this convention and the splendid entertainment they have provided for us prove that they are with us. I also desire to express my personal appreciation to our excellent secretary for his splendid work and co-operation as well as to all others, especially the executive members, committee chair-

and its financial condition. His report read: "It gives me a great deal of pleasure to give you a resumé of the work done in the secretary's office during the past year.

"Matters of importance have been submitted through the proper channels and have been handled as, I hope, all of you feel they should be. Your secretary has been in close touch with the president and other officers and committee men at all times, knowing just what is going on for the good of the industry and the Association. Matters of importance have always been transmitted promptly and clearly.

"To-day our membership reads as follows: seventy-two parrot houses and seven branch houses, or a total of seventy-nine members. We have not lost a member during the past year and still call your attention to the fact that



(Continued on page 109)


— Service —

Dependable -- Constructive -- Intelligent

Putnam-Page Co.

Peoria, Ill.



Father Knickerbocker Says:—

Now is the time to give a thought to Fall business. In planning your sales campaign, plan to make use of the numerous sales helps available. These helps are tried and proven. They have been devised particularly and exclusively for the Victor retailer.

An important part of Knickerbocker service is co-operation with the retailer in the most efficient use of these helps. Let us help you have big Fall business.



KNICKERBOCKER TALKING MACHINE CO.

Metropolitan Victor Wholesalers

138-140 West 124th St. New York City

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 107)

there is one Victor jobber in the United States who is not a member of our Association. The membership committee have worked on this, but have been unable to obtain their application.

"It is most gratifying to report that our entire membership have paid their yearly dues. There was an assessment levied at the open executive meeting in April which was passed on unanimously by the members present—all of which have been collected with the exception of one member, and up to this time check for same has not been received.

"President Wiswell has called two executive meetings. The first, a closed executive meeting, November 8, 1920, Commodore Hotel, New York. This second was an open executive meeting for the Western distributors in St. Louis, April 4, and for the Eastern distributors in Boston, April 7, and a further executive meeting to go over matters referred to the executive board at these open meetings in Philadelphia, April 11, 1921, after which a joint meeting with the directors of the Victor Talking Machine Co. was held in the offices of the company on April 11, 1921, and matters pertaining to the industry being discussed and our findings transmitted to the members by a letter over my signature.

"Our national councilor, Mr. Nestor, is entitled to our thanks for the manner in which he has analyzed and handled the referendums issued by the United States Chamber of Commerce, Nos. 33, 34 and 35. I assure you, gentlemen, it is some task to analyze them.

"I also wish to express my appreciation of the wonderful work done by our able arrangements committee, both in assisting me at the time we held our open meetings in St. Louis and Boston and also for the wonderful work done in getting together this convention.

"Treasurer Reynolds, in his report at our last convention, June 18, 1920, advised us he had a balance in bank and Liberty bonds aggregating \$1,083.25. Since then this office has sent him cash, covering dues received from members, \$7,550—amount received covering special assessment, \$3,725, or a total of \$11,275.

"During the year 1920-21 I have sent out regularly the monthly delinquent report, but received very few returns, therefore found it necessary to issue a delinquent report in November, 1920, carrying with same all delinquent reports referred to me from April, 1920, to November, 1920. Also issued a delinquent report in May, 1921, carrying with it all delinquent names from December, 1920, to May, 1921. I take it, nevertheless, that your new secretary will find it necessary to issue a delinquent report each month hereafter, as conditions have changed very materially.

"I recommend the following: That branch membership in this Association be abolished. All should be full membership.

"I have had the honor of being on the executive board—serving three terms as treasurer and two terms as secretary and want to say to one and all that I enjoyed every bit of the work which was charged to me to do. Every member and officer that I have asked to assist have done so willingly and I want to say, further, it is a pleasure indeed to be associated with men of the type and caliber that make up this Association.

"Take great pleasure in respectfully submitting to the members of the National Association of Talking Machine Jobbers the above report for their approval."

Report of Legislative Committee

W. H. Reynolds, the treasurer, presented his formal report of the Association's finances, following which George E. Mickel, as chairman of the legislative committee, presented his most important report, in which he took occasion to emphasize the necessity for the Association members to give earnest and active support to efforts being made to eliminate excise and ex-

cess profits taxes and substitute therefor some form of commodity sales tax. In the course of his report Mr. Mickel said:

"Since the last executive committee meeting, held in April, extensive work has been done and a strong effort put forth to bring about the repeal of the excise tax and adoption of the general sales tax.

"That our members may have a clear idea of what was done by the National Chamber of Commerce on Referendum No. 34, which was submitted April 8, of this year, we wish to submit a recapitulation of the action of the Chamber of Commerce on the first six questions.

"Five hundred and seventy-four organizations



Geo. E. Mickel

filed ballots, with a total vote of 1,800. Results were as follows:

	Votes in favor	Opposed
"1—The Excise Profits Tax should be repealed.....	1218	44
"2—Revenues now derived from the Excess-Profit tax should be obtained mainly from taxes on incomes.....	757 1/2	1004 1/2
"3—There should also be excise taxes upon some articles of wide use but not of first necessity.....	1217 1/2	504 1/2
"4—Should a sales tax be levied instead of the taxes mentioned in proposals 2 and 3 above.....	706 1/2	857 1/2
"5—Should a sales tax be levied in addition to such taxes as are mentioned in propositions 2 and 3 above.....	767 1/2	890 1/2
"6—Members voting in favor of question 4 or 5 above are asked to indicate below the type of sales tax they advocate; (vote for one only):		
(a) A General Turnover Tax.....	512	
(b) A Limited Turnover Tax.....	182	
(c) A Retail Sales Tax.....	519	

"You will note that on Question 3 a large majority of the Chamber of Commerce voted in favor of continuing the excise tax on certain classes of articles, under which hearing our business comes direct, and so strongly were those who voted in favor of continuing this that in Proposition 4 they ask, 'Should a sales tax be levied instead of excess profits tax and excise tax?' While a dominating majority voted in favor of repealing the excess profits tax, yet when connected with the excise tax they voted against repealing it.

"Also in Question 5, asking 'Whether or not the sales tax should be levied,' this was lost for the reason that it was connected up with the excise tax, that is had the organizations voted in favor of Question 5 it would have been in favor of repealing the excise tax under which we are now laboring. The analysis of the vote on the six questions very clearly shows that there is a strong sentiment in favor of the excise tax and clearly shows that had the direct question been asked 'Shall we have a sales tax,' without being tied up to any other issue as the ease was, it would have carried by a strong majority.

"In submitting Referendum No. 36, sent out by the National Chamber of Commerce June 7, the proposition is put up to us in a more concise form and we as an organization should so far as is possible use our influence to see that the two questions—one of repealing the excise tax and the other, that of initiating a sales tax—are brought about. This is of extreme importance to us, for the National Chamber of Commerce has a big voice in matters of this kind, and unless there is a clean, clear-cut vote in favor of repealing the excise tax and in favor of adopting the sales tax it will not be accomplished. That is the reason that your committee addressed you on June 20 asking for your co-operation in the local chambers of commerce with which you may be connected. See that your local organizations stand right on this. If we can get enough fellows throughout the country to see that this is done, there need not be any fear as to what the ultimate result will be.

"The committee wish to thank our membership for the activities already shown in following the suggestions of the committee during the past few months. In the earlier part of the session of Congress a number of matters were so urgent that, while tariff and taxes are of paramount importance, yet Congress did not seem to give them first attention. However, I note that Mondell,

(Continued on page 111)

REYNOLDS
VICTOR RECORDS
VICTOR MOBILE DISTRIBUTOR
ALABAMA
Serving Victor Dealers in Mississippi Alabama Florida

The Great Superiority of the Victrola Line

We undoubtedly have on hand the Victrolas and Records lacking in your stock. TODAY is the best time to send for them — and learn how splendidly we can take care of your requirements.

—Makes it Naturally the One Which it is Most Greatly to the Dealer's Interest to Sell

For everyone knows Victrolas and Victor Records. They are first in mind whenever anyone thinks of talking machine products or considers such a purchase. They are more easily sold than any other. A fact which means greatest volume of business—and profit!

While the Victor name itself, with the fame and prestige inseparably linked with it, is an asset of wonderful value to your organization, bespeaking, as it does, quality, reliability and satisfaction of the highest order.

You'll Find the Grinnell Service a Valuable Business Aid

Shipment same day order is received is our unvarying aim. With this endeavor is combined especial care in filling your order and preparing shipment.

These factors, together with our ever-ready stock of Victrolas and Records and the superior transportation facilities at our command, place us in position to be of utmost helpfulness in enabling you, at all times, to be splendidly prepared to meet the demands of the public you serve.

Avail yourself, in your next order, of the business-building Grinnell-service.



Building pictured above, located at First and State Streets, Detroit, is the headquarters of our wholesale Victrola and Record business

Grinnell Bros

*Wholesale Distributors
of Victrolas and Records*

*First and State Streets
DETROIT*

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 109)

Republican House leader, after conferring with President Harding and Chairman Fordney, stated that the tax matter would be taken up immediately after the tariff law is passed, so it behooves us to at once get active in whatever effort we are going to put forth.

"About three weeks ago while in Washington, in conversation with George W. Pound, he urged upon me the importance of our soliciting our Congressmen and Senators for active participation in these two questions. There are so many of them that are just lukewarm on the proposition and so few that are at all aggressive, that where it is possible to secure one man who will do some real aggressive work, it amounts to so much more than just to follow, so again the ball is thrown back to us.

"What Mr. Pound says is needed is help in the House. The home influence so far as is possible brought to bear—a strong appeal from the home folks is what he thinks will be of very great assistance in securing the active co-operation of the Representatives. Write the Representatives from your own districts, and not only write them yourselves, but get others to write them, and, as Mr. Pound says, tell them—that you are curiously willing to pay your share of taxes but are not willing to be picked out for discrimination. That the excise tax on music is unjust, unfair and a discrimination. That you cannot stand it. That business won't bear up under that extra strain in these days of evolution and depression."

"Get every dealer to write the Representative from his district appealing to him to use his influence and actively support the repeal of the excise tax and to support the commodity sales tax. It behooves us who are so directly affected and interested to get extremely active. The question of an equitable and efficient taxation is a national problem and you will find the business man as well as the consumer deeply interested in the enactment of a tax law that will provide sufficient revenue for the Government and yet be equitably distributed.

"In submitting a report it is useless for us to go into extensive arguments as to the advisability of a sales tax, as I believe we are all thoroughly committed on the proposition. You have already received circulars giving you the best arguments in the world in favor of a commodity sales tax, and for the repeal of the excise tax, but it is up to each of us to get extremely active and I strongly urge upon every member of our Association to do three things:

- "Urge upon your Congressmen yourself the necessity and importance of this question.
- "See that your dealers follow the same line and



Manitou, at Base of Pikes Peak

that they have clearly in mind the two points we want to cover—that of repealing the excise tax and initiating the commodity sales tax.

"Enlist the active co-operation of your business friends in the organizations in which you are a member. See that you keep actively and aggressively interested in this until the whole Association has properly registered its vote with the National Chamber of Commerce."

"The vote on Referendum No. 36 will have to be in by July 22. No doubt the majority of our membership followed the lines suggested in our

letter of June 20, and I trust have been doing some efficient work. There is still time for you to enlist the active co-operation of other business men."

Report of Traffic Committee

E. C. Raath, chairman of the Traffic Committee, made the following report in behalf of the Traffic Committee of the Association:

"Freight rates during the past year, although high, have been very stable. There have been no changes in the rates for our commodity. For this reason your committee has been very inactive and has nothing to report."

Favor Adoption of Sales Tax

Following the presentation of the report of the legislative committee the Association went formally on record as favoring the adoption of a general sales tax as presented in Referendum 36 of the United States Chamber of Commerce, and a resolution was passed favoring the repeal of war excise taxes. The general feeling of the Association is that the time has come for a lessening of taxation and a more economical administration of Governmental affairs, to the end that business may not be harassed by undue taxation.

Discuss the Handling of Instalment Paper

During the Monday session the jobbers devoted considerable time to a discussion of the subject of handling instalment paper. This very important topic was given the most careful consideration and the interchange of views was most illuminating and helpful.

Enjoy Automobile Trip

In the afternoon the talking machine jobbers enjoyed a great treat in the way of an automobile ride which was made around the circle to the Garden of the Gods, Manitou, to the Cave of the Winds and back to the Seven Falls. Those who participated had a splendid opportunity of getting a close-up view of the wonderful Colorado mountain and canyon scenery, and naturally everyone was most enthusiastic

(Continued on page 112)

Increase Your Victor Sales By Attending A Schmelzer's Conference on Sales and Service

Larger Sales and Easier Sales, by Better Informed and More Efficient Victor Salespeople—these are the aims and accomplishments of our present series of Conferences with Victor Dealers and Salespeople.

The results of past sessions speak for the success of the plan. "THE MOST PROFITABLE WEEK I HAVE EVER SPENT" is the unanimous testimony of all those who have attended.

Summed up the Conference Idea is this: Five consecutive days spent here with us, under the direction of

MR. D. R. WALSH

who was for several years with The Victor Company, assisted by other of our departmental heads, discussing such subjects of vital interest as **Selling Machines, Selling Records, Advertising, Store Arrangement, Service Features, Repairs, School Business, Stock Keeping, Etc.**

There are no fees of any sort attached to



your participation, and we most cordially invite you, and as many of your salespeople as can, to be with us. Please write for definite arrangement as to the date.

2015-17-19
Grand Avenue

The Schmelzer Company

KANSAS CITY
MISSOURI

Distributors for The Victor Talking Machine Co.—Exclusively Wholesale

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 111)

over the trip, which was admirably arranged and successfully conducted.

Elaborate Dinner Dance at Night

In the evening the entire convention party were the guests of the Victor Talking Machine Co. at an elaborate dinner dance, for which the Whiteman Orchestra furnished the music. Ralph L. Freeman and Mrs. Freeman received the guests and the entire affair proved a distinct

success. It demonstrated further that the members of the Victor Co. are past grand masters in the art of social entertainment. Nothing was left undone to make the evening one of great enjoyment and pleasure and there was a spirit of camaraderie in evidence that made the evening one to be long remembered by those who had the privilege of being present. This dinner closed a day that was notable for its enjoyment.

The Second Convention Session on Tuesday

The second session of the convention on Tuesday morning was devoted to general discussions of direct interest to the Victor wholesale trade. Considerable attention was centered on business development plans and in this connection Ralph L. Freeman, of the Victor Co., was called in to

the Association during the year, and for the generous publicity given the convention plans.

J. A. Manley Makes Interesting Address

The meeting was then thrown open to all who could hear the address made by J. A. Manley, assistant to Vice-president Keeley, of the United Cigar Stores Co. Mr. Keeley was the scheduled speaker on the subject of "Dealer Building and Retail Selling," but, being unable to be present, Mr. Manley took his place and offered a great deal of interesting information regarding the United Cigar Stores methods of merchandising, of handling employees, of selecting the best store locations and other interesting points which have made this concern so widely known.

He emphasized particularly the importance and value of service, which is one of the cardinal principles of the company, and which has con-



Louis Buehn

aid in the consideration and elucidation of some of the matters being discussed.

Stephens-Kelley Bill Endorsed

The Association went on record as endorsing the Stephens-Kelley Bill, now before Congress, and designed to legalize the maintenance of retail prices on trade-marked articles. This action is entirely in sympathy with the attitude generally of the Association toward this subject.

Vote \$5,000 for Chamber of Commerce

The Music Industries Chamber of Commerce and its activities came in for considerable attention, particularly its campaign aimed at the readjustment of Federal taxes. Its work in this and other directions was warmly approved and the Association voted to contribute \$5,000 in support of the Chamber.

New Officers Elected

The nominating committee, consisting of H. A. Winkelman, C. A. Grinnell and G. T. Williams, presented the following slate of new officers:

President—Louis Buehn, Louis Buehn Co., Philadelphia, Pa.

Vice-president—A. A. Trostler, Schnelzer Co., Kansas City, Mo.

Secretary—Charles K. Bennett, Eclipse Musical Co., Cleveland, O.

Treasurer—George A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.

Executive Committee—L. C. Wiswell, George E. Mickel, J. N. Blackman, J. C. Roush, Thos. F. Green, Wm. H. Reynolds, George A. Dodge, W. F. Davison, C. H. Grinnell, Fred H. Putnam.

The suggestion of the nominating committee was unanimously adopted amid enthusiasm. It was also decided to hold the next convention at Atlantic City.

Thanks the Trade Press

The resolutions committee rendered a report thanking the trade papers for the support given



A. A. Trostler, Vice-president

tributed so materially to its success, and pointed out that its co-operated fourteen hundred stores and eight hundred agencies sold a million customers a day.

At the close of his address Mr. Manley answered a number of pertinent questions regarding the company's methods and policies, which were put to him by various jobbers.

This closed the Tuesday session, the members preparing for an afternoon of pleasure.

Tuesday Afternoon Outing

Precisely at 2 o'clock Tuesday afternoon the entire convention party boarded special auto-



Gateway to Garden of the Gods

along ridges and then switch-back fashion up the sides of the peak itself, the high altitude proving annoying to only a few of the party.

A most unusual and enjoyable feature was a beefsteak barbecue at Glenoue Inn on the Pikes Peak road after the ascent had been made. Chefs from the Hotel Broadmoor had charge of the barbecue, which was held in a deep glen surrounded by mountains. The novelty of the affair and the picnic atmosphere made a strong appeal. After the dinner the party returned to the Hotel Broadmoor, covering the last part of the journey by moonlight. The arrangement committee had not overlooked a single detail in making the trip extremely interesting and pleasurable and everyone who participated was



Charles K. Bennett, Secretary

unanimous in extending full credit and appreciation for the complete success of the outing to the committee, whose efforts were so admirably illustrated in the success of this wonderful trip.

Important Topics Discussed on Wednesday

The final, and in many respects the most important, business session of the entire convention was that held on Wednesday morning, when the floor was turned over to the Victor Co. executives. The session lasted until well after the scheduled hour for adjournment, but so important were the matters presented for the consideration of the jobbers that the time consumed seemed rather limited to those who had the privilege of being present.

L. C. Wiswell, the retiring president of the Association, presided at the meeting and invited Ralph L. Freeman, director of distribution of the Victor Co., to make the first address. Mr. Freeman, however, expressed a desire to hold his remarks for a later period of the meeting and then present them as a sort of recapitulation of the matters brought up by the other speakers.

Macdonald Reviews Situation

J. S. Macdonald, sales manager of the Victor Co., was the first speaker. He reviewed the general business situation, and particularly conditions in our own industry, at length, and pointed out in detail the proper and improper methods employed in meeting the various business problems that have developed, or promise to develop, in the industry.

Delano's Inspiring Talk

The next speaker was F. A. Delano, in charge of the Victor School of Salesmanship, who delivered a most inspiring talk on what had been learned and what it was desired to teach at the school, his address being really a very complete treatise on the proper selling of Victor goods of all kinds. At the conclusion of his talk Mr. Delano answered a number of questions put to him by the jobbers present, and

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in this manner added considerably to the interest and value of his discourse, which was most illuminating.

Presents Complete Merchandising Plan

Ernest John, advertising manager of the Victor Co., aroused the enthusiasm of the audience when he presented a complete merchandising plan for Victor goods which really represented the capitalization of the lessons learned through the salesmanship course and the systematizing of the selling plans to a point where, although more or less standard, they were elastic enough to apply to any retail Victor business.

Ralph L. Freeman's Remarks

Ralph L. Freeman, the next speaker, presented in detail the various developments in Victor Co. products and merchandising policies, which appeared to meet with the full approval of the jobbers.

Manufacturing and Distributing Schedules

The final speaker was E. J. Dingley, assistant sales manager of the Victor Co., who went into some detail with the jobbers regarding the manufacturing and distributing schedules now in force, or which the company contemplates putting into force in the future.

Constructive Ideas Predominate

Taken all in all the entire meeting was full of constructive material calculated to aid the wholesalers, and through them the retailers, in meeting general business conditions successfully and developing increased business for Victor products in the future.

A Fitting Climax

The jobbers, in arranging for the meeting, expressed the hope that the Victor Co. officials would dwell chiefly on the question of salesmanship, and the results of the meeting indicated that this wish was well gratified. The gathering was in every respect a fitting climax to the splendid work of the entire convention.

In the afternoon following the business meeting there was no fixed program of entertain-



ment until the official Association banquet in the evening, so the jobbers and their parties enjoyed at will the various sports offered by the Broadmoor, including autoing and golfing. The majority, however, took the opportunity to witness an exciting game of polo.

Annual Banquet Wed. Night

The annual banquet of the Association, which was held at the Broadmoor Wednesday night, proved a most admirable wind-up to a thoroughly successful and enjoyable convention. The ballroom of the hotel was well filled with the guests of the Association and the discussion of an exceptionally fine menu was accompanied by selections by the famous Angel

Chorus, some music by Whiteman's Orchestra, the bursting of balloons and other things that go to make banquets lively since the advent of prohibition. A booklet containing parodies on various songs aimed at prominent Association members was one of the many features that made the crowd feel at home.

...L. C. Wiswell, retiring president, acted as toastmaster in the absence of James F. Bowers, the permanent Association toastmaster, who was unable to be present. First a toast was drunk to Mr. Bowers and at the suggestion of French Nestor a telegram of good wishes was sent to him. Mr. Wiswell acquitted himself admirably as presiding dignitary and introduced as the first speaker Ralph L. Freeman, director of dis-

(Continued on page 114a)

TO VICTOR DEALERS

Bigger business with consequently greater profits is being secured by hundreds of Victor Dealers as the result of their use of our Sales Promotion Services.

You should at least be familiar with the character of the valuable business-getting ideas which we are regularly putting before Victor Dealers.

**Use the Coupon Below and
Get Your Name on Our List**

so you will receive our mailings regularly.

If there is any item regarding which you would especially like information, check it on the coupon and we will send samples and full particulars.

Reincke-Ellis Company

"Business Builders for Victor Dealers"

215 No. Michigan Ave.
CHICAGO

45 East 34th St.
NEW YORK

Reincke-Ellis Co., 215 No. Michigan Ave., Chicago:

We are interested in items checked below. Please send samples and information.

- Stationery
- Monthly Supplement Env. Service
- Record Delivery Envelopes
- Monthly Letter Service
- Prospect Letter Series
- Victor Record Blotters
- New Records Magazine
- Victrola Protecto-Covers
- Tape and Moistener
- Red Seal Record Mirrors
- Victor Dog Bangle Pins
- Victor Artist Fans
- Window Display Service
- Red Seal Record Wall Clock

Signed

Address



**MICKEL
SERVICE**
from **OMAHA**

EXCLUSIVE VICTOR JOBBERS - 1414-1416 HARNEY ST., OMAHA, NEB.

*The two Bright Spots
of the Middle West*

It is our aim always to lead in the
kind of cooperative Victor Service
that will steadily increase the pros-
perity of Victor dealers located in
the great middle west . . .

EXCLUSIVE VICTOR JOBBERS - 411 COURT AVE., DES MOINES, IOWA.

**MICKEL
SERVICE**
from **DES MOINES**



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tribution of the Victor Co., who amid much enthusiasm delivered the following message:

RALPH L. FREEMAN'S ADDRESS*

"Other representatives of the Victor Co. have addressed your membership on specific matters indicated by your committee on arrangements to be of special interest at this time and, accordingly, my remarks must be brief and along general lines.

"Fourteen wonderful years have passed into history since a meeting of your Association has been held under business conditions comparable in any way to those applying to commerce to-day. There is a fascination about reminiscence, but looking backward can only be made profitable if it is done with the view of preparing for the future through basing one's plans upon accurate knowledge of what has happened and why things did happen time after time in about the same order.

"The all-absorbing question of to-day is 'How is business going to be?' One man's guess is about as good as another's, but we believe it is possible to thoroughly understand the trend of events, compare conditions with those obtaining at other periods of industrial relaxation and arrive at an opinion which will be something very much more reliable than anybody's guess. It is perhaps not too much to say that most of the acute troubles of business men are caused by their failure to prepare for what might have readily been foreseen.

A Lack of Foresight

"Looking back it seems ridiculous that anyone could have supposed that the inflation existing at the end of the war and the boom business resulting therefrom could continue. Yet the great majority of business houses did, and continued on their thoughtless way, allowed their liquid assets to be converted into special dividends, piled up stocks of manufactured goods for which the demand had abated and suddenly, nearly a year after the reaction had set in, found themselves facing the necessity of borrowing money to pay taxes on last year's profits.

"It is safe to say that history will repeat itself in the present case and the process of reconstruction will have to run through several distinct phases before commerce can proceed unhampered by artificial conditions.

"The first period in this, as well as the industrial crises of the past, may be termed the 'Period of Resistance,' in which everyone makes a futile effort to hold his position while all others are making sacrifices to the necessities of the case.

"This period of resistance is invariably followed by a period of more or less frantic effort, in which everybody tries by adjustments and changes to improve his condition, but without much regard to the general welfare. In the language of our trade, we might call this the 'Jazz Period'—a lot of action accompanies this movement, but the harmony is hard to detect. This state of affairs continues until the utility of such individual experimenting comes to be more or less generally recognized, after which there is a pause for reflection and close analysis of what each line of action accomplishes. The minds of people of all classes become clarified on certain fundamentals which in the excitement of the recent past have been overlooked, and a natural desire for peaceful progress finds expression. They are ready to go to work and to derive happiness through relief from the past strain. From this point starts the period of permanent reorganization and the movement toward better business grows steadily in volume and force.

Have Passed Period of Resistance

"We have passed through the period of resistance. This is evidenced by many things—the conciliatory attitude of governments, the willingness of capital and labor to negotiate and accept something less than they felt entitled to, a searching out of the things that

constitute drawbacks and a general expression of desire to remove them. Captains of industry and common workmen are intent upon the problem of restoring a condition of normalcy, which means unlimited opportunity for all. Some progress is being made in the great process of deflation. Already the buying power of a dollar has been raised from thirty-eight cents, where it stood at the height of the boom, to sixty-seven cents, as compared with its buying power at par in 1913. Our opinion is that many months must elapse before the underlying conditions which control industry are com-

pletely restored to health. We believe there will be periods of brisk business to meet seasonable demands and relapses in sympathy with unfavorable developments, that each such relapse will be of shorter duration and less acute and that the general tendency will be toward better conditions.

low many of you know that this happy outcome was the result of deliberate reasoning and decisions dating back many months. I want to make a special point of having you know that our present position is due to the wisdom of the men who has done more for the industry than any other—our revered president, Eldridge R. Johnson.

"Ignoring the bewildering opinions of those who talk faster than they think, he studied the records of economic developments for a hundred years back, thoughtfully applied the knowledge thus gained and deliberately told us that we should husband our strength. To those of us who had been subjected to the full force of the demand for untold quantities of Victor goods Mr. Johnson's words seemed to be ultra-conservative and I know a majority of you gentlemen were dissatisfied with our deliberate procedure. It is only fair to tell you of this additional evidence of the genius of our leader.

The Working Out of a Prophecy

"At the beginning of 1920 the Victor Co.'s prophecy was, 'There is a probability of overproduction of inferior goods, as the American public can be depended upon to discriminate when it has a chance, but manufacturers and merchants handling talking machines and records of established quality can look forward to a banner year with the utmost confidence.' At the end of 1920 there were more unsold talking machines in America than had ever before been accumulated. But the Victor company's stock of finished goods amounted to less than 5 per cent of its inventory and represented only the product of the last few days in process of being shipped.

"At the beginning of this year we said: 'The prospect of any talking machine manufacturer or dealer for business in 1921 must depend largely upon whether his past record has been good or bad. The inflation in public demand is disappearing and inferior products or unsound policies cannot thrive on the small volume of business that will remain to them. The outlook for manufacturers and dealers who have been simply floating on the wave of demand created by the war and the industry of others is not good.'

The Present Situation

"Now, what is the situation as we enter the second half of the year? We celebrated May day by discontinuing overtime work in our factories and the reason was the weather rather than lack

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Ralph L. Freeman

pletely restored to health. We believe there will be periods of brisk business to meet seasonable demands and relapses in sympathy with unfavorable developments, that each such relapse will be of shorter duration and less acute and that the general tendency will be toward better conditions.

"Now, with the permission of the ladies and guests, let us consider how we stand in our own industry:

Victor Co. Avoided Mistakes

"You know, of course, that the Victor Co. avoided the mistakes that have so embarrassed many manufacturing enterprises, but I wonder

WE serve as the medium between the Victor factory and the Victor dealer. We show the dealer how to bring into full play the tremendous force behind Victor merchandise and Victor prestige. To help Victor dealers to be bigger, larger and more prosperous is our greatest effort.

ROSS P. CURTICE CO.
OMAHA, NEBR.

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of demand for Victor products. Our sales to date are well ahead of last year. Jobbers' sales for several months past have exceeded factory production. Retailers have no excessive stocks and wholesalers' stocks in most cases amount to less than they desire to carry for good service to their trade.

"Production is keeping pace with the legitimate demand. The quality of Victor products is higher than ever. We have just ordered another large lot of record presses to be built and are erecting another addition to our power plant, but there will be no overproduction of Victor goods. That is if you gentlemen will be honest and careful in reporting your needs. A shortage is more likely than a surplus. Under such circumstances should

we complain if we have to work a bit harder to market our wares? Rather, we should work harder, striving to take full advantage of our unique position. So long as we retain our advantage every day of strain makes us relatively stronger."

New President Introduced

The toastmaster then introduced Louis Buchn, the new president, who was received with much acclaim and who in a few brief words thanked the Association for the honor conferred on him and asked for the earnest support of the members during the year.

The other new officers were then introduced amid applause, following which Mr. Wiswell took occasion to read telegrams from Louis F.

Grissler and Perry B. Whitsit, regretting their inability to be present and extending good wishes.

Governor Shoup Speaks

The Governor of Colorado, Oliver H. Shoup, was next introduced and delivered an interesting and rather humorous address, in the course of which he took occasion to compliment the Victor Co., its distributors and the talking machine itself, while not forgetting to call attention to some of the important industrial features of his State, its opportunities and its development.

The gathering then adjourned so that the guests could spend some hours dancing to the music of Whiteman's Orchestra.

Echoes From the Colorado Canyons

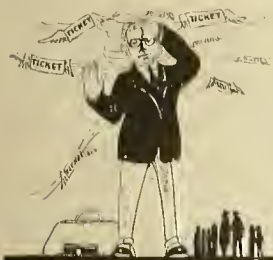
Lloyd Spencer, of the Silas E. Pearsall Co., declares that he doesn't want to have anything more to do with a Pullman car for the next decade. Spencer had the job of reserving berths and compartments on the special train, and says that getting all the prospective passengers located in the cars to their satisfaction has ches-

saw to it personally that the piano was in proper shape to contribute its share.

Speaking of Whiteman's Orchestra, even the loud train noise could not drown the melodies

to the Pacific Coast. With San Francisco and Los Angeles only about 1,000 miles away the temptation to follow Horace Greeley's advice and go West proved too strong to be resisted.

Tom Green declares that the average run of retail merchants can be divided into two classes. The first is made up of the sort of fellows who lack gumption, and, as he expresses it, "have never made two passes in succession in their whole lives." The other class is made up of the determined, aggressive type



Spencer Suffering From Railroaditis

braten a mile as a problem. For several nights he talked in his sleep almost continually, the unended conversation being something like this: "Jones from Compartment B to L." "Two lovers for Smith and have them together." "We can't do it. There are four in that compartment now." It was some honor but no mean job!

Fred P. Oliver, of the Blackman Talking Machine Co., although he did some bit work in helping make arrangements for the convention, was unable to arrange his business affairs so



"Oft in the Stilly Night"

he could attend the convention personally. He was on hand, however, at the Penn. Station to bid the party Godspeed and went with them as far as Manhattan Transfer to see that they got started all right.

Charles Jacob, of Jacob Bros., was the only one of the party to qualify as a bona-fide piano manufacturer. A Jacob Bros. piano was installed on the train for the use of Whiteman's Orchestra and Charlie took tools in hand and



Kenneth Reed Outfitted on Boylston Street played in the observation car. In fact, the fast click of the rails seemed to set a new tempo for the fox-trot music. The idea of carrying along an orchestra might be adopted with profit by other associations, "Music in the home," etc.

The dining car conductor ran out of small bills at Altoona and one of the scribes bust



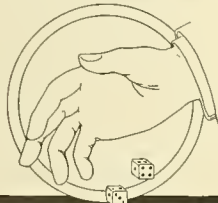
Westward Ho!

himself for an hour in getting dollar bills from the talking machine men in change for fives and tens. Then at dinner everyone got change of fives and tens in paying for meals. Efficiency.

For a number of the jobbers and their families the visit to Colorado Springs was in the nature of a stop-over on the trip from the East



Louis Buchn Ready for Fikes Peak Climb



Getting Over "Little Joe"

of men, represented by the fellow who in a pinch declares, "If I get by little Joe just this once I'll shoot it all."

Even though close to a mile above sea level Colorado Springs during the day does not always offer that coolness which is so often advertised but so seldom realized in connection with Summer resorts. What heat there is, however, is of the dry sort and does not prove



The Original Pikes Peak

unduly oppressive. And then there is the comfortable feeling that goes with gazing at the snow-topped mountains near at hand. Being able to indulge in a miniature snowball fight in the middle of July was a new experience for most of the conventioners.

The humble, but at times expensive, galloping domino must now divide honors with another

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 114b)

medium of the goddess of Chance, "Put and Take," it is called, and for some of them it meant mostly "put."

At the luncheon tendered the visiting jobbers at the South Shore Country Club the tables were decorated with handsome baskets of flowers, which were tendered to the ladies present at the conclusion of the meal.

A number of the jobbers walked hardly a block from the time they boarded the train in New York until they got off at Colorado Springs, with the exception of moving from the observation car to the dining car and to and from the automobiles at the various cities. It would prove an ideal trip for a cripple, declared one of the party.

One of the ladies at least displayed some business sense that should prove of value to the "worse" half of the family. This particular lady insisted on utilizing the odd hours in Chicago for a shopping expedition. "Why not wait until we are on our way back?" said the husband; "then we will have more time." "We may have the time, but we won't have the money," was the reply.

Those who arrived in Chicago on the Eastern special left their baggage right in the car until they were ready to leave for Kansas City in the evening. One jobber who left a pair of expensive bags well filled in his compartment and who attended a private dinner party in the evening nearly had a fit when he went to the Union Station and found that it was not there. It was a quarter of an hour before he calmed down sufficiently to understand that the cars had been moved over to the Santa Fé tracks, where he arrived barely in time to make connections.

The Atlantic City fans felt quite at home at the Drake during their short stay in Chicago, for

the hotel is located right on the lake with a bathing beach in front of it, rolling chairs for guests, and only a boardwalk missing to make the illusion complete.

When the automobiles were ready to start from the station in Kansas City for a tour of the city, three motorcycle policemen, each with .45 Colts showing conspicuously, appeared on the scene. The Victor jobbers didn't know at first whether

the ladies in Kansas City, but took care of the men at Hutchinson, Kan., where the young ladies from the local branch presented the men with bouquets.

It undoubtedly hurts to pay railroad and Pullman fares to-day and one has cause to wonder after paying for tickets why the railroads find cause to plead poverty. It must be said, however, that the Pennsylvania Railroad people cer-



Ladies of Party Holding Baskets of Flowers Presented at South Shore Country Club, Chicago





they were to protect visitors or townsmen, but it developed that they were to clear the way for some forty-mile-an-hour speeding which was part of the local reception.

Burton Pierce, of the Jenkins Co., greeted the jobbers at Kansas City, but was unable to get away for the convention. Needless to say, his voice was missed in the annual Angels' Chorus.

The J. W. Jenkins' Sons Co. presented fans to

tamly saw to it that the special train, so far as their own lines to Chicago were concerned, was handled in the best possible manner. W. E. Eastman, a representative of the railroad, traveled with the jobbers as far as Chicago, arranged for special stops when desired, and proved most solicitous regarding the comfort of the travelers.

Sunday was a day of rest for most of the party, although several of the golfers made a round of
(Continued on page 114d)










As "All roads lead to Rome," so do all roads lead from Syracuse, which is the natural center of distribution for Victor Goods.

As a Victor Dealer it will pay you to try our service

W. D. Andrews Company

SYRACUSE, N. Y.

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 11c)

the course in the afternoon in training for tournaments. The real excitement came to those who attended the polo match between teams from Fort Riley and Colorado Springs, with the latter winning by one goal in a lively contest of plain and fancy riding. As a game, polo makes baseball look decidedly tame.

In honor of the coming of the conventioners, the Colorado Springs Sunday Telegraph issued a special supplement, telling something of the jobbers and featuring pictures of Association and Victor Co. officials.

To the Schmelzer Co., of Kansas City, belongs the honor of having the largest delegation at the convention. Headed by Charles J. Schmelzer,



R. L. Freeman and L. C. Wiswell

president and treasurer of the company, and Arthur A. Trostler, secretary and head of the wholesale Victor department, the delegation included Walter E. Lynn, manager of the record and machine department, David K. Walsh, manager of the Educational Service Department, and R. M. Gilliam, M. A. Riley, R. P. Van Zile and William C. Jenkins, Schmelzer Co. trade representative.

One of the passengers on the special train, having heard that the majority of the Pullman porters could provide alcoholic stimulants if properly approached, started in at Philadelphia to "work" the porter of his car. He spent three days passing out hints regarding the desirability of a little nip of hooch and intimated that gin would be particularly welcome. He did everything but ask for it directly, and just as the train was leaving Pueblo for the Springs the coon inquired quite casually, "Would you like a little drink of gin, Boss? I got a pint here." "Why didn't you tell me you had this before?" asked the traveler. "I didn't think you wanted it," replied the porter. The result of the experience was some rich "ragging," others on the car desiring to know if it took the talking machine man three days to convince the prospect that he was desirous of obtaining an order for a talking machine and some records.

Arno B. Reincke and J. J. Davin, of the Reincke-Ellis Co.; P. W. Simon, manager of Eight Famous Victor Artists, and J. J. Unger, manager of the Brillantone Steel Needle Co., were among those seen at convention headquarters.

Dan Creed, of the New York Talking Machine Co., recites a funny experience he had recently when by chance he was delayed on a business visit to the far west side and could not get back to his usual Broadway eating place for lunch. Selecting a clean-appearing tile-lined hutchroom

on Tenth avenue, Mr. Creed stepped in and ordered a couple of sandwiches and a cup of coffee. The sandwiches were good and so was the coffee, but the latter was served in one of those heavy handleless cups familiar in railroad hutchrooms, and minus a saucer. "Don't you use saucers here?" inquired Brother Creed of the gum-chewing waitress. "Naw," she said, "if we had saucers some loydbrows would start drinking out of them and drive our swell trade away."

The mayor of Colorado Springs did not wait until the first business session on Monday to welcome the jobbers, but visited the Broadmoor on Sunday afternoon for that special purpose. He made a great hit.

Practically everybody had a camera of some sort, and one of the statistical bugs figured out very carefully that the amount of film used in the course of the trip averaged 100 feet to every mile. On that basis it was a profitable convention for the Eastman Kodak people.

Ross P. Curtice, of the Ross P. Curtice Co., Omaha, Neb., motored to Colorado Springs to attend the convention.

J. Newcomb Blackman is firm in the belief that there should be a tennis tournament in addition to the golf tournament at the convention. The secret lies in the fact that Blackman, while at his Summer home, Brightwaters, N. Y.—they say he owns the place—wields a wicked racket.

The Hext Music Co., the Knight-Campbell Music Co., Mrs. E. G. Porter and the Peerless

Photograph Co. joined in a special card of welcome, which was greatly appreciated by the visiting jobbers.

To while away the time for the youngsters and the grown-ups, Charlie Bennett provided a boxful of toy balloons which were inflated and thrown off to the folks along the route. The bursting of the balloons by the strong-lunged resembled a test of a rapid-fire gun.

A second baby daughter arrived at the home of Clarence L. Price, in New Rochelle, vice-president and general manager of Ormes, Inc., Victor wholesaler, New York City. The youngest



The Golf Club at the Broadmoor

Miss Price had a whole week to become thoroughly acquainted with her daddy before he left for Colorado Springs on the Victor Special. Many congratulations have been sent to Mr. Price, on the arrival of this daughter, from his wide circle of friends.

The lover of sport, whether golf, polo, horseback riding, fishing, boating, motoring, swimming or tennis, should be right at home at the Broadmoor, where facilities are provided for all of them.

FRENCH NESTOR BECOMES ASSOCIATION GOLF CHAMPION

Annual Golf Tournament of the Jobbers' Association Attracts Large Number of Entrants Who Compete for Valuable Prizes—The Various Winners and Their Scores in Detail

COLORADO SPRINGS, Colo., July 14.—The closing event of the convention was the golf tournament, which was played today over the famous Broadmoor course for a series of handsome prizes, including those presented by President Eldridge R. Johnson, of the Victor Co.; Commissioner Walter J. Staats, of the Victor Co.; J. N. Blackman, J. G. Corley, Ross P. Curtice, C. A. Grinnell, George E. Mickel, A. G. McCarthy, Joseph C. Roush, C. Alfred Wagner, L. C. Wiswell and the Broadmoor Hotel.

With so many valuable prizes as an incentive



French Nestor

the affair excited considerable interest. There were twenty-eight entrants, as follows: J. S. Macdonald, L. W. Collings, E. J. Dingley, Ross P. Curtice, Louis Bucha, L. L. Spencer, French Nestor, Norman Curtice, R. L. Freeman, Ernest John, W. C. Dierks, E. G. Campbell, A. A.

Trostler, E. C. Raith, Parham Werlein, Kenneth Reed, Wallace Russell, W. F. Davidson, H. A. Goldsmith, G. T. Williams, E. M. Stern, T. E. Swan, Sydney Myers, C. R. Moores, C. A. and A. A. Grinnell, W. C. Griffith and J. C. Roush.

The tournament was held in the morning and was in the nature of a qualifying round. It was won by French Nestor, who got the C. A. Grinnell trophy for low net score of 76. Louis Bucha was second, with 78, and got the C. Alfred Wagner trophy. C. A. Grinnell was third, with 79, and got the Ross P. Curtice trophy. R. L. Freeman, with 83 net, got the Schmelzer trophy. A succession of heavy showers starting at noon interfered with the playing and served to discourage some, but the balance kept on with the tournament despite the weather. In the play for the Johnson cup French Nestor won out with low net of 76 and will have his name on the cup. Louis Bucha won place for name on the Blackman cup, with low net score of 81. French Nestor cleaned up again by winning the Broadmoor cup for lowest gross score for the day—thirty-six holes in 176. Kenneth Reed won the Mickel cup, with net of 82; Lloyd L. Spencer won the Corley trophy, a handsome silver flask, more ornamental than useful just now, with a low net of 82. Sydney Myers, with a low net score of 83, won the Schmelzer prize, a fine golf club; A. A. Grinnell won the Wiswell cup for low gross score; L. W. Collings won the McCarthy cup for second low gross score. The Roush cup, presented to players from one city who showed best collective score in flag tournament, was won for Detroit by C. A. and A. A. Grinnell.

The tournament, as a whole, proved the most successful and satisfactory in the Association's experience.

The true cost of anything is the sum of the wealth-creating efforts that have gone to produce it.



Best Quality Booths AND YET—

very reasonable in price!
We now make it possible for the merchant desiring to modernize his store to do so at a minimum cost.

We can furnish standard unit booths in any quantity and any finish or will submit special designs and carry out individual ideas.

Although very strong, our booths are easily set up and are furnished with special ventilation devices. Glass is all set in high grade felt and booths are ABSOLUTELY sound-proof.

We have worked in wood for thirty years and are located close to the best sources of lumber, glass and finishing materials. We also have excellent transportation and are willing to share all these advantages.

Send for prices, etc., to the

STEPHEN C. JESSUP PATTERN WORKS
SALEM OHIO

SAN FRANCISCO DEALERS CHEERFUL AND OPTIMISTIC

Business Continues Quiet, but Bettering Labor Conditions Will Help—O'Connor Honored—Starr Company's New Quarters—Alter Phonograph Thieves—News of the Trade in Detail

SAN FRANCISCO, CAL., July 5.—The Pacific Coast is trying hard to keep cheerful and optimistic, but still there is no use denying that business is quiet as a rule, money tight and collections slow. No one talks of panic, however, and there seems no reason to expect conditions to become any more serious than they are now. In fact, it is likely that business will see a decided improvement as soon as the building trades' tie-up is adjusted and the marine workers' strike is settled. The number of persons employed in seafaring and in the building trades is very large in San Francisco, so no rushing business can be expected as long as these workers are out of employment. Progress is being made in adjusting labor difficulties and it is hoped that the peace, when it comes, will be reared on a permanent basis.

Sees Good Business Ahead

J. N. Abrams, manager of the wholesale and retail talking machine departments of Kohler & Chase, who has just returned from an extended trip throughout the State in the interest of the lines handled by Kohler & Chase, says that he sees possibility of plenty of new business as soon as the labor tangle is eased up a little more. He expects to launch a progressive selling campaign shortly.

Conducting Great Columbia Campaign

The Columbia Co. is going ahead with its plans for promoting business, notwithstanding the croaking of the pessimists. The blue front

shops will be better known than ever after the new business drive, which is planned by L. C. Ackley, the San Francisco manager, has been gotten under way. "Back to Normalcy" is the way the Columbia people announce the new reduction on Columbia machines. Columbia prices are, without doubt, making a strong appeal to prospective purchasers.

Returns From Eastern Trip

C. S. Maury has returned from the East, where he attended the piano merchants' convention in Chicago and visited a number of piano factories and talking machine establishments in various Eastern cities.

Occupying New Location

The new location of the Irvine Music Co., at 263 O'Farrell street, this city, is near the heart of the business center and the hub of the city's music trade. The store has been remodeled to suit the requirements of the business and is handsomely appointed in both the piano and player departments in the front and the talking machine division in the rear. The former store of the company was on the second story of a building on Market street.

Hy Eilers in Trouble With the Courts

Hy Eilers, the former San Francisco music dealer, who has been confining his merchandising to Oregon since his business failure a few years ago, has been arrested in Portland in connection with his failure to produce certain records demanded by the court in connection

with an investigation of his business affairs. Mr. Eilers spent one night in jail, but since then has been permitted to transact necessary business and sleep in his own apartment under the custody of a Government guard.

Activities Lessened During Summer

The Music Trades Association of Northern California will take a vacation from regular business meetings during the Summer. Later the periodical dinners and business meetings will be resumed. The membership committee of the new association is actively at work and will take no vacation as long as there are live prospects for new members.

Niskian Buys Store

K. H. Niskian, of Fresno, has purchased the music store of W. L. Wilkinson, at 218 West Main street, Turlock, Cal., and will make certain alterations in the store and eventually specialize in talking machines.

To Honor W. J. O'Connor for Service

W. J. O'Connor, assistant to the secretary of Sherman, Clay & Co., will join the ranks of the company's veterans with twenty-five service stripes on July first. It is the custom of this house to give a dinner in honor of every employee who serves with the firm for twenty-five years and to present the employee with a suitable token of appreciation. Mr. O'Connor will be given a handsome gold watch, appropriately engraved.

Settled in Its New Quarters

The Starr Piano Co. is now settled in its quarters in the new building of the Furniture Exchange, 180 Montgomery street. J. W. Steinkamp, manager of the San Francisco branch of
(Continued on page 117)



SELF-EXISTENT



THE ECLIPSE MUSICAL CO.
Wholesale Only Cleveland, Ohio



A Service You Have Been Looking For

Here are four products, vital to the operation of every retail phonograph establishment. We can ship them to you on 24 hours' notice* at money saving prices.

Stringbutton Delivery Bags

An assortment of quality papers and a variety of beautiful two-color designs featuring all prominent makes of records to choose from. Ten and Twelve inch, Plain* or Printed.

Stock Record Envelopes*

Choice of 110-lb. Brown Kraft or 150-lb. all-sulphite Green, tough and durable. Plain, single or double faced. Printed with ruled inventory form if desired. The best made and most serviceable stock envelope on the market. Furnished in ten and twelve inch sizes.

Corrugated Pads*

These double faced corrugated paper cushions come in both ten and twelve inch sizes, furnishing excellent protection for your customers' records.

Supplement Envelopes

Size 5 3/8 x 7 1/2. Made in white and colored papers, imprinted with your name and address. Choice of several attractive designs which can be changed every month. Read notice at right.

THE H-W SERVICE

is national in scope, available to dealers in every State. It is the only complete service of its kind. Our products are manufactured from the best grades of paper, and are sold at the lowest prices that can be quoted on goods of like quality. They are the result of practical knowledge of Dealers' Needs and Talking Machine merchandising.

*Items marked with asterisk can be shipped within 24 hours after receipt of order.

Let us address your supplement envelopes each month—

In conjunction with our supplement envelopes, we offer you another service which relieves you of all the worry and bother of addressing the envelopes by hand. The cost is very reasonable. We bond ourselves certifying that your list of names will not be used for any other purpose.

Full Particulars Upon Request.



HALSTED WILLIAMS CORPORATION

815 - 819 MONROE STREET
BROOKLYN, N. Y.

Fill in the coupon—Mail it today—and let us tell you in detail about H-W Service.

HALSTED WILLIAMS CORPORATION,
815-819 Monroe Street, Brooklyn, N. Y.

Please furnish complete information regarding the H-W Service, without obligation on my part.

We carry Victor Columbia Edison Sonora Brunswick
 Pathe and.....

Name

Address.....

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IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA. YOKOHAMA, JAPAN

WALTER S. GRAY
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RAYBOLD SALES CO.
LANCASTER, PA.

PROVIDENCE PHONO. CO.
PROVIDENCE, R. I.

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business.

"IMICO" and "SERVICE" are SYNONYMOUS

SAN FRANCISCO DEALERS CHEERFUL

(Continued from page 117)

the Starr Co., is much pleased with the new location and he is having good results in demonstrating the Starr phonographs. He caters chiefly to the house-furnishing trade.

Sherman, Clay & Co. Alterations
Both the San Francisco and Stockton stores of Sherman, Clay & Co. are coming in for Summer alterations this month. The Stockton branch, when the remodeling is completed, will be one of the most attractive music stores in the San Joaquin Valley.

The Sherman, Clay & Co.'s branch at Palo Alto is now in charge of Paul Kuhl. Business down the Peninsula is holding up well in popular music lines.

Getting After the Thieves

The Music Trade Association of Northern California is giving valuable assistance to the trade in helping to round up a gang of crooks who seem to be working in an organized manner to purloin talking machines. The method of working, as explained by M. B. Bowman, secretary of the Association, is to obtain a talking machine on time, make the first payment and then disappear, along with the instrument, which is resold, either to some innocent purchaser or to second-hand dealers, who think they are making a genuine purchase. "References ought to be looked up very strictly before anyone is allowed to have a talking machine," stated Mr. Bowman. "The crooks have been taking advantage of the salesmen's eagerness to make a sale." One man, who gave the name of Martin Heinz, was arrested in Oakland on June 23 as he was endeavoring to negotiate a purchase in a local store. The manager became suspicious and when he had him gathered in by a plain clothes man Heinz was found to have contracts for sales in his possession. Three San Francisco dealers later identified him as having obtained talking machines and then disappeared. It is hoped that Heinz will turn State's evidence. The dealers went to Oakland

at the instance of Mr. Bowman, who has been keeping track of the disappearances of talking machines. In another instance a woman, visiting a San Francisco store, stated that in a certain apartment house she had been offered a talking machine absolutely new for much less than the dealer asked. She took him to the place and the instrument was found to be one that had been stolen from a trans-bay store of the firm. It had been brought to the city in a jitney. The people in whose possession the instrument was found were not arrested, but the Music Trades Association is urging dealers not to be satisfied with the mere recovery of their goods. For the sake of the other dealers the Association believes that the swindlers should be rounded up and given their legal deserts.

Great Delegation to Vancouver

Music teachers, principals of schools and Edison dealers joined Addison N. Clark, sales promotion manager of Edison phonographs, located at the San Francisco wholesale distribution headquarters, in the trip to Vancouver, B. C., to attend the second annual Caravan Convention, Pacific Coast session, June 27 and 28. Those who attended the session from San Francisco left by boat June 23 to return July 2.

Suffered From Fire

Don C. Preston, who conducts a music store on the corner of Nineteenth and H streets, Bakersfield, suffered considerable damage to his stock of talking machines and other musical instruments in a fire a few weeks ago. The store will be repaired and remodeled so that it will be more attractive than ever. No damaged merchandise will be offered to the public, but all new goods will be secured.

Now Open for Business

The Stradivari Phonograph Shop, at Riverside, is now open for business. The proprietors of the shop are George Strubahr and H. P. Grand.

Hather & Butcher, 110 E. Main street, Visalia, Cal., have taken on the Victor line.

WONDER OUTFITS FOR MISSIONARIES

New Portable Models Ordered by Dutch Reformed Missions for Distant Posts

The Wonder Talking Machine Co., 105 East Twelfth street, New York, which some time ago announced a new popular-price portable model talking machine, recently received from the Dutch Reformed Missions an order for enough of these models to supply the various missionar-ies of the church in the far corners of the world.

G. L. Jones, of the Wonder Talking Machine Co., states that the trade reception of the new portable model has been very gratifying. Several dealers are making special displays of the product and he is in receipt of a number of letters in which merchants commented upon the timeliness of the product, finding that it attracted unusual attention and sales.

PORTLAND PIANO CO. CONCENTRATES

The Portland Piano Co., Portland, Ore., operating a department in the Lipman, Wolfe & Co., is closing out its general line of talking machines and records and will, in future, handle the Sonora phonograph and Brunswick records exclusively. Warren A. Irwin is the manager.

WALDMAN'S NEW STORE OPENED

William Waldman recently opened a new Victor store at Forty-third street and Ninth avenue, New York City. The opening was well attended and entertainment was furnished through a Victrola concert in the afternoon and evening. Fit-



Interior of New Waldman Store

ting souvenirs of the occasion were given through the distributing of Penn-Victor dogs to those who attended. This new shop has been very finely equipped with eight demonstrating rooms, attractively arranged, and with a large display room in front. Van Veen equipment in American walnut finish was used throughout.

INSTALL ADDITIONAL BOOTHS

Harold Sugarmann, of Hoboken, N. J., is devoting more space to talking machines and in this connection has given up his stationery business and installed a number of additional booths. He now has a very attractive and well-equipped Victor establishment.

HELPS TO PROMOTE SALES

The miniature Victor dogs, made by the Penn Co., of Philadelphia, continue to grow in popularity, and Ludwig & Co., of Wilkes-Barre, and the Scranton Talking Machine Co. have been securing many live prospects and machine sales through the free distribution of this clever fac-simile of the Victor trade-mark.

U. S. Player Rolls

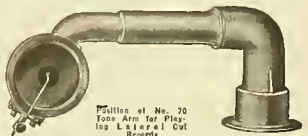
At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. *Make your bid.*

WALTER S. GRAY CO.

942 Market Street, San Francisco

ASSOCIATED No. 70 UNIVERSAL TONE ARM



Model of No. 70 Tone Arm for Play- ing 10" External 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

Pathé
 REG. U.S. PAT. OFF.



COSTS NO MORE THAN THE ORDINARY
PHONOGRAPH

**The latest hits by
 the greatest artists:**

Always First on Pathé Records !

and on **Actuelle Needle Cut Records**

Merchants: Send for our
 free book, "The Other 20%"

54

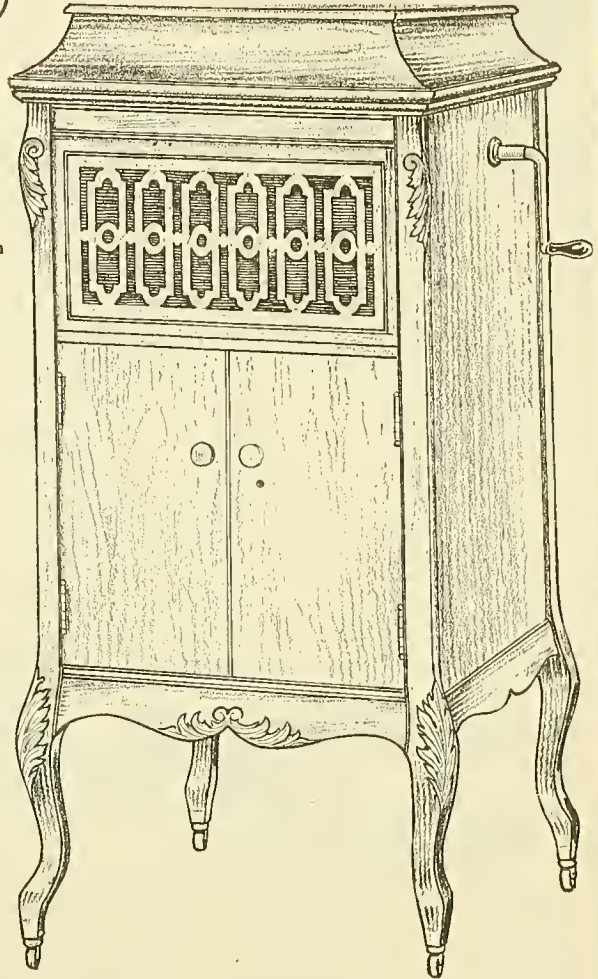


PATHE FRERES PHONOGRAPH CO., 20 Grand Ave., Brooklyn, New York



Supreme

- SUPREME in design
- SUPREME in construction
- SUPREME in material
- SUPREME in repertoire
- SUPREME in tone
- SUPREME in prestige



This trade-mark is a symbol of supremacy in every corner of the world.

Pathé Frères Phonograph Co.
 20 Grand Ave. Brooklyn, New York



Melodious, New Fox-Trot Song'
NOBODY'S BABY

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

ON THRESHOLD OF BUSINESS REVIVAL, SAYS TROSTLER

Secretary of Schmelzer Co., Victor Wholesaler in Kansas City, Makes Interesting Report on General Conditions and Tells How His House Is Planning for Big Things to Come

KANSAS CITY, Mo., July 7. As indicative of the confidence of the Schmelzer Co., Victor wholesaler in this city, in the business outlook for the future, A. A. Trostler, secretary of the company, gave the following interesting report to *The Talking Machine World*:

"It's mighty warm in Kansas City and you may rest assured there are a number of things we would rather be doing than working. However, it is good to be here, for we are keeping busy in planning for the good things that are in store for us from now on.

"Kansas City and the country at large, in our judgment, is on the threshold of a great revival of business and industry. No dealer or manufacturer will get across, however, unless he works and advertises as he never did before. Conditions are sound—crops are good and harvest is on—stagnation is at an end—people are ready to buy and it is now up to every individual business man, retailer, jobber and manufacturer to go out and bring in the business.

"This is a fighter's era for business. We must all clear the decks for action and fight with a determination to win. During the war period business came in so fast and without effort on the part of the dealers that many of them forgot how to go after it. That, in a measure, was re-

sponsible for the depression that followed. Now, the business man who doesn't work, advertise and put into the game all the resources and the strength he possesses will fall by the wayside.

"We say to you frankly we are thoroughly alive to these conditions. We have strengthened our organization by increasing our representation on the road tenfold over any previous year. We are employing a small army of travelers to exploit the Victor products, exclusively and they are giving their undivided time and attention and are working shoulder to shoulder with the Victor dealers in our trade territory. We have allotted them territory that permits them to spend from one to two days with every dealer, at least every thirty or forty days.

"These men have been thoroughly drilled in order to give accurate information and some help to the dealer. In addition to this, we are carrying on an educational and service department. This department is in charge of D. R. Walsh, for many years connected with the educational department of the Victor Co. Mr. Walsh not only conducts this department but is in very close touch with our trade representatives, often accompanying them on their trips and helping them to get a better understanding, as well as to solve the problems of the dealers as they present

themselves from time to time. We have found our educational department to be of immense value in handling this line. The dealers, as well as their sales people, attend this school in order to obtain the best ground work for selling and promoting the Victor line. In these schools they are shown the mechanical features of the Victor machine by a factory expert, they attend lectures on the art of selling, advertising, outside soliciting, etc. While this educational feature is of considerable expense (no tuition or any charge is made by us) we are glad to provide same as we find it to be of mutual benefit—it strengthens the dealer's knowledge and confidence in the line.

"In addition to helping our dealers, we are establishing many new Victor accounts. Before establishing a new dealer we obtain a report from our representative, who makes a personal call and analyzes the situation surrounding the prospects and only offers encouragement to those who are alive and full of pep, as we fully realize the value of aggressiveness and hard work in order to succeed. The same care and thought is exercised in making transfers of agencies.

"The message we are receiving from our trade representatives, generally speaking, is that the dealers are concentrating their efforts on the Victor line, a line they know will sell now and at all times. The dealers are picking their prospects from those who can afford to buy a talking machine and are very optimistic as to the future.

"Just one thought as to the possibilities for the future. This country is reported to be short 3,000,000 homes. These homes must and will be built sooner or later and they must all be equipped from basement to attic. Now, what home can it be said is completely furnished without a Victor talking machine?

"The above emphasizes our great wealth and is just one of the avenues of potential business that is waiting right there. The farmers are getting on top of the load, getting out from under and are buying. Taking it as a whole, we look for a satisfactory six months' business from now on.

"We are prompted in giving you the above information, knowing that you are always interested in learning of the things that are being done and should be done in promoting business. Our business has been very satisfactory for the first six months and we are confidently looking for better and brighter conditions to follow."

FILES PETITION IN BANKRUPTCY

A petition in bankruptcy has been filed by Rudolf Kanarek, 530 West 136th street, New York City, listing liabilities at \$150,000 and assets of \$120. The debts were incurred on the indorsements of notes for the Independent Talking Machine Co. of Manhattan, Inc., of 25 West Forty-fifth street. Among the holders of the notes are the General Phonograph Corp., the Harriman National Bank and the Jamestown Bank Co.

A jolt often helps a man to find his own particular groove.



Can you imagine a simpler, handier device than this clamp, for gluing a chipped panel, a broken carving, a split leg?

"It Clamps Tight in an Instant—Holds Tight Forever"

Manufactured by

WEBER-KNAPP CO.

Jamestown, N. Y.

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

Retail trade in Brooklyn during June was very satisfactory, notwithstanding the comparative business depression felt in all industries. There is no gainsaying the fact that the dealer who goes after business will get it, but the day has passed when the retail merchant can expect to close a healthy trade through transient visitors or by lax sales policies. Every possible means of developing business should be utilized during the Summer months, and, judging from the reports of the dealers, the use of progressive and up-to-date sales methods will produce sales totals comparing very favorably with the Summer months of previous years.

Adding to Their Store Equipment

Schweiger Bros., exclusive Victor retailers, at 2421 Myrtle avenue, are making plans for extensive alterations to their store during the Summer months. The expected increase of Fall business prompts these alterations and enlargements, and emphasizes the progressiveness of these live talking machine retailers. The plans call for additional booths and demonstrating rooms which will be installed in a new addition at the rear of the store, for which a lease was recently closed. The present wall will be torn down and the store made into one large display room from front to back, with new lighting fixtures and decorations that will make it one of the most attractive Victor shops in Brooklyn.

Closing Healthy Pathé Business

Wick & Wick, Pathé dealers at Flushing, L. I., are cashing in on some real Summer business. Despite the fact that many other dealers are finding business hard to get, this house is setting a pace that will show actual sales before the Summer is over. Manager Golden, of this Pathé store, is a firm believer in outside selling methods, and recently, accompanied by five of his salesmen, he started out on an aggressive campaign that sold fourteen Pathé machines in nine working days.

Closes an Unique Victrola Sale

To disprove the belief that Victrolas cannot be sold at all seasons, and especially so during the Summer months, Billy Ross, of the A. I. Ross Music Stores in Astoria, recently made an

VICTROLAS

Right Now Sales

THE Victor retailer can still sell Victrolas if he will locate the prospects for "right-now-sales," for the supremacy of the Victrola forestalls the necessity of persuasion. No other talking machine can be sold with such ease.

The Victor dealer's problem at present is to "dig" out the possible sales. To this end we shall be glad to offer our services.

VICTOR RECORDS

G.T.WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

unusual Victrola sale. This customer, who was a deaf and dumb mute, came strolling into the store one Saturday morning and motioned for a pad and pencil, on which he wrote, "I would like to buy a Victrola." Billy immediately sized up the situation and wrote on the same pad, "How much and why?" whereupon the customer answered back with his pad and pencil, "My children are all home with the measles and I thought this music would cheer them up." The sale was immediately consummated, with an additional sale of Victor records, and Billy delivered the machine that same afternoon. To quote Mr. Ross, he stated: "If deaf and dumb mutes can be sold Victrolas at this time there is no reason on earth why every other Victor store cannot sell machines and records to the normal customer, and there is no reason why retail business should be slow."

Open New Retail Store

One of the most attractive retail shops in Brooklyn has just been opened by Frank Coombs

in the Bayshore section. This shop will be known by the novel name of "The Song and Story Shop." Mr. Coombs will specialize on Brunswick phonographs and records and will carry in addition pianos and sheet music. Mr. Coombs is well known in the talking machine trade, as he made several fine records for the Victor Co. some years ago and has appeared in vaudeville, where he had considerable success. This experience and pleasing personality fits Mr. Coombs admirably to carry on a high-class music business successfully.

Holds Formal Opening of Victor Store

The latest addition to the Victor retail trade in Brooklyn is the modern and well-equipped store of Schwartz & Chadlin, at 1304 Avenue J, which will be an exclusive Victor establishment. The store was formally introduced to the people of this vicinity on a Saturday and was visited by large crowds all day. Novel souvenirs in the way of toy balloons with an imprint bearing the firm name were distributed to the children. For the older folks the souvenir was a very attractive fan on which was printed the names of a few of the most popular Victor hits and also a cordial invitation to visit the store regularly.

Victor Wholesaler Works With Dealers

The executives of the American Talking Machine Co., Victor wholesaler, are taking advantage of the opportunity to spend considerable time with the dealers in preparing them and their stores for an active outside Summer business. The new Victrola folders showing the new portable model and the smaller table models are being distributed broadcast in an effort to reach as many prospective purchasers as possible along the shore resorts. Not one channel is being left untried to make the dealer realize that he can cash in on a good Summer business provided he will use every method available. R. H. Morris, general manager, is very busy calling on the dealers personally and suggesting many sound ideas which the dealer can use to advantage. He states that the dealers are also being urged to spend some of their time this Summer in making alterations in their stores, redecorating, etc., so that when Fall arrives they

(Continued on page 123)



AMERICAN TALKING MACHINE CO.

VICTOR WHOLESALERS

BROOKLYN NY

Are You Awake ?

Do you go out after new business or do you wait for it to walk into your store?

SPEED UP

Follow up your prospects and make your cash register ring.

DON'T PUT OFF UNTIL TOMORROW ANYTHING THAT CAN BE DONE TODAY.

TALKING MACHINE DEALERS

We can save you money on repossessed time payment machines.

We deliver or you don't pay.

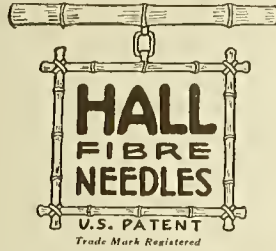
Our yearly "Plate Service" guarantees protection.

Write or telephone us at 1240-5476.

ASTER DETECTIVE SERVICE

108 West 45th St., New York City

Push the Fibre Needle It Builds Your Business



One Reason

why talking machine records are selling so well at a time when many other articles of merchandise are going through a period of depression is because—

HALL FIBRE NEEDLES have made sound reproduction an unceasing pleasure to the ear and have caused talking machine owners to take pride in building up comprehensive record libraries.

HALL FIBRE NEEDLES stand for all that is permanent and satisfying in sound reproduction.

HALL MANUFACTURING CO.

33-35 W. Kinzie St., Chicago, Ill.

BROOKLYN AND LONG ISLAND NEWS
(Continued from page 121)

will be prepared to offer their customers an efficient service in their purchases of Victrolas and Victor records.

Pleased With Sales Totals

R. W. Volk, manager of the Edison phonograph department of the Buckley-Newhall Co., 1333 Broadway, Brooklyn, is very enthusiastic and optimistic over the results achieved in his department during the months of May and June. Although business has been more difficult to get than usual, he states that by using aggressive methods he has been able to more than hold his own. Mr. Volk has a very capable assistant in the person of Miss L. Schneider, who is well versed in talking machine lore and who has made many friends by the courteous and efficient service extended to talking machine buyers.

Moves Victor Department to Ground Floor
The Pease-Behnig Co., at 314 Livingston street, well-known Victor dealer, is planning some radical changes in its store to take place during the coming months. The plans, as drawn

up, call for the removal of the piano section to the second floor of its building, while the Victor department will be comfortably located on the street floor. An entire new set of booths and demonstrating rooms will be installed, while the general interior will be redecorated in a very attractive manner. The Victor department of this company has enjoyed such prosperity in the last few years that this step became necessary.

TRADE OUTLOOK IMPROVES IN AKRON

Activity With Manufacturers Helping Retail Sales—G. S. Dales Co.'s Artistic Store—Formal Opening of Windsor-Poling Co. Store

AKRON, O., July 5.—The upward trend of the tire industry continues with all Akron manufacturers reporting dealers' sales steadily increasing in volume and comparing favorably with normal sales of a year ago. Goodyear's addition last week of approximately 3,000 men and operation of three eight-hour shifts on a six-day weekly basis will carry Goodyear tire production up to in excess of over 2,000 tires a day. This is the first time three shifts have operated since the slump hit Akron more than a year ago, and music dealers say this announcement is the most encouraging since business became depressed several months ago. In two weeks' time dealers claim the improvement in the industrial situation has been reflected in business and without exception retailers are most optimistic.

The George S. Dales Co., whose claim is that it has the "finest Victrola parlors in the United States," is making further improvements in the store. R. A. Porter, who is in charge, conducted the representative of The World through the parlors and explained in detail the expansion program already under way. The Dales talking machine parlors are located on two of Akron's most traveled thoroughfares. The North Main street side is finished in polychrome and all appointments and furniture conform to the interior decorating design.

Alterations to the downtown stairs shop, now under way, will be completed by August 1 and will give considerably more floor space to the disposal of the sales force. It is said that the Dales store expended approximately \$25,000 in its decorative schemes of the talking machine parlors when they were opened about one year ago. The new Howard street shop is being finished in Oriental style, carrying out a Japanese garden effect in the appointments. Twenty-five booths are distributed between the two shops. Victor and Brunswick lines are carried.

The branch store of the Kratz Piano Co., 193 South Main street, has been discontinued. This company will soon erect a modern music house on a site already acquired in South Main street.

The Windsor-Poling Co., of Akron, recently incorporated to sell Victrolas and records, has one of the finest shops in eastern Ohio. It has eight record booths and a large room at the front for the display of machines. Miss Roderick has been placed in charge of the record department. A large life-size reproduction of Evan Williams, Akron's Victor soloist, who recently died, was presented to the company by Mrs. Evan Williams, and has been framed in flowers and hangs in a conspicuous place in the parlor.

At the formal opening of the new store Mrs. F. S. McCullough sang a number of selections, accompanied by Mrs. Erna Howard. A. C. Bender contributed several baritone solos. A dinner was held at the City Club the evening of the opening day, at which fifty Victor dealers from all over the State were guests of the Windsor-Poling Co. Officers of the company are E. W. Chamberlid, president; J. F. Windsor, secretary and treasurer; W. T. Windsor, vice-president, and Earl Poling, manager. Mr. Poling has been with the Victor Co. for eighteen years as a traveling wholesale dealer.

Frank Van Scoyoc, advertising manager of the A. B. Smith Piano Co., is quite optimistic over the business outlook. He plans to spend his vacation this month with home folks back in Altoona and Greensburg, Pa., where for many years he was identified with different retail stores.

**MAGNAVOX
POWER
AMPLIFIERS**



Cut showing typical single tele-megaone set for public speaking—speaker does not have to hold transmitter and is free to walk about.

MAGNAVOX POWER AMPLIFIERS
give enormous sound volume, sufficient for a speaker to cover 100,000 people if necessary.

They are particularly interesting to phonograph men because they will amplify wireless telephone music to any desired degree.

They are in use by the largest and leading newspapers in the country for announcing returns to enormous crowds.

They have been used by President Harding, ex-Presidents Wilson and Taft, the Prince of Wales and many other prominent speakers.

They are in use on some of the largest ball parks, auto speedways and fair grounds in the country.

We equip factories and noisy shops with calling systems, using these amplifiers.

All above uses have specially engineered apparatus, built for that particular purpose. We solve any and all loud-speaking problems.

We invite correspondence on your special conditions.

The Magnavox Company
OAKLAND, CAL.
OR
214 Penn Term. Bldg., New York City



DUSS BAND HARMONICAS

The American Boy's Favorite

30 VARIETIES

EVERY BOY PASSING YOUR WINDOW IS A PROSPECTIVE CUSTOMER. Display a full line that appeals to them. Remember, "The Boy of To-Day is the Man of To-Morrow" that will buy the larger instruments.

Add a few quick sellers

**Ukuleles
Mandolins
Lutes Banjos**

and you know

YOU CAN'T FOOL THE FIDDLE it must have a good string—Use **DURRO**

The string that won the prize at Leipzig

Write for complete lists of all musical merchandise



Buegeleisen & Jacobson
5-7-9 Union Square
New York



Here's a violin record for which you and the public have been waiting, "Dreamy Hawaii," Kerekjarto's first popular selection. You can make no mistake on this record. It will sell both now and always. Columbia 79718.

Columbia Graphophone Co.
NEW YORK

TRADE SITUATION IN DETROIT SHOWS AN IMPROVEMENT

Close of Six Months' Trade Shows Betterment Trend—Jobbers Off to Convention—Brunswick Alterations—New Vocalion Dealers—Columbia Activities—The News in Detail

DETROIT, Mich., July 10.—The first six months of 1921 are over and looking back at the business for the first half makes it apparent that things are not half as bad as they seem. Sales are not ahead of the same period of a few years back, yet in the face of Detroit's depression it can be considered good. Furthermore, it seems to be the opinion of all our dealers that even though July and August may be quiet the fall months will make up a most satisfactory year.

The public has not been buying talking machines as liberally as in other years, but record business really continues good. One reason probably is the fact that thousands of records are being sold for Summer homes, resorts, boats, canoes, etc., beside the number that goes into the homes of those who are remaining at home.

Industrially, Detroit has made a great comeback. The motor plants are very busy and the outlook for at least the next few months is extremely good. Who knows what will happen after that, but at least for a while conditions are very encouraging. Orders for Ford and Michigan-made cars and auto parts are pouring in with every mail and it sounds good to hear the factories buzzing loudly once again.

Some furniture dealers have been advertising steadily unknown makes of phonographs at very low prices, but they have not cut any considerable figure. The bulk of the people who buy prefer to buy a standard make of machine. We find that these stenciled machines are bought only by the poorest classes of people, the thing appealing to them being the advertised relations.

C. A. Grinnell, vice-president of Grinnell Bros.; A. A. Grinnell, treasurer, and C. H. Grinnell, manager of the Victor wholesale department, left last week for Colorado Springs to attend the annual convention of the Victor Jobbers' Association. They expect to be back late in the month. C. A. Grinnell just returned from New York, where he played golf with the piano golf "floods" somewhere in New Jersey. And we notice that C. A. made a mighty good score. Golfing is quite a hobby with all of the Grinnells, even including Jay Grinnell, sales manager.

Aileen Stanley, well-known singer, who appeared recently at the Temple Theater, Detroit, and who makes records for the Victor company, gave a recital at Grinnell Bros.' auditorium during her engagement. It was conducted under the auspices of Grinnell Bros., and admission was free. Nearly 3,000 people tried to get into the auditorium and thousands were turned away.

The Brunswick Shop has already started alterations on the adjoining store on East Grand River, the new part to be devoted entirely to records. When completed this downtown shop will be one of the finest in the country and one of the largest for an individual firm. Manager Quinn is laying plans for a big advertising and selling campaign, and he is determined to develop a larger business for fall. "If there is any business to be had we are certainly going after it," he remarked. "We believe buying will be very brisk by September and we are certainly going to make every effort for our share."

George Middleton, salesman, who recently left the Brunswick Shop to go to a Pittsburgh talking machine store, is back again with the Brunswick in his former capacity as phonograph salesman.

J. Henry Ling, Columbia dealer, who has been conducting a closing out sale for the past few months, has arranged for an extension of his lease for three months longer at least.

The music and talking machine departments of the Crowley-Milner Co., now located in the "Store for Homes," which is directly across from the main store building, are very complete and allow for considerable expansion. Larry Dow, in charge of the talking machine department—featuring the Victrola and Victor records—reports that business is holding up surprisingly good and he is extremely optimistic about good fall business.

R. B. Alling, general manager of the Phonograph Co. of Detroit, wholesale Edison jobber, was at the Chicago convention of the Edison dealers for the Middle West. About twenty-five Michigan and Ohio dealers were also there and came back full of pep and enthusiasm for the Edison line.

Local Brunswick dealers are still realizing on the results of the recent visit of Isham Jones and his famous orchestra from the Marigold Gardens, Chicago. The advertising which the Isham Jones records received at the time resulted in a tremendous demand for the dance records by that organization. Manager Quinn, of the Brunswick Shop, is still receiving congratulations on the very effective way in which he handled the visit of the Isham Jones orchestra. His special invitations and general publicity in connection with the visit were admirably handled.

Sam Lind, general manager of the Lind-Marks Co., distributor for the Aeolian-Vocalion, is weekly increasing his list of dealers. Mr. Lind is taking his time about appointing new dealers because he says he would rather wait until he

can get the best wires in every locality. "A dealer who won't put some effort behind our goods—or any line, in fact—is hardly worth having," remarked Mr. Lind. "It means that he gives you an initial order, but your goods don't move. What we want are dealers who will go after business in a real business way."

The dealers now handling the Aeolian-Vocalion in and around Detroit are: Gardner, White Co., Goldberg Phonograph Shop, Edward H. Jeffery, Keenan & Jahn, Moon Bros., Inc., Robinson & Cohen, W. R. Woodmansee, Walker's Phonograph Shop and John P. Yuergens; Calahan Drug Store, Wyandotte; Sylvester's Store, Port Huron, and Woodworth Bros., of Plymouth and Northville.

Columbia dealers are finding business better. It is true that some of them were stocked quite heavily at the beginning of the year, but the recent price reductions have greatly stimulated sales. Most dealers expect to have their stocks back to normal by the first of September and will then be placing orders for their fall requirements. The Model Shop in the wholesale house of Columbia on State street is proving quite an interesting attraction to live dealers, many of whom, after looking it over thoroughly, have gone back and endeavored to copy it in every respect. This is the purpose of the Columbia company in establishing this Model Shop—to help every dealer to have a better-looking store both inside and out.

The Consolidated Talking Machine Co. of Chicago has appointed A. P. Miller as its Detroit manager, and a jobbing station has been opened at 2957 Gratiot avenue. Mr. Miller has been covering the Detroit territory for several years for the Consolidated, who will job Okch records and the Bubble Book line.

It is now certain that Music Weeks this fall will take place in Detroit, Battle Creek, Lansing, Flint and Jackson. In all of these towns the talking machine men have given their assurance of full co-operation.

TEN PER CENT VICTOR CO. DIVIDEND

The Victor Talking Machine Co. last week declared a dividend of 10 per cent on the common stock of the company, payable July 15 on stock of record June 30. This is the same amount as paid by the company for the preceding quarter. The regular quarterly dividend of 1 1/2 per cent on the preferred stock also is declared payable on July 15.

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.



No. 3537/10 Palm Plant, 4 1/2" high, 4" across, 2.00; without pot, 1.25; without pot, 50c. Free shipping.

MY SEASONABLE CATALOGUE No. 35 containing hundreds of colored illustrations of Artificial Flowers, Plants, Vases, Centerpieces, Hanging Baskets, etc., will be MAILED FREE FOR THE ASKING.

	With Pot	Without Pot
High	4	\$1.10
24	4	\$0.60
3537/7	5	1.25
3537/7	7	2.50
3537/10	10	3.00

FRANK NETCHERT
61 BARCLAY ST. NEW YORK, N. Y.

Wanted!

8,000 Victor Dealers to Build Profits on this Plan

THERE is no easier way to sell good goods than to let them sell themselves. Equip every Victrola on your floor with the wonder-working SPIR-A-GRAF and let it turn extra money day after day into your cash drawer.

**Not an Experiment
But a Tested Device.**

The engineer who designed this record-repeater took simplicity as his motif. When attached to the Victrola sound box, it is unnoticed by the casual observer, and yet it performs its duties unflinchingly under any

conditions, on all records without change or adjustment, and on any Victrola, as exhaustive tests have proved.

**Amusing to Watch
But NOT a Toy.**

It works with such nice accuracy, carrying the sound box to the starting point with absolute fidelity, that it is a never-tiring source of entertainment. But its greatest selling point is **THAT IT NEVER GETS OUT OF ORDER AND NEVER FAILS TO WORK.** If attached to any Victrola in your store, it will sell itself.



Six Salient Selling Points

1. At \$2 the Spir-a-graf is priced lower than any repeating device on the market.
2. Its soft, rubber wheels glide over the record without any possibility of injury.
3. Weighs less than one ounce and can be adjusted to any Victrola in a minute.
4. Does not need to be changed for different records.
5. Will cease to operate without need of removing screws or touching the device itself.
6. Interesting to watch and always works.

The Consolidated Sales Co.
Indianapolis, Ind.

Spir-a-graf

\$3.
AT RETAIL

Spir-a-graf works like a watch and you like to watch it work. Repeating device for Victrolas. \$3 at retail.

THE little disc does the work. Slipped over the turntable spindle, it causes the little rubber wheels on the device attached to the sound-box to carry the sound-box back to starting point. Complete instructions with each box.

Every Spir-a-graf neatly packed in jeweler's case. Liberal supply of circulars with each carton. Carton of ONE DOZEN shipped to any address in United States or Canada **POSTPAID** for \$21.60, allowing a profit of \$14.40.

Shipped direct or through your favorite jobber if you specify on order.

Clip and Mail This Opportunity Order

TO CONSOLIDATED SALES CO.,
Indianapolis, Indiana.

Gentlemen:

Please ship _____ cartons of Spir-a-graf at \$21.60 per carton. We understand that there is a discount of 5% on orders of 6 dozen or more, and an additional 5% discount for cash.

NAME

ADDRESS

Name jobber if you desire order charged through jobber.

NEW CLEVELAND CONCERN TO DISTRIBUTE THE GRANBY

Kennedy-Schultz Co. to Feature the Granby Phonograph and Okeh Records in Ohio Territory—Increased Activity Among Dealers—Fighting Excise Tax—Plan Association Owing

CLEVELAND, O., July 5. Among the more important developments in the talking machine industry here during the month was the opening of a new jobbing house by H. C. Schultz and C. H. Kennedy, talking machine men of years of experience here and elsewhere in the country. The new firm will be known as the Kennedy-Schultz Co., and will feature the Granby phonograph and Okeh records. Headquarters and sales and showrooms will be on the fourth floor, Newnau-Stern Building, this city. Mr. Kennedy is a member of the Kennedy-Green Co., with which firm the new company will be affiliated in the distribution of records. Both Mr. Kennedy and Mr. Schultz formerly were connected with the Cleveland branch, Columbia Graphophone Co., and have a wide acquaintance throughout Ohio. Several new accounts have already been opened by the new firm, according to Mr. Schultz, although the formal opening of the headquarters has not yet been held. Novel enterprises will be used to aid dealers in machine and record sales, one of the first being the installation of electric window signs, which show the Granby trade mark. A service department will be a feature of the firm, the object of which will be to assist the consumer in obtaining perfect results with the machines and records. A refinishing department also will be part of the organization, where all machines will be given a final going-over before being sent out.

Increased Activity Among Dealers

Cleveland jobbers report increased activity among dealers throughout the territory, particularly those in the smaller towns, where special efforts are being made to interest the rural purchasers, and with success. Combined with the individual efforts of dealers generally this is leading to additional demands upon jobbing

interests. According to Ed B. Lyons, sales manager, the Eclipse Musical Co., the increase in orders results in a wait upon the factory for delivery of Victrolas, a condition as encouraging as it is unusual, considering that the heated term is generally marked by slower business dealings. At the Cleveland Talking Machine Co. personal investigation conducted by Howard J. Shortle, general manager, shows that not a few dealers are already anticipating their Fall and early Winter requirements, realizing that where there is no accumulation of stocks at this season, there is not likely to be any too good picking when the holiday activities set in.

The McMillin Music Co. has put on foot a plan for selling machines and records which, although it has been tried before in other sections of the country, is arousing considerable interest here, the other dealers regarding it with mingled feelings. According to the plan the customer receives a machine upon the purchase of a specified number of records, the size of the machine depending upon the number and value of the records. No further charge is made for the machine provided quantities of records ranging from \$18 to \$200 annually are purchased. Half the amount paid for records, it is said, is credited to the price of the machine at the end of the year.

Going After the Farmer Trade

Value of the rural population as talking machine purchasers is demonstrated by the plan of the Tri-State Music Co., recently organized by business men and citizens in and near Andover, O. The company, including in its directorate men long identified with the music business, will take up the trail of prospects where the city seller leaves off. In a word, the new company plans to get off the beaten path and paved road, and appeal directly to the farming

communities. It proposes to cover five counties in this manner. The Starr phonograph will be featured in this enterprise. H. A. Copeland is president and general manager, and S. F. Thompson, vice-president; M. S. Fromme, secretary, and A. E. Collins, treasurer.

Working Against the Excise Tax

First definite step toward seeking the elimination of the excise tax on music instruments has been taken in this State by the Northern Ohio Talking Machine Dealers' Association. In a letter sent out by President Grant Smith to all members and prospective members it is urged that the Chambers of Commerce in the various communities be appealed to. The value of the talking machine in every-day life will be emphasized. The move is synchronized with the apparent effort at Washington to reduce taxation and thereby stimulate business revival.

Among the conspicuous new dealer opening events this month has been that of the Broze Hardware Co., in the southeastern part of the city, where the Edison phonograph will be featured. A large section of the first floor has been transformed into a phonograph salon. On the opening date a departure in compiling a list of prospects was used. A drawing for a range was held, and a comprehensive list of names was obtained through this means. Harry Tucker, sales manager, assisted in the opening festivities.

Opening of the Fred J. King Victrola store, at Newton Falls, was assisted in by Ed B. Lyons, sales manager, Eclipse Musical Co., and F. C. Erdman, special Victor representative, this event being held June 11.

Record Exchange Plan a Success

One of the best aids for dealers in Ohio to increase their record business has been put into practical operation—the record exchange of the Northern Ohio Talking Machine Dealers' Association. The method of distribution of any surplus stocks is simple. Lists are sent to record exchange headquarters, 10602 Euclid avenue, this city. These lists are redistributed among all the dealers, all before the fifteenth of the month.

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

Art Hickman's Orchestra's two latest fox-trots, "Near Me" and "Dream of Me," make everyone dream of having near the partner preferred above all the rest. These dances just naturally get under your skin and run clear down into your feet. How about a big order? A-3409.

**Columbia Graphophone Co.
NEW YORK**



Members desiring records on these lists so advise the exchange and send an order for them. These orders are returned to the dealers wishing to dispose of records and payment is made directly by them by these buying the records. More than 32,000 records have been listed with the exchange in the first month of its operation, according to Grant Smith, president of the Association and originator of the plan, and many new members have been added to the Association because of the practical value the exchange is to them.

Getting After the Home Builders

Personal solicitation by Mrs. Loretta B. Flading, talking machine department manager, is bringing in new machine sales and additional record business at the Aldrich-Howey Co. By interviewing architects building new residences, Mrs. Flading is in touch with these new residence owners, before they buy their home furnishings. A talking machine is usually specified by them. Mrs. Flading is using an automobile to make personal calls upon present machine owners and these are induced to add to their records.

A larger number of trained experts in county institute work will be used in Ohio, according to response from school superintendents to the offer made by Miss Grazella Pulver, educational director, Cleveland Talking Machine Co.

Plans for extending the use of the Sel-Rex device, on exhibition at the Cleveland Talking Machine Co. and Eclipse Musical Co., Victor jobbers, are being considered by those firms. Tests made with this device, especially in department stores, show that it meets all the requirements for an auxiliary means of record selling, as well as being adaptable to regulation counter use when a rush of business in another line than music requires additional space.

Columbia Dealers Plan Model Shops

Columbia dealers in this district are preparing to enlarge or improve their establishments, patterning them along lines similar to those shown in the model shop of the Cleveland branch of the Columbia in this city. Advice on improvements was given personally by H. A. Dalley, vice-president and general manager of the Van Veen Co., who recently toured the territory with J. L. Du Breuil, branch manager of the Columbia. Meanwhile Columbia dealers in all sections are concentrating upon period model sales, using windows and stores to attract public interest. A conspicuous achievement in this

work has been that by the Alhambra Music Co., in combining period model displays with the use of records of all national airs and supplementing the displays with flags of all nations.

Exercise Men as Edison Salesmen

There has been much talk in Cleveland, as elsewhere in the country, about practical work for disabled soldiers, but it remains for the Phonograph Co., Edison distributors, to do more than that. Several of these young men have been appointed by the firm as salesmen, first being given a course in salesmanship, as well as instruction in phonograph construction details. All have made good as salesmen instantly, and two of the young men are the best salesmen the company ever had, according to Harry Tucker, sales manager. The plan has been mentioned by William Maxwell, vice-president of Thomas A. Edison, Inc., at the dealers' Chicago convention, with the suggestion that it become a fixture with all Edison distributors.

Columbia Co. Staff Enjoys Picnic

First annual picnic of the Columbia Graphophone Co. branch was held at Willow Beach June 27. About sixty persons attended, members of the staff and their friends. The affair was arranged by George E. Krauslich, record department manager; Miss Florence Turner, Miss Frances Miller and Miss Minnie Foley. Everybody that could took part in the sporting events, and there were prizes for all winners. The 100-yard dash for men was won by Harry Steffens. Marie Kempman won the women's race. Dan Des Foides led the fat folks easily. John Dete and Miss Hazel van Bromer were ready to do some sewing long before anybody else in the needle race. Miss Gwen Tremble won the three-legged race. Miss Tremble and Miss Turner gave exhibitions of fancy diving and swimming in the lake which surpassed the mere men's achievements in that respect. The affair will be repeated later in the Summer, indicating its success.

Association Outing on July 20

Picnic of the Talking Machine Dealers' Association of Northern Ohio will be held July 20 at Cleveland Yacht Club. Ed B. Lyons, Miss Grazella Pulver and Dan E. Baumbaugh, May Talking Machine Department, are arranging the affair. The outing will start from the Cleveland Talking Machine Co. headquarters.

Among the new store openings in the terri-

tory during the month have been the Windsor-Poling Co., Akron, Victor dealers; Crum's Pharmacy, Liberty Center; J. C. Studer, Whitehouse; J. D. McKenzie, Beloit, Brunswick dealers; the Morehouse-Martens Co., Columbus, and the Scheuer-Frankle Co., Sandusky, Victor dealers; C. S. Halborack, Cleveland; A. R. Fischer, Baltic, and J. E. Brown, Sebring, Brunswick dealers; Colonia Music Co., Okch record dealers.

ELUSIVE MUSE WOODED WITH MUSIC

Greenwich Villagers Resort to Talking Machine to Weave Magic Inspirational Spell

The sacred precincts of Greenwich Village, rendezvous for artists and bohemians in New York, have been invaded by the talking machine and to the melodious strains of classic compositions inspiration works overtime. The long-haired futurist artist scribbles a mighty brush; the hobbed-haired lady scribbles and the thin-faced poet gazes pensively into space as he argues with the muse, all to the strains of talking machine music.

Strange as it may seem, jazz has been marked taboo as an inspiration producer. One well-known poet in Washington Square reels off Chopin's nocturnes by the hour as he works; a bizarre colorist listens to Russian folk-songs as he splashes the canvas with a conglomeration of color and the writers worship at the shrine of opera for the elusive inspiration. They play by the hour during the day and night and the music never seems to lose its charm or power.

NEW JERSEY DEALERS MEET

The Victor Retailers of New Jersey held a meeting at the Robert Treat Hotel, Newark, N. J., on June 21. The meeting proper was preceded by a luncheon. The Association enjoyed the largest attendance in its history. It was a most interesting session and several matters of importance were discussed. A number of dealers were added to the association's membership.

Fritz Kreisler, the distinguished violinist and Victor artist, who scored such a sensational success in London last month, is going to spend a long vacation in Carlsbad and Vienna, where he will visit friends. His return to the United States is scheduled for late in the year.

Warbltone Record Renewer

Cleans and polishes old records and makes them sound and look like new.

Cleans the grooves and the general surface, removing dust, grit and foreign matter without the least injury to the sound grooves themselves.

This new invention gives new voice and renewed life to records and will positively clarify articulation.

One bottle will last indefinitely. Very simply applied.

Immensely valuable to dealers as well as to machine owners. "2 drops to a record."

If your jobber cannot supply you order direct. Price 50 cents per bottle retail. Liberal discounts.

WARBLTONE MUSIC CO.

225 Massachusetts Ave. INDIANAPOLIS, IND.

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 Pars* can be bought for less

RENE MADE SPRINGS AND PARTS ARE BETTER COST LESS

RENE MFG. CO.

Montvale, N. J.



BALTIMORE DEALERS OUTLINING THEIR PLANS FOR FALL

Summer Conditions Quiet, but Dealers Expect an Active Fall and Winter Trade—Planning Victrola Week—How Heinekamp Sells—Cohen & Hughes to Entertain Dealers—News of Month

BALTIMORE, Md., July 14.—With all the seaside resorts and city parks running full blast as a mecca for the young folks who dance and other attractions for the elder ones who don't, coupled with the fact of thousands of people being away on vacation, mid-Summer trade in Baltimore is dull, not only in the talking machine and music trade, but in all other lines of business. And the weather here has been hot. So hot that last month broke all records of the local weather bureau for continued hot weather. This also has had a tendency to make business dull as it kept numbers of purchasers off the streets and out of the shopping districts. But the dealers generally feel that this condition is general throughout the country in all big cities and are not looking for much improvement during the next six weeks. Indications are, however, that the Fall trade will be good and many dealers are now outlining their plans for the campaigns which they intend to launch during September.

The Victor Dealers' Association is planning a Victrola Week during the Fall and is making some extensive plans to carry it through. In the first place there will be an extensive billboard advertising campaign launched which will be on a co-operative basis and will have numbers of billboards throughout the city and vicinity 1 1/2 by 55 feet, featuring the Victrola and Victor records. The convention has adopted the slogan—"There is only one genuine Victrola—Look under the Lid."

Cohen & Hughes have discontinued their first showing of records on the first Wednesday of each month for the Summer and are arranging for a trip down the Chesapeake Bay one night shortly which will be in the nature of a demonstration of the Victrola and latest records. The trade generally will be the guests of the firm and as everyone in the business knows what this means a capacity crowd is anticipated. Manager Elmer Waltz has charge of the arrangements. Mr. Waltz, who said he was expecting a carload of the Victor portable machines very shortly, lets quite a unique sign displayed in his office. It reads: "There ain't No Hard Times Coming; It's Only the Soft Times Going."

The Columbia Graphophone Co. is now signing up dealers for two-arcade window displays, one featuring a dance scene and the other for children, just before bedtime. The company is booked up solidly for the rest of the month, August and September. The displays being put out are attracting considerable attention.

William Heinekamp, Jr. of William Heinekamp & Sons' music store on Eastern avenue, at the suggestion of Manager Parks, of the Columbia branch, shipped six machines down to the Eastern Shore and followed them down on the boat with the intention of renting a store and selling them. When he arrived he found a firemen's convention was being held and it was

impossible to get a store or accommodations of any kind suitable for displaying the machines.

Noticing that the railroad station was about the only place that afforded any chance he asked the agent if he had any objection to allowing him to set up the machines on the platform. Receiving permission to do so Heinekamp got busy and soon had the machines playing the latest jazz and other pieces, with the result that he sold all six machines without a bit of trouble and without costing him a cent for rent. Now he is contemplating trying the same thing in some other towns.

Hobbie Brothers, of Roanoke, Va., have put over one of the best advertising schemes at Mountain Park, just outside the city limits, and the rest of the dealers are wondering how they did it. The story, as told by one of the Columbia salesmen, is that Hobbie Brothers, by some arrangement with the Horace Oxley orchestra, which plays the dance music, displays a card on the orchestra platform giving the name of the dance pieces and stating that it can be bought at Hobbie Brothers and is one of the latest pieces out etc. This is the only advertisement that appears on the dance floor and it has brought considerable business.

M. F. Durham, salesman for the Southern Furniture Co., of Danville, Va., had a funny experience a couple of weeks ago while out with a truck selling Columbia machines. He stopped in one of the typical country stores and while there the "funny man" of the village, one of which is always found in every country store, said: "Say, friend, why don't you go up to —'s (mentioning the name of the closest man for miles around) and sell him a machine? He'll buy one." And the crowd chuckled. Durham paid no attention to this and went on his way. A little ways up the road his truck broke down and he was compelled to send to the town to get it fixed, which necessitated leaving the truck in the road all night. Not caring to leave the one machine which he had left in the truck he asked and received permission to leave it in a nearby farmhouse. Before he left he showed the farmer how to use the records and told him to enjoy himself and amuse the family by playing them while the machine was there. When he came back the family was so pleased with it that the upshot was that he sold the machine for \$85 cash and \$20 worth of records. And when he made out the bill of sale he discovered that it was the same party the would-be "funny man" at the store had told him to call on. When he went back to thank the man for his tip the laugh was on the other man.

Maxwell Levy, a Victor dealer of Norfolk, Va., was here a couple of days ago placing his order for the Fall trade.

William Birrus, of the Gilmor Furniture Co., Charlottesville, Va., Columbia agent, was also here the past week looking over the displays and new models.

When You Handle Nupoint Needles You Get Nothing But



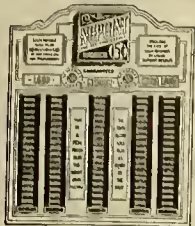
Quality

100 pkgs. to a Carton AND



PROFIT

Medium, Loud, Extra Loud



Order From Your Jobber

JOBBERS

Some jobbing territories still open. Write for samples and our proposition.

NUPPOINT MFG. CO.

1208 W. 59th Street

Chicago, Ill.

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., JULY 8, 1921.

FACTS are facts and no Western business man we ever heard of wants to make them out to be other than they are. Nor does any one on the Western staff of The Talking Machine World. So this paragraph is certainly not going to be a pan of praise or an ole of joy on the general state of business in the talking machine industry.

But at the same time facts are facts, and when one looks at some of the facts one finds it very hard indeed to discover what it is that the pessimists are weeping about. One thing is quite sure, that there are a great many merchants in this territory who are doing wonderful preparatory work this Summer for Fall and Winter business. In other columns of the Chicago department of The World the reader will find various notices of the opening of new stores, of redecoration on a most elaborate scale, of reconstructions of old rooms for the better accommodation of talking machine business, and other encouraging and interesting items of the sort. At the present moment three new installations of equipment, out of many others in process of completion in Chicago alone, represent an outlay of upwards of \$100,000. This does not look like any lack of faith in the future of the talking machine business. As a matter of fact there is no such lack anywhere. There has been, and to a great extent still is, something of a cessation of buying on the part of the general public; but this has been brought about by general economic conditions, not by any dislike for the talking machine itself. The buyers' strike has come about because values have been at sixes and sevens in many industries, so that the public had become suspicious as to all values. When the curve of high prices and over-extension generally had risen to intolerable heights, there was a natural sudden change. The people stopped buying, for they were disgusted—and, besides, they were afraid. Whatever may be the causes in respect of the great basic industries, the cause in the music industries has been what we state. This state of the public mind is overcome only slowly. But it is being overcome, and the merchants who see so far ahead are making the strongest preparations to be ready for the general resumption which they anticipate in the Fall. In this they are right. If any one still feels uncertain let him remember that when astute observers of the business barometer take the risks which so many Chicago merchants are now taking, by investing heavily in improved equipment, the best thing for the doubter is to go and do likewise.

"The Chicago Victor Wholesalers request the honor of your presence Friday, July 8th."

So ran the invitation which every member of the National Association of Talking Machine Jobbers, en route for the convention at Colorado Springs, received as he or she stopped off at the Great Central Market, alias Chicago. The invitation, signed R. S. V. P., was signed by L. C. Wiswell, in behalf

of the energetic wholesalers of our Chicago district aforesaid. And the entertainment which Mr. Wiswell, with his attendant satellites, ably backed up by the equally energetic Dan Creed with his myrmidons provided, was "some" entertainment, as the Western staff of The Talking Machine World can amply state. The details will be found elsewhere, but at this point it is enough to concentrate our attention on another aspect of the case. The nice thing about it all was the friendly co-operation between these big wholesalers. They are keen competitors with each other, yet all are animated by a single spirit of loyalty to the great Victor institution and have the wisdom to see that much more can be done by helping than by fighting among themselves. Such a spirit is not at all unusual in connection with the Victor Co., and we wish there were more of it throughout the trade. One thing is always certain: that there are business and prosperity enough for all, if each devotes his time and energies to playing his own game and not interfering with that of his neighbor. These Chicago Victor wholesalers, as the pages of every issue of The Talking Machine World amply show, are the keenest of competitors. Each works his own game as hard as it can be worked,

but when the general interests of the business of which they are all alike representatives are at stake the competition ceases then and there. All work together as one to protect the common interest and to defend the common cause. That is why the National Association of Talking Machine Jobbers found itself entertained en route by the associated Victor wholesalers of Chicago, with delectable results, which by this time are known to all.

We have always suspected that S. A. Ribolla is a financier turned, for fanciful purposes of his own, into a talking machine man, but who in some previous incarnation must have been a banker of Venice or a counselor of the Old Lady of Threadneedle Street. For the amount of knowledge which he seems to have, of matters financial, economic and industrial, in the broadest sense of those terms, is quite extraordinary. He appears to know, likewise, how to turn this special knowledge to account for the purposes of his own business, which, as The World hardly needs reminding, is that of governing the destinies of the General Phonograph Corp. of Illinois. Now the General Phonograph Corp. of Illinois is a hefty sort of institution which spreads Okelah records and other salable articles of the kind around a prosperous mid-West territory, and Mr. Ribolla is its presiding genius. When any members of the trade want to know what the farmers down-State are going to do they go to S. A. R. and find out. In other words, Mr. Ribolla is another way of writing S. O. S. When they want to know how business is likely to move during the next three or four months they hotfoot around to the corner of Jackson Boulevard and Plymouth Court and their curiosity is rapidly and accurately satisfied. When they are wondering about the credit situation, or the state of the industrial field, or the buying capacity of the people around these parts, they simply ask Ribolla. All of which shows that our friend knows his business thoroughly and not superficially. Which again lends point to the interesting fact that Mr. Ribolla views the present condition of things in this mid-Western field with sober optimism. He is neither discouraged nor excited. He sees things as they are. Especially he sees that the better merchants everywhere are by this time fully convinced that there is nothing wrong with the world and that the country is gradually but very surely liquidating. They know that as this liquidation continues and is brought to completion business will find its right level. That is why so many of them are preparing for the coming after-the-Summer trade.

It rested all night, but the periods of rest were not sufficiently lengthy to give anyone much time to take breath. The Edison

Caravan is not exactly, save in respect of the length of its journeys, to be compared with the line of rug and spice-laden camels which wind over the w.k. desert. This caravan travels swiftly in trains and when it gets to a caravanserai it starts things moving without delay. They then continue to move, do things, till the Caravan itself has to All-Aboard for another caravanserai. News columns of The Talking Machine World give the details for the interested reader, but as the Western editorial voice we rise to offer a few observations. In the first place, the Edisonian quality which principally strikes us with envy is enthusiasm. Edison jobbers and dealers are Edison fans, yes, even fanatics. The second observation is that if the meeting of the Caravan in New York came within a mile of the Chicago affair then we don't know enthusiasm when we see it. It is good to see a bunch of men (and women too) really one-minded and one-hearted on the subject of their great common interest. And the third of these random observations is that the playlet, "School for Salesmen," is really more than just good. When one sees the truth about liaison salesmanship put on the stage in the shape of a clever comedy—when, in short, one sees before one's own eyes the art itself being set forth instead of being merely talked about—then one is happy. Mr. Maxwell is to be congratulated. The Caravan members and their staffs are to be congratulated.

Facts
Are
Facts

Our
Admirable
Crichton

"For You
and Your
Party"

Where Our
Caravan
Has Rested

From our **CHICAGO HEADQUARTERS**
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 52

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., July 6.—Many dealers in this section are complaining that business is not what it should be. Others, again, are saying that business is good. Naturally one wonders what is the actual truth. After a careful survey of trade conditions in Chicago the representative of The Talking Machine World finds that dealers who are making complaints are comparing the business of this Summer with that of 1920 and 1919, whereas those who say that business is good are making their comparison with the years 1916, 1917 and 1918. For that reason we believe that the dealers' "good business" protagonists are right and the gloom dispensers are wrong. As everyone knows, from a business standpoint the turnover of 1919 and 1920 was abnormal, and for this reason it is unfair and unjust to compare this year with either of the two last past. We hear the complaint that the so-called "bad business" is due to the volume of unemployment, but from what we can discover of the local labor situation the amount of unemployment now is not much greater than it was normally for several years before the war. We asked one dealer how the unemployment situation affected his business, and his answer was that it didn't make much difference to him, because when he had a prospect that lost his job he merely set that prospect aside and went after the fellow who was still working. He added that he still had a very large and good prospect list with which to do business.

One striking feature of to-day's business is seen in the vigorous preparations being made by so many manufacturers and their dealers for the coming Fall campaign. There has never been a time when so much attention was being

paid to publicity. The big companies are using liberally newspapers, periodicals, poster service, etc., and have had copy prepared for big campaigns in advertising to be launched towards the end of the Summer. Another sign that business is now good, and will be better, is the number of new stores opening in this territory. Some of the largest investments for retail talking machine business that have ever been made have recently been closed, and these investments cover every section of the Chicago territory. One instance is related elsewhere in the columns of The Talking Machine World. A man who has conducted a retail jewelry business in Chicago, and was, in fact, one of the business pioneers of his district, has invested the neat little sum of \$100,000 for the establishment of a retail talking machine store. This is only one instance and we are in position to say that several other similar projects are under way, announcements of which will be made later.

So, everything taken into consideration, we can find no grounds for saying that business is bad. The men who are comparing this year's business with that of the ante-bellum days are in the right, and are due to make a clean-up. In fact, these very men welcome with delight any announcement put forth by their competitors that business is poor, as they look upon it as an invitation to increase their respective trade territories and add a new bunch of live prospects to their lists.

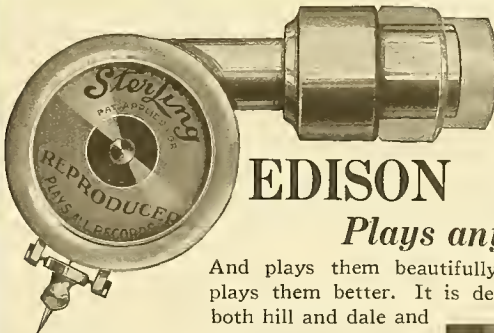
Lyon & Healy Effective Sales Promotion Plans
 The advertising department of Lyon & Healy knocked a home run about a year or more ago when they began sending out floor patterns of their apartment grand piano to their dealers.

The results obtained by the piano department through this clever little stunt were phenomenal and recently the advertising department decided to do the same thing for their Victor dealers. Accordingly, they have devised an advertising novelty along similar lines, in the shape of a Victrola wall pattern. This is ent to simulate a Victrola XVI from a single sheet of heavy paper. However, the Victrola wall pattern goes the apartment grand pattern one better. The latter was just a cut-out representing the piano from above, placed on the floor of the apartment to show how much space the little instrument would occupy in the room. In the Victrola cut-outs, however, the paper is lithographed to represent a true mahogany finish, together with key escutcheons, door handles, casters, etc. Dealers can send these out to their Victrola prospects, with the suggestion that they be fastened against the wall by means of thumb-tacks, which will show exactly how the Victrola will look in the music room.

In conjunction with the wall pattern there is a printed post-card bearing the following text matter: "Please send me, without obligation, a full-size wall pattern of a Victrola, beautifully lithographed in natural colors, so that I may see just how a genuine Victor Victrola will look in my home. Name, ——. Address, ——" From present indications this Victor stunt is going even better than the piano pattern did, though that was considered one of the greatest advertising stunts that ever happened.

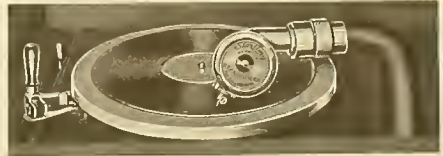
A Great Business Center

The world's busiest corner, State and Madison streets, Chicago, also has a reputation for the
 (Continued on page 133)



Send for sample and prices. Bulletin No. 9 sent upon request.

Sterling Reproducer
 with
EDISON ATTACHMENT
Plays any and all Records
 And plays them beautifully. It not only plays them all, but it plays them better. It is designed for giving perfect rendition of both hill and dale and lateral cut records. Famous for its clear, flexible, non-metallic tone. Supplied also with Victor or Columbia attachments.

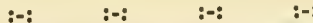


In position when playing Victor Record

Sterling Devices Company

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with non-set automatic stop and the Sterling No. 41 Non-tapering Tone Arm

534 Lake Shore Drive



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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

high price of real estate. It is said that the real estate on that corner runs up to some thousands of dollars per front foot. On the southwest corner of this intersection is located the establishment of Buck & Rayner, one of Chicago's largest drug companies. This very same drug company happens to be one of the biggest boosters for Okch records in Chicago.

Because of the extraordinary "buzzy-ness" of the corner, plus the high price of real estate, the Buck & Rayner display windows are much sought after by the jobbers and manufacturers with whom they do business. In fact, there has always been keen rivalry by all the companies for display space in the Buck & Rayner windows. The choice location is that part of the window which faces both Madison and State streets, and in here for the past few weeks there has been on display an especially prepared showcase containing all of the Okch record hits. The showcase, which is a sort of a wall hanger, measures 36 inches wide by 60 inches high by 4 inches deep, and at the rate real estate is selling at that corner it is estimated that the space value of this wall case is upwards of a quarter of a million dollars. The Buck & Rayner account is looked after by the Consolidated Talking Machine Co., jobbers of Okch records.

Open Many New Accounts

There is keen rivalry among the boys of the Columbia sales forces, who are trying hard to put their office at the head of all the Columbia branches. In the past week they have opened half a dozen new accounts, all of which will handle Columbia goods exclusively. Among those who have recently taken on Columbia agencies in Chicago is the branch of the Walgreen Drug Co. at 4648 South Ashland avenue. This is one of the largest drug concerns in the city, and operates a chain of more than twenty stores. Some time ago this company opened a small Columbia department in the branch store at Thirty-fifth and Cottage Grove avenue, which was so successful that it had to be enlarged, and it has proved to be one of the best selling marts for Columbia goods on the South Side.

Another Chicago store handling Columbia goods exclusively is that of E. J. Newman, 4339 Elston avenue. This new concern is engaged in fitting up its store very sumptuously, and hopes to formally open its doors to the public within a short time.

Norman Smith Back at Desk

Norman Smith, assistant manager of the Columbia Graphophone Co.'s local office, has just returned from a three weeks' vacation, which he spent with his folks in New York State. During his Eastern visit he visited the New York office and some of the Eastern branches. Before leaving on this trip he had been calling on dealers in the Green Bay country of Wisconsin.

Moves Headquarters

The All-In-One Phonograph Corp. has moved its headquarters from Room 808, Isabella Building, to Rooms 706-7. This concern is under the management of T. J. Cullen, who was recently appointed Western sales representative of the New York Album Co., manufacturers of the Nyacco album. This company was recently taken over by Mr. Cullen and F. A. Rohler.

Open New Foreign Record Accounts

L. Sebok, manager of the foreign record department of the Chicago branch of the Columbia Co., has just returned from a trip through Wisconsin, where he opened several new Columbia foreign record accounts. Mr. Sebok said that the nineteen new German records recently released by the Columbia Co. have received a hearty welcome from his dealers.

Oro-Tone News Developments

William Tures, secretary of the Oro-Tone Co., has just returned from a vacation, of which he spent the first two weeks in southern Illinois and the other two weeks at Devil's Lake, Wis. He was accompanied on the trip by Mrs. Tures. Lewis Scottford, son of L. K. Scottford, president of the Oro-Tone Co., is now connected with the Oro-Tone Co. as assistant manager.

The Oro-Tone Co. has just come out with a

new large-size, thin-model reproducer, which has been named No. 01. This new model is of an extra load tone and is so constructed that the stylus bar is interchangeable. In fact, it can be supplied either on the inside or outside of the diaphragm as desired. Besides this distinctive feature it has a new guard on the bottom of the sound box proper which prevents the stylus bar from being bumped while being manipulated above the record. This is also furnished on their No. LS box.

Cozy Shop's New Owner

The Cozy Music Shop at Sixty-third and Stewart avenue is now being conducted by Edward Olsen, who recently took over this business. This store handles Columbia graphophones and records and was recently equipped with four new booths. It is the intention of Proprietor

Olsen to start a house-to-house canvass in his neighborhood beginning about the first week of the present month.

New Aeolian Dealer

The Schmidt Mfg. Co., retail phonograph dealers, at Sixty-third and Stewart, has been appointed representative for the Aeolian records and Sonora talking machines. This company started in business several years ago to manufacture its own machines, and has recently taken on the Sonora and Aeolian lines and is making great preparations for the extension of its business. The store is now equipped with several new up-to-date Unico booths. The company has just opened another new store at Sixty-ninth and Westworth avenue. For delivery the company has purchased a Ford truck, which at present

(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, \$1.50. Highest Grade Gold Plated, \$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, \$1.50. Highest Grade Gold Plated, \$3.50.



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, \$1.50. Highest Grade Gold Plated, \$3.50.



SEND FOR

Copy of the "Oro-Tone" illustrating the Complete Oro-Tone Line

The Oro-Tone Co.

MADE IN U.S.A.

1000 to 1010 GEORGE STREET
CHICAGO, ILLS.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 133)

is handling the work of both stores, but it is expected that before the year is out an individual truck will be needed for each of the stores.

New Incorporation

The Leader Furniture & Phonograph Co., whose headquarters are at 2510 West Harrison street, Chicago, has just been incorporated with a capital of \$20,000. This new company will manufacture and deal in phonographs, furniture, picture frames, etc. The incorporators are Alexander Friedman, Aaron Friedman and Samuel Friedman.

New Record Boosting Plan

A novel idea that will increase record sales has recently been put into commission by J. L. Clayton, who conducts the Englewood Talking Machine Shop—which, by the way, is the oldest one in that section of the city. Mr. Clayton had his store equipped with a number of demonstration booths of the ordinary size, but when the slump in business came along he decided that it was not going to affect him to any great extent and, therefore, set about thinking how he could increase his business rather than let it die. He therefore hit upon the following plan, which, when put into operation, turned the desired trick for him and brought him many new customers from all parts of the city.

His plan was to increase the size of his booths, which he found on measuring were 5 by 6 feet. He therefore had some of the walls torn out and at present he has only six booths, but the dimensions of them are 10 by 12 feet, which, by the way, is practically the size of an ordinary living room. After tearing down some of the walls he had new flooring put in the booths and waxed. When this was done he let his trade know that they were welcome to come in and do a little toddling to the tune of the latest releases. The rooms were also equipped with a new ventilating system and air cooled, and they make an ideal place for the young folks of the neighborhood to come in and do a little of the latest steps. It was not long before he practically cornered the best part of the record business in Englewood, and the reputation of his store has traveled to all parts of the city.

"Let There Be Light"

The corner of Adams and Wabash is now one of the lightest spots in Piame Row. There recently opened on this corner a new big movie house, and its lights made that side of the street too bright to suit the management of the Central Piano Co., Columbia dealers, so they got busy and had erected over their store front a big vertical electric sign which measures 13½ by 4½ feet. This sign is of the flash type with changeable letters, and is now used for the purpose of heralding all of the latest Columbia hits. It is also the first sign that was ever erected on Adams street.

Goes After Business and Gets It

A new way to get business was recently put into effect by the Symphony Music Shop, whose headquarters are at 1020 Wilson avenue. This

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

company has long ago won the reputation of being the best Columbia account on the North Side, and recently C. B. Corder, the owner, decided that there was still more business to be had, and therefore made plans to go out and get it.

Accordingly he had built five auto trucks which are veritable music stores on wheels. Each of the trucks carries a full complement of Columbia goods, including several types of machines, a full complement of records, repair parts, needles, oils, albums, etc., and is then sent out over the country. These machines are sent out over different routes, and at present they are covering northern Michigan, Wisconsin, Illinois and Indiana. Each truck has a crew of several University of Chicago students, who have been recruited from that university by Manager S. R. Leuberg. These students receive a thorough training at the hands of Mr. Leuberg before he sends them out, in a thorough knowledge of the Columbia products, both mechanical and musical. The trucks are hitting the small towns, villages and hamlets on the way, especially those which are known as Summer resorts. An auxiliary truck is sent after them at certain intervals for the purpose of replenishing their stocks. One of the features of the store on wheels is that on the sides of the truck are built record racks, which have a capacity of several thousand records.

This is one of the best ideas that has hit the talking machine business for some time, and,

judging from the reports the boys are sending back to headquarters, will be one of the most successful ventures ever put forth by a talking machine man.

Crystal Palace Opens

One of the biggest recent events in the talking machine trade of the northwest was the grand opening of the Crystal Palace of Music on July 4. This is a new Victor store, located at 2634 West North avenue, owned by Dr. Joseph Chubch and William Kay. It is located directly across the street from the Crystal Palace, the biggest movie house in that section of town and, like it, is handsomely decorated and fitted up with numerous mirrors on crystal chandeliers. The new shop contains eight record demonstration booths, each six by nine feet, and two machine booths, each nine by twelve feet. This new account was closed for the Wurlitzer Co. by Hans Schoessling. The interior decorations alone of this new talking machine shop cost \$25,000.

Receiver for Chicago Firm

The Central Trust Co. has been appointed receiver for the Venetian Phonograph Co., against which a petition in bankruptcy was filed in June by Frank McKey. The firm, which had its headquarters at 684 Milwaukee avenue, Chicago, was composed of Walter E. Neumann and Paul Hoffman.

Wind Up Nightingale Co. Affairs

The Central Trust Co. of Illinois, trustee in the matter of the Nightingale Mfg. Co., this

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)

city, bankrupt, filed its final report and accounting on June 14, showing a balance on hand of \$7,180.67. The closing meeting of the creditors of the concern was held on July 8 to consider the report, pass upon claims for expenses and attorneys' fees, totaling about \$2,500, and declare a second and final dividend.

Brunswick Opens Chicago Recording Laboratory

The Brunswick-Balke-Collender Co. after months of preliminary preparation, has opened an experimental laboratory and recording room on the sixth floor of its Chicago headquarters. The object of this laboratory is to record the work of Isham Jones and other Western talent, as well as for experimental and research work, pertaining to recording, methods of amplification and improvements in sound reproducing and recording apparatus.

This is the first time that a permanent laboratory of this kind has been established in Chicago. Heretofore any recording laboratory in Chicago was but a temporary affair. This laboratory is under the supervision of technical experts, several of whom did acoustic work for the Government during the war, and it is the big idea of these gentlemen to further and work out every conceivable idea pertaining to reproduction and recording. The recording room proper is especially designed and fitted up with apparatus to kill all echoes and extraneous sounds.

The Magnavox in Action

The Chicago Herald and Examiner gave a big party over in Grant Park Saturday afternoon, when the news of the big Dempsey-Carpentier fight, which came over the wires, was released to the throngs by means of the Magnavox. Several of these instruments were installed in the big open-air amphitheatre which was erected especially by the Examiner for its fight patrons. These instruments were installed by the Telephone Maintenance Co. of Chicago, local representatives of the Magnavox Co. of Oakland, Cal. In spite of the terrific howls emitted by the mob, the Magnavox did its work wonderfully well.

Chicago T. M. Co. Renews Lake-front Lease

The Chicago Talking Machine Co., whose headquarters are at 14 North Michigan avenue, has just renewed its lease for eight years. This concern moved to its present headquarters in 1913, when few people in Chicago dreamed that Michigan avenue would grow to the business proportions of to-day. In fact, it was not until a few years ago that any consideration was given to the project of making Michigan avenue a connecting link between the north and south sides.

To-day, however, since the installation of the big deck jack-knife bridge and the widening of Michigan avenue, the north and south sides have been brought closer together, and the traffic now crossing the Michigan avenue bridge is estimated to be more than 50 per cent greater than the daily load of London bridge, which has always been famed for its heavy traffic.

Within the last few months Michigan avenue has witnessed the opening of more wholesale offices than has any other thoroughfare in the loop district in Chicago, and its possibilities as a commercial center have increased a thousandfold. For this reason alone the Chicago Talking Machine Co. is to be congratulated, both for its farsightedness in establishing its headquarters in this thoroughfare at such an early date and also for insuring its location for a number of years to come.

Columbia Artists Go East

The Louisiana Five, who have been entertaining Chicagoans at the Winter Gardens all Winter, left last week for New York City, where they will fill an engagement lasting during the Fall at one of the local dance halls. While en route these Columbia recorders stopped off for a night at Fort Wayne, where they played at the Elks Club in that city.

Prices Applied to Needles Only

Through an error in the set-up of the advertisement of the Energy Phonograph & Supply Co., that appeared in the June issue of The (Continued on page 137)



KAMP-O-PHONE PROVES FAST SUMMER SELLER

Rich Tone—Fine Motor—Generous Discounts

We believe this to be the first real outing phonograph to combine superior tone quality with low price. Every camper, auto tourist, canoeist, motor boat enthusiast, picnicker, summer cottager, is a ready prospect for the Kamp-O-Phone. A strong national advertising campaign is appearing in the July magazines. Read the detailed description below.

DETAILED DESCRIPTION

Carries like a suitcase—hardly 20 lbs.—size 8 in. by 15 in. by 13 in. Plays any disc record. Will hold six 10-in. records inside of top. Finished in waxed mahogany with dull brass fittings outside and nickel-plated 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. 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. Satisfaction or money back.



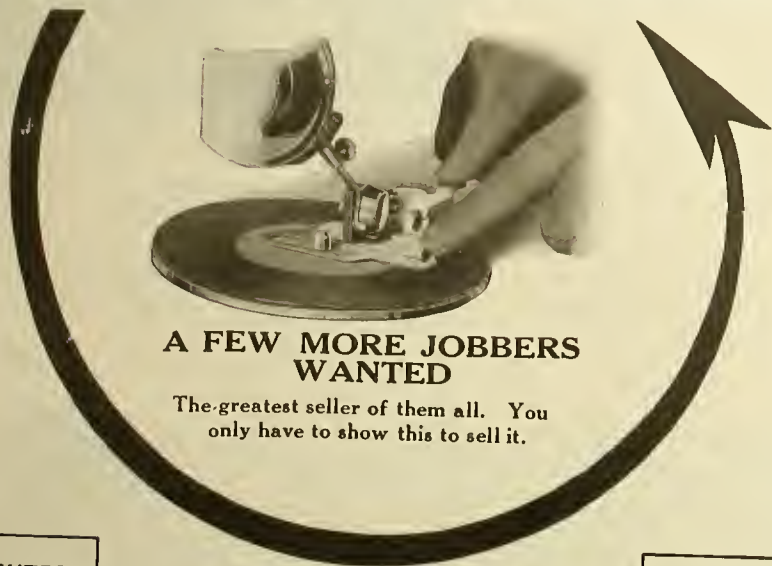
KAMP-O-PHONE
THE JOY OF THE OUTING

Merchandise Distributors Co., 221 W. Randolph St., Chicago, Ill.

Lidseen FIBRE NEEDLE CUTTER

Sharpens the Needle
Without Removing It
From the Tone Arm

SHARPENS WITH A ROTARY MOVEMENT



**A FEW MORE JOBBERS
WANTED**

The greatest seller of them all. You
only have to show this to sell it.

THIS CUTTER
IS
MECHANICALLY
PERFECT

LIDSEEN
832-840 SO. CENTRAL AVE.
CHICAGO

THE
FIBRE NEEDLE
CORRECTLY
POINTED

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 135)

World, retail prices were quoted for the Stewart phonograph which were intended to apply to Nupoint needles. The Energy Phonograph & Supply Co. is selling Stewart phonographs at the recognized trade prices, and the special offers mentioned in its advertisement were intended for Nupoint needles exclusively.

New Victor Account in Chicago

July 16 will herald the formal opening of Holland's Music Shop, at 6351 to 6353 South Halsted street, this city. The new shop measures 36 by 110 feet, and is being handsomely fitted up in ivory and mahogany trimmings. The new place of business will handle Victor goods exclusively, and is being equipped with twelve demonstration booths, ten of which will be six by nine feet, and the other two nine by twelve feet. These booths are to be absolutely sound-proof, and equipped with the most up-to-date air-cooling ventilation system.

M. Z. Holland, the proprietor, is one of Englewood's pioneer merchants, and for many years has conducted an elaborate jewelry shop at Sixty-second and Halsted streets. Mr. Holland has invested upwards of \$100,000 in the new shop, which makes this the biggest project of its kind ever attempted on the South Side. The Holland department was secured by the Victor jobbing department of the K. Wuritzer Co. Much credit is especially due to L. E. Noble, manager of Wuritzer's retail department, who did much to bring the deal about. The manager of this new store is no other than our old friend Hogle, who for some time has been conducting the Morling Music Shop at Fifty-first street and Prairie avenue.

Boosting the Pageant

Conley's Phonograph Shop, at 714 West Sixty-third street, which handles Brunswick talking machines and records exclusively, is busily engaged these days in making preparations to boost the Chicago Pageant of Progress, which will be pulled off from July 30 to August 14, on the great Municipal Pier. The Englewood Business Men's Association recently put on an advertising campaign to boost the Pageant. The campaign includes a contest for the most popular girl in Englewood, who, with other most popular girls from the various sections of the city, will compete for the crown and title of Queen of the Pageant.

Conley's Phonograph Shop fits in the story because the folks there put forward the scheme which was adopted by the Business Men's Association for handling the voting by which the popular young lady will be selected. The stunt they suggested is for each merchant to give a ballot paper for every ten cents spent in his place of business. The voter may there gaze at the photographs of the twenty entrants, conspicuously displayed in each store, and cast his or her vote according to desire. This little idea is from the fertile brain of E. E. Carlson, who manages the Conley shop.

Another little idea of Mr. Carlson's which is bringing in a great many customers is the installation of a Magnavox, whose voice directs by means of the latest Brunswick records vast throngs which gather nightly across the street to attend Englewood's biggest moving-picture house, the Stratford. Mr. Carlson reports that since the installation of this Magnavox he has greatly increased his business.

New Jewel Tone Arm

The Jewel Phonoparts Co. has just completed the new Edison attachment which is said to overcome any objectionable features that have heretofore been embodied in similar attachments. The Jewel experts have been working on this new device for the last five months and are just ready to announce it to the trade. A new feature is that the device is controlled entirely by the raising and lowering lever of the Edison phonograph. When it has once been inserted in place of the Edison reproducer it need not be touched again except for the purpose of inserting needles. It is automatic in operation. The reproducer may be turned up to receive the needle, and when playing lateral records a minimum weight bears



Superior Universal Reproducer for the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepared to Order, \$4.75 Nickel—\$6.25 Gold
Retail Prices, \$7.50 Nickel—\$10.00 Gold
Quantity Prices on Application



Superior Specialists for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

on the needle point. The Jewel people say that this new device represents the fruit of many valuable suggestions tendered them by men prominent in the Edison organization, as well as by jobbers and dealers.

The Jewel Co. has just gotten out an attractive little six-page pamphlet carrying their No. 2 tone arm and reproducer, equipped with a Jewel mute. One of the features of this tone arm is the mute, by means of which the tone can be controlled in volume independent of needle changes or amplifier.

O Joy!

James F. Bowers, chairman of the Board of Directors of Lyon & Healy, has left Chicago for Asbury Park, N. J., where he and Mrs. Bowers will spend the Summer. One of the things that was bothering Mr. Bowers the day before he left Chicago was that he was fearful that some unseen power might cause him to stop off at Jersey City long enough to witness the calisthenic demonstration between an Irish and French professor, scheduled to take place on July 2.

New Company Takes Over Lampgraph

The Burns-Pollock Electrical Mfg. Co., of East Chicago and Indiana Harbor, have just filed articles of incorporation, calling for a capital stock of \$1,000,000. This company has taken over the interests of the old Lampgraph Co., of St. Louis,

and will manufacture the Lampgraph, which will be known in future as the Aladdin phonograph—a combination of electric lamp and "talker."

The incorporators are: J. G. R. O'Hara, Anthony J. Burns and Thomas Pollock, all of Lake County, Indiana. Preparations are now well under way for extensive production of this combination lamp and talking machine, and the company expects in a short time to be able to offer this instrument once more to the trade. It is understood that many new devices have been added to it, which will make it one of the most perfect of its kind.

New Brunswick Shop

The Brunswick-Balke-Golletter Co. added another classy shop to its already large Chicago family when the Chatham Brunswick Shop formally opened its doors to the public on June 25. The new place is located at Seventy-fifth street and Cottage Grove avenue, and is conducted by the Rosenberg Bros. Brunswick machines and records are handled exclusively in the new shop, which is one of the largest in that section of the city. There are five demonstration booths, air-cooled and ventilated, and these booths, together with the entire store, are handsomely fitted up with luxurious furniture, which artistically matches the French-gray finish of the

(Continued on page 138)

A NEW FLETCHER PRODUCT

Fletcher
REG. TRADE MARK

Reproducer and Connection
for
NEW EDISON
Plays all Records

FLETCHER-WICKES CO.
6 EAST LAKE STREET, CHICAGO, ILL.

Dealers, Send for Prices and Terms

Repair Parts

For All and Every Motor
That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE
LAWS OF ILLINOIS

Consolidated Talking Machine Co.

RECORDED BY
Reynolds Talking Machine Co.
Columbia Talking Machine Co.
His Master's Talking Machine Co.
The Vocalion Co.
Gramophone Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Grand Ave., Detroit, Mich.



TRADE MARK
"CONSOLA"
CLEVE FRIDMAN
ENGINEER

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

wall and trimmings. A similar account was opened by Brunswick recently, when the Hyde Park Brunswick Shop formally threw open its doors to the public at Fifty first street and Prairie avenue, Chicago. This store has an ideal location, near the Fifty-first street entrance of Washington Park, which is the scene of many open-air band concerts, given by the South Park Commissioners during the Summer months. The reputation of these concerts has gone far and wide. The location of the new store at the entrance of the park, which is served by the Indiana car line and Fifty first street station on the South Side elevated, offers a splendid opportunity to its owners to attract numerous sales for records on band nights.

Brumswick Artist Successful

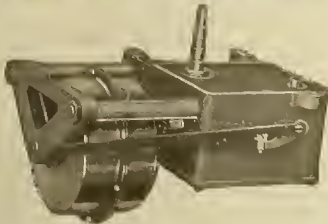
Mario Chamlee, who has the reputation of being one of the country's greatest tenors, as well as one of the Brunswick Co.'s leading stars, gained a great reputation for himself with Chi-

cago audiences recently, when he appeared as Edgardo in "L'aria di Lammormoor" at Ravinia Park on the evening of June 30. His success was so great that he was encored and requested to appear the following night. A small ovation greeted him on the evening of July 2, when he appeared as the Duke in "Rigoletto." One of the striking features of this clever tenor is that he is a native of this country, having come from Los Angeles.

Bubble Books Go Big

The Bubble Books make one of the best sellers for the Summer months, according to E. A. Fearn, of the Consolidated Talking Machine Co. They go far better lately in the smaller cities than heretofore, and the business coming from this source now far outshines that of the metropolitan cities. One noticeable point about the Bubble books is that, although they were originally conceived as a Christmas article, they have

Price Reductions on Enclosed Motors



We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

REMEMBER

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

United Manufacturing and Distributing Company
536 Lake Shore Drive
CHICAGO

become standard sellers, and are one of the best repeat articles that have ever happened. Another noticeable thing is that most of this business is coming through department stores. According to Mr. Fearn's contention, the regular talking machine dealer had better look out and get busy, as he is letting a good thing slip by, which the department store men are just casing up.

New Pennsylvania Distributors

The National Phonograph Co., of Pittsburgh, Pa., has just been appointed Pennsylvania distributor for the Huthches Pick-Up Needle Cup. This clever little device has met with phenomenal success. By means of a little lever a magnetized pick-up device is swung over the needle cup, and when it is swung back the needle comes with it. By this ingenious device the needles are kept away from contact with thumbs and fingers, and the owner of the talking machine, in going after the needle, does not have his fingers pricked, as is generally the case.

Opera at Ravinia

Charles Haekelt, Ricardo Straccari and Florence Macbeth, exclusive Columbia Symphony artists, are the featured singers at Ravinia Park this year. The season for the park began June 25, and is now well under way. In the opening opera, "The Barber of Seville," all of the leading parts were held by Columbia stars. In this opera also another Columbia artist, Leon Rother, appeared with the aforementioned three, and his presence has been a great boost to Summer symphony record business in and about Chicago. Columbia dealers in this locality are attending in great numbers.

Plans of Illinois Musical Supply Co.

There was recently organized in this city a new company, known as the Illinois Musical Supply Co., and which will hold forth at Fifty-ninth street and Racine avenue. The purpose of this company is to eliminate for the dealer all overhead costs, whereby he is enabled to make a closer price on all merchandise. The merchandise consists of mandolins, ukuleles, violins, banjos, record accessories, attachments, needle cutters, needles, etc., etc. One of the features of this new company's guarantee to merchants is that if the prices on any goods listed in the catalog should decline between the date of issue and the time of order dealers will receive the benefit of the reduction.

Lyon & Healy's Attractive Window

When it comes to attractive windows in Chicago it is hard to beat Lyon & Healy. In the parlance of the street, "They're th' berries." Every time the Lyon & Healy experts decorate a window they do it up in a style that keeps the tongues a-buzzin' all along the street. Their latest masterpiece is a Victor window, portraying the exterior of a Summer home. The front porch is covered with a grape vine trellis. In the foreground is a Victor XIV model and in front of this the figure of a woman sitting in a rocking chair. A little off to one side is the figure of a little girl sitting in a swing which, by suitable apparatus concealed above, is caused to oscillate constantly. The floor is carpeted with a grass mat. The edges of the porch are decorated with morning glories and rose bushes.

A Window Full of Ideas

One of the windows in Wurlitzer's Wabash avenue store is just loaded with good advice for the Summer tourist who contemplates cruising about Lake Michigan and its inland ports dur-



**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. J. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

ing the Summer vacation season. This window is attractively got up to represent the end of an old dock. Resting on some of the tiling of this dock are some of the sample Victor table model machines, as well as one of their new portable instruments. In the background is to be seen a representation of the lake with a sport cruiser in silhouette. On the back of this are some cartoon cutout figures dancing and singing about the cutout figure of a Table Model Victor. The sound advice comes in by means of two signs placed on the crest of the waves, which read as follows: "Take the whole Victor crew along with you." "You will not have a seasick artist in the party."

Take on Granby Agency

News has just been given out by E. A. Fearn, of the Consolidated Talking Machine Co., that his company has been appointed representative of the Granby Phonograph Corp. for the States of Illinois, Michigan and Southern Wisconsin. In connection with the Chicago headquarters the Granby will be handled from the Detroit branch. Great plans are now well under way at headquarters here and at the Detroit branch for the purpose of putting in Granby accounts in every available place through the territory assigned to the Consolidated Co.

The first Granby shipments have reached Chicago, and Mr. Fearn immediately put them on demonstration at headquarters. During the first few days they were on exhibition here was successful in closing several nice deals for these instruments. The Granby deal was closed by E. L. Ginsburg, assistant sales manager of that company, who spent several weeks in and about Chicago looking after the trade.

Both Messrs. Fearn and Ginsburg are to be congratulated on closing this deal, which brings one of the best-known of the newer makes of talking machines in contact with one of the liveliest jobbing houses in Chicago.

F. D. Hall Returns from Europe

F. D. Hall, president of the Hall Mfg. Co., returned on July 5 from an extended tour through

Japan, the Philippine Islands and the Malay Archipelago, where he went in quest of some best-quality bamboo. Mr. Hall was very fortunate in acquiring a great quantity of the best bamboo fiber ever produced, and also was able to make some very good contracts, which will assure a constant supply of this material to be used in the manufacture of the Hall fiber needle. Some men in the trade have an idea that the material used in the fiber needle is ordinary bamboo, but in this, according to Mr. Hall, they are greatly mistaken. Only certain grades of bamboo can be utilized, for only a special kind of a fiber can withstand the vibrations sent up by the sound grooves of the record. Mr. Hall was accompanied by Mrs. Hall. The two arrived at Vancouver on the 19th of June, and from there took a trip down the Pacific Coast, where they rested a few weeks before continuing the trip to Chicago.

Among the Vacationists

Lester Earl Noble, manager of the Wurlitzer retail Victrola department on Wabash avenue, has returned from a two weeks' vacation, which he spent visiting his folk at Edgerton, Wis.

Hans Schoessling, manager of the Wurlitzer wholesale Victrola branch in Chicago, has just returned from a two weeks' vacation spent in Michigan with his family.

Ashland Talking Machine Shop Opens

The Ashland Talking Machine Shop, owned by George Glick, held a grand opening the latter part of June at 6249 South Ashland avenue. The opening was attended by one of the largest neighborhood gatherings ever congregated in that locality and many beautiful souvenirs, including the small Victor dogs, were given out. This is an exclusive Victor shop. This new shop is an account of Lyon & Healy and the opening was attended by L. C. Wiswell, manager, and his assistant, W. P. Rache.

Justin Bros. Fall in Line

Another Victor account opened recently by Lyon & Healy is Justin Bros., at 5249 West Twenty-fifth street, Cicero, Ill. This business



FILING CABINETS

of the Art Model Console Type especially adaptable for Victor IX's.



Our line of Talking Machines covers your trade from

PARLOR to PICNIC

whether you are in the market for Console Art Models, Upright Cabinets (all sizes), Table Machines, or the

KAMOPHONE

(of which we are the sole manufacturers).

Write us today, if quality and price interest you.

Illinois Phonograph Co.
400-412 W. Erie St., Chicago, Ill.

Cash In Now!

Music When You Want It Anywhere! Any Time!
Boating, Camping, Canoeing
Nursery, House Party
Week-End Trips, Summer Home



Retail Price, \$15.00
Dealers' Prices, Each

2-5	\$11.00
6-12	10.50
13-24	10.00
25-50	9.50

Leather Carrying Case, \$8.00 extra.

The New Improved Stewart Portable Phonograph is the best seller in the field. The demand during the next two months will be greater than ever. Are you prepared to supply this demand?

The New Improved Stewart is an ideal phonograph for everybody. It holds twelve records—plays all makes. Pure, sweet resonant tone—quality unsurpassed.

Compact, neat and light in weight. Easily carried anywhere—from room to room—to the lawn. For the summer cottage, boat or canoe, it's just what everybody wants.

Equipped with powerful, smooth-running precision-made motor. Beautiful mahogany finish with nickel trimmings. Special gold finish, extra.

The Stewart is guaranteed against imperfections in workmanship and defects in material for a period of one year from date of purchase.

Our Phonograph Surgery Department has a record of more successful operations than were performed in all medical institutions in America. From Dead to Wide-Awake in twenty-four hours. This is our absolute guarantee.

Write us today.

ENERGY PHONOGRAPH & SUPPLY CO.

THE WHOLESALE MUSIC CENTER
PHONOGRAPH PARTS, MOTORS, TONE ARMS, PHONOGRAPH RECORDS AND ACCESSORIES
28 AND 30 WEST LAKE STREET, CHICAGO, ILLINOIS

was formerly contained in a single store room, but since taking on the Victor account Justin Bros. have opened the adjoining store and thrown the two together in a most effective manner. There are in all eighteen demonstration booths. Justin Bros. are considered by many to be the most progressive talking machine dealers in any outlying district of Chicago. They have three delivery trucks in constant operation.

When the new store was opened the people of the neighborhood were entertained by both orchestral and vocal talent, and it is estimated that five thousand people were present on this interesting occasion, all of whom were most enthusiastic and complimentary.

Welcome Home!

Griffith P. Ellis, sales manager and secretary of the Chicago Talking Machine Co., returned to Chicago on the first of the month from the University of Pennsylvania Hospital at West Philadelphia, where he had been undergoing treatment. As evidenced by his general appear-

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FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

ance, Mr. Ellis must have been in the hands of some very clever surgeons, and upon his arrival in Chicago he received a warm welcome from his many trade friends, who were agreeably surprised regarding his present condition.

Heads Wholesale Records

Robert M. Noble, formerly connected with the retail department of the W. W. Kimball Co. in its downtown showrooms, has become manager of the wholesale talking machine record department of this concern. The appointment came a couple of weeks ago and Mr. Noble is now in full charge of this branch of the W. W. Kimball Co.'s business.

Second World Co. Dividend

The creditors of the World Phonograph Co. in Chicago were advised recently that a second dividend had been declared by Sulzby T. Eastman, referee in bankruptcy. The dividend was officially declared yesterday, July 14, payable within ten days at the offices of the Central Trust Co. of Illinois, trustee, Chicago, Ill.

W. H. Wade to Coast

W. H. Wade, proprietor of the Wade Talking Machine Shop, left on the 9th of the month for San Francisco, where he went to make arrangements for the Imperial Council session, which will be held by the Shriners there June 13-15, 1922. At that time it is expected that Mr. Wade will be Potentate of Melinah Temple, Chicago, and will lead the caravan of 700 Shriners from Chicago to Frisco. Melinah Temple, by the way, is the largest single organization in the world under one presiding officer, and boasts of a membership of 21,000.

While in Frisco Mr. Wade will make arrangements and sign contracts to take care of the membership, such as bonds and patrols, etc., that will go as delegates from Chicago. After these arrangements have been made Mr. Wade will go down the Coast to Los Angeles for a two weeks' vacation, and will be back in Chicago in time for the opening of Chicago's big Pageant of Progress.

A Magnificent Store

There seems to be a contest now between all Victor dealers in Chicago as to who shall be considered King Boy in having beautiful stores. At the moment of going to press we remain of the opinion that the laurels rest on H. F. Schilder, proprietor of the Lawrence Avenue Cathedral of Music. The grand opening of this new Victor store takes place on the 16th of July at Kimball and Lawrence avenues, but it is the store, not the business, which is new. Mr. Schilder has

Melody Portable Phonograph

Equipped With

Double Spring Motor

Blood Tone Arm and Reproducer
Removable Tone Arm and Winding Key

Durably Constructed, Manganese 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. Weighs only 18 pounds.

PROMPT DELIVERY
Here's a Winner for You!

Write for Sample and Terms Today.

MELODY NATIONAL SALES CO. - - - - - 190 N. State Street, Chicago, Ill.



been for some years at 3307 Lawrence avenue and his account is handled by the Chicago Talking Machine Co. The decorations for the interior of this new shop are the most gorgeous yet attempted by a talking machine man in this city. The ceilings are done in ivory and the walls of old rose. The woodwork is of silver-gilded green oak and the window trimmings of solid walnut. The color scheme of the drapes throughout the entire establishment is in perfect harmony with the rest of the decorations. There are, in all, sixteen built-in demonstration booths, as well as a twenty-five foot record counter, with a capacity of 3,000 records. The display windows cover a frontage of 111 feet and in them Victor products will have exclusive representation.

"The Cheney Resonator"

The Cheney Resonator is the title of a new house organ that has just been brought out by the Cheney Talking Machine Co. This new organ is built on the regulation newspaper size of four pages, and contains much valuable data relative to sales plans, advertising helps, etc., from the Cheney Co. to its dealers. The little paper is exceptionally clever and shortly after it was sent out to the trade, on the 9th of July, the Cheney Co. received many congratulatory letters from its dealers commenting upon it.

W. E. Barr, sales manager of the Cheney Talking Machine Co., has just returned from a two weeks' vacation. Where he went and what he did seems to be a big secret with him, but

from the deep coat of tan, plus the fish hook scratches on his fingers, we are inclined to believe that he was some place up in either Wisconsin or Michigan, raising Cain with the fish.

Cheney Exhibit

Both C. E. Saunders and W. McMahon, of the Cheney sales forces, who were in charge of the Cheney exhibit in Grand Rapids during the semi-annual furniture exhibit, report to headquarters in Chicago that this season's show is the biggest thing that ever happened and that a greater number of callers were registered at the Cheney exhibit than ever before.

How the Model Shop Helps

The Model Shop in the local wholesale branch of the Columbia Graphophone Co. has proven a signal success, as it presents to Columbia dealers many ideas of great value, visualizing the degree of success that may be se-



Model Shop Display Platform "Set"

circled through the use of these practical sales suggestions.

It is an old saying that "goods properly displayed are half sold," and the adoption of the suggestions furnished the merchants by the Dealer Service department of the Chicago Columbia branch, together with the proper use of the many fixtures and sales helps contained in the Model Shop, will enable the dealer to display his merchandise in such an attractive way that a desire to buy is automatically created in the mind of the prospective customer.

The Model Shop, with its attractively decorated windows, suggests that one should "stop, look, come in and listen," and the store itself, with its merchandise conveniently and effectively arranged, creates an atmosphere which appeals to the dealer as being a genuine high-grade proposition.

Jewel AT TACHMENT FOR VICTOR



VICTOR DEALERS, INCREASE YOUR RECORD SALES

It is a well-known fact that there are hundreds of thousands of Phonographs of which the owners have tired. Consequently, THEY BUY NO RECORDS.

REVIVE THEM by selling them an attachment that plays all makes of records with great volume and without harsh, metallic nasal tones, yet in a tone that is full, rich and mellow.

You will be surprised to see how you can start them to buying records again and how their interest will be renewed. This is not guesswork, but a demonstrated fact. Can be attached in a minute. No adjustment necessary. Sold money back if not satisfied.

JEWEL PHONOPARTS COMPANY

154 West Whiting St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

**ATTENTION
PHONOGRAPH DEALERS**

Send for Copy of "THE ORO-TONE"
JUST OFF THE PRESS
THE ORO-TONE CO.
1010 George Street
CHICAGO, ILL.

M. G. Peters, supervisor of Dealer Service in the Chicago branch, makes his headquarters in the Model Shop and is doing everything possible to assist the dealers in solving their merchandising problems.

V. K. Tremblett Returns

V. K. Tremblett, one of the popular members of the sales force of the Chicago Talking Machine Co., returned to his desk the first week in July, after a three weeks' absence. During the time Mr. Tremblett was away he underwent an operation at the Mercy Hospital, Chicago.

Otto Schulz on Vacation

Otto Schulz, of the Magnolia Talking Machine Co., accompanied by his family, is on his way to Europe to visit relatives in Denmark. The trip, which will cover a period of three months, includes a visit to the battlefields of France and Belgium. Mr. Schulz also intends to make a survey of conditions in the talking machine industries in the countries which he is to visit.

Expects Him to Do Things

Robert M. Noble, formerly of the retail record department of the W. W. Kimball Co., who was recently appointed manager of the Kimball wholesale Okeh record department, has been in connection with the Kimball organization for many years and has seen wholesale service in other Kimball departments. His new duties offer him an opportunity to do something that he has been ambitious to do for a long time—

that is, to take a well-known product, such as the Okeh record, and use it as a lever to make his fellow competitors sit up and take notice. He gained the reputation of a hustler in the retail department and his friends are banking that he will establish himself in a similar manner in the wholesale.

Phonographs at Chicago Furniture Market

Although this year's exhibit is considered to be the biggest one from the standpoint of visitors attending, there are fewer talking machines being shown than in past markets. However, there was a big rush of buyers the latter part of the week and the furniture men as a whole did a better business than they anticipated.

Some of the better-known talking machines are on exhibit as usual and among them are the Windsor, the Fern-o-grand and the Tritan.

The Fern-o-grand exhibit is in charge of E. H. McConnell, president, and H. S. Katz, factory manager. This company is showing its well-known baby grand model, and among these models is the latest one, wherein instead of the amplifier occupying the entire space behind the fall board it now occupies but half of the space and the other half is utilized as a record compartment that allows space for five record albums.

The Windsor Furniture Co. has its line of twenty models on exhibit. Three of these models have just been added to the line. A new instrument, which stands six feet high, is shown. It is known as the Bahnt Art Model.

This model is one of the most striking talking machines that was ever exhibited at a furniture show and is exceptionally beautiful in design. The edges of the instrument are plastered by means of hand-carved figures of nude nymphs and the panelings of the doors and sides are also hand-carved and are made up of birds and flowers. This machine is solid mahogany throughout. Other solid mahogany instruments that they are showing are their new Chippendale and Italian renaissance console art models,

*The Windsor
Phonograph.*



IN

*Period Designs
like highest grade
Furniture*

Produced by

*The Windsor
Furniture Company
Chicago, U. S. A.*

Lyon & Healy Khaki Moving Covers
Modern Method Insures Safe Handling



Extra Heavy
Khaki
Padded and
Quilted Fleece
Lined

We make them
up promptly
to order, to
your measure-
ment or to fit
any machine.

Prices Recently Reduced

Special Inducement to Jobbers

LYON & HEALY, - Chicago, Ill.

which are also embellished with beautiful hand carving. The Windsor Co. also has on exhibit a library table in solid mahogany which contains a side drawer. This side drawer can be pulled out and, when done, there are exposed a talking machine motor, turntable and tone arm. The amplifier is located under the top of the table. The exhibit is in charge of J. W. Lyons, president; G. W. Lyons, secretary, and F. J. Lyons, general manager. The traveling force, consisting of J. L. Joyce, G. F. Joyce, A. C. Siewers, E. E. Miller and J. Hymen, is also in attendance at the exhibit.

Increase Working Capital

Melodia Phonograph Co., 406 N. Sangamon street, recently increased its capital stock from \$20,000 to \$40,000. The president of the concern, E. M. Malato, stated that this increase was entirely for the purpose of building up working capital and to permit them to increase its side-line business, which consists of the manufacture

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FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

of telephone stands, card tables, etc. Mr. Malato expects to go into the manufacture of talking machines on a larger scale during the coming fall.

Walter Magill Convalescent

News coming from the bedside of Walter Magill is to the effect that he is rapidly improving from a siege of sickness that necessitated an operation for appendicitis. The operation was performed in the Garfield Park Hospital, and for a time Mr. Magill was in a precarious condition. Happily, however, his condition changed for the better and after two weeks at the hospital he was removed to his home, where he is now convalescing. He is not expected to return to his desk for several weeks.

Saw the Big Fight

Kimball Salisbury, of Kimball's retail department, was one of the large party of Chicagoans who went down to see the big fight aboard the McCormick special. Before returning to Chicago Mr. Salisbury will run over to Pittsfield, Mass., to spend a few days with his mother,

who is the daughter of the late W. W. Kimball.

Lyon & Healy Open Employees' Library

The personnel department of Lyon & Healy, which has done so much toward establishing direct contact between the executives and the employees, has recently arranged for establishing at the big store a branch of the Chicago Public Library, which will be open to all the members of the force who care to take advantage of it. The collection of books embraces adult and juvenile fiction, works on music, literature, travel, history, commerce and business methods. The library is being extensively patronized, as shown by the number of books issued daily.

New Brunswick Agencies

One of Michigan's best-known department stores, that of Gilmore Bros., Kalamazoo, Mich., has just taken on the Brunswick line.

Vaccines, Ind., now boasts of a new music shop. The proprietor of this store is O. F. Schneider, and the line being handled is the Brunswick

ISSUES ATTRACTIVE BULLETIN

Drying Systems, Inc., Give Brief Résumé of Their Activities—Apparatus Being Used in Leading Plants Throughout Country

CHICAGO, ILL., July 6.—Drying Systems, Inc., of this city, designers and manufacturers of drying equipment, have recently issued an attractive illustrated bulletin, giving the salient features of their drying unit, together with a brief list of some of the users of this equipment.

The illustrations show the general assembly of the drying unit, and the text emphasizes the fact that the company is in a position to manufacture drying units on a quantity basis and at a very attractive figure, owing to the simplicity of construction and the standardization of parts. The equipment manufactured by Drying Systems, Inc., has been successfully applied to the drying of varnish and undercoatings, low temperature enamels, high temperature enamels and miscellaneous product. Talking machine cabinet plants throughout the country are using this apparatus to advantage, and new accounts are being added steadily to the company's clientele.

WILL SHIP FROM CHICAGO

Brunswick Dealers in Indianapolis Territory Will Receive Shipments From Chicago—Move Makes for Better Service

INDIANAPOLIS, IND., July 9.—It is understood that the Brunswick-Balke-Collender Co. has made arrangement whereby the Brunswick dealers in this territory will be served from the executive headquarters in Chicago instead of receiving their shipments from the Indianapolis branch. This move is being made in order to centralize distribution in Chicago, and owing to the fact that the company carries very large stocks in the latter city Indianapolis dealers will be afforded increased service and co-operation.

The Brunswick branch in this city, as a whole, will be maintained as in the past, with H. B. Bibb, of the executive office, in charge of the territory. It is reported that A. G. Bnrr, phonograph sales manager of the Indianapolis branch, returned to Chicago, where he was located before his arrival in Indianapolis.

H. G. KUNDE BACK FROM EUROPE

Visits Home Office of the Homophone Co., of Berlin, Whose Records He Jobs and Distributes in the United States

MILWAUKEE, WIS., July 9.—H. G. Kunde has returned to the city after an interesting visit to the home office of the Homophone Co. of Berlin, Germany, maker of the Homokord records, which he jobs and distributes. While he was in Berlin the strike which has tied up the record factories in Germany for some time was brought to an end and production immediately began again. Mr. Kunde placed extensive orders for immediate delivery and hopes soon to have not only all the numbers of the German catalog but sample stocks of the Polish, Hungarian, Bohemian, Italian, Scandinavian and Hebrew records, which are, in fact, already on the way. Conditions in Germany are much better, he thinks, industrially speaking, than they were a year ago on the occasion of his previous visit. Factories in all lines of business are getting under way.

FEATURING COLUMBIA LINE

BELVIDERE, ILL., July 5.—A. J. Tucker, of the Chicago branch of the Columbia Graphophone Co., reports that live Columbia dealers in Marengo and Belvidere, Ill., are using many novel methods to promote sales of Columbia Gramofones in their respective communities. A Gramofone is placed in the several ice cream parlors in the town with an appropriate card telling where the machine has come from, with the dealer's name neatly printed on the card. Sales resulting from this publicity are numerous.

Announcing the New**MASTERPIECE
CONSOLE****SIZE**

Width, 36 $\frac{1}{4}$ "
Depth, 22 $\frac{1}{4}$ "
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.

WINNING TRADE IN POOR LOCATION

The Talking Machine Dealer on Side Street Can Win Success if He Utilizes Publicity to Gain Support and Interest the Public

The talking machine dealer located on a side street has a much more difficult task in trying to bring his establishment to the attention of the public than has the dealer on the main thoroughfare. The prosperity of a store depends, to a great extent, upon the number of people who pass by. So much importance is attached to this that one of the largest chain store corporations in the country, before deciding upon a location for a branch, places a man with a stop-watch in front of the proposed site to record the number of people passing daily. This is continued until a fair average is obtained. The heads of this corporation know that people passing the store notice it, thus a certain amount of free publicity is gained.

Now the dealer on the side street can largely overcome his disadvantage by supplementing his advertising with free publicity. There are any number of methods of doing this, but perhaps the most effective and the one which reaches the greatest number of people is through the medium of the local newspaper. The editor of the local paper will be glad to publish anything that pertains to news, and right here it may be well to state most emphatically that the talking machine merchant has plenty of opportunities for digging out newsy little articles relating to his business.

Gaining a certain amount of publicity, daily will prove well worth the effort. Many dealers do not know what news is, therefore the following few illustrations will not be amiss: Remodeling a store, a letter to the editor stating your views on local business conditions, removal to a new place of business, announcements of concerts, etc., are all news and will be gladly accepted by the editor for publication. This kind of publicity keeps your establishment before the public eye and will tend to arouse interest which will ultimately result in increased profits. Publicity of any kind is a live asset in business.

Robinson's Music Store, located at 1306 G street, N. W., Washington, D. C., was recently appointed local representative for the Brunswick-Balke-Collender Co. This concern will present the Brunswick line in a retail way, and already has opened quite a number of new accounts.



On the VICTOR On the COLUMBIA
SUPERIOR UNIVERSAL REPRODUCER

OMellower, More Musical Tones on All Makes of Records *Makes the Owner of an Old Machine a "Live" Record Buyer*

SAMPLES ON APPROVAL
 Superior Reproducer with 21-VI 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. Pathé—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
 Mennoe and Throop Streets CHICAGO

TALKING MACHINE EXPORTS ISSUE NEW EXPORT CATALOG

Value of Talking Machine and Record Imports to Brazil From the United States

Among the chief articles of import into Brazil from the United States are talking machines and accessories and records, according to data collected by the Bureau of Foreign and Domestic Commerce at Washington. In 1918 the value of imports of talking machines and accessories totaled \$72,343, the value of record imports from this country was estimated at \$9,923. The 1919 figures show a decrease of talking machine and accessory imports to \$68,244. Imports of records, however, increased to \$40,699.

Milwaukee Talking Machine Co. Has Prepared an Attractive Volume Which Will Be Found of Great Aid in Building Foreign Demand

The Milwaukee Talking Machine Co. has issued a very attractive catalog exclusively for its export trade. This company's extensive manufacturing facilities enable it to take care of a good foreign business as well as of an extensive domestic demand, and it is going after both in an aggressive and forceful manner.

The handsome catalog gives illustrations in color of some eight upright styles with good descriptions. There are several photographic reproductions showing an attractive young woman in a home listening with rapture to a Dalion phonograph, which in each case is Model 5, a special to the export model. This instrument is described as small and trim, and in no sense a "junior." Wherever it has been introduced, say the makers, it has brought forth a great volume of sales. Dealers like this model and push it aggressively. The company has a well-organized foreign department, which has made a study of the situation and is prepared to furnish complete information at all times. The catalog is printed in several languages besides English.

BRUNSWICK LINE WITH GRAM CO.

MILWAUKEE, Wis., July 9.—The Edmund Gram Piano Co., of this city, one of the best known piano concerns in the State of Wisconsin, has just signed a contract with the Brunswick-Balke-Collender Co., and will handle the Brunswick line in its Milwaukee store. This store, by the way, is one of the biggest in the city, and offers an exceptionally fine representation for the Brunswick line.

The O'Neill Music Shop, of Daytona, Fla., is now handling the Brunswick line.

FIGHT NEWS THROUGH MAGNAVOX

Sanders & Stayman Music Co. Entertains Crowds Waiting for Fight News

The Sanders & Stayman Music Co.'s branch in Connellsville, Pa., took advantage of the Dempsey-Carpenter fight to obtain publicity through the installation of a Magnavox in the Connellsville Daily News office for the dissemination of fight news to the public.

Just prior to the fight the crowd was entertained by the rendition of July releases of Vocalion records furnished by the company. The Magnavox was connected to a wireless telephone and every detail of the preliminaries, as well as the championship fight, was given.

The Sanders & Stayman Music Co. has been so well pleased with the results of this novel method of obtaining publicity that they have made arrangements to continue this music service during the announcing of the result of the games of the Pittsburgh National League.

CONGRATULATIONS

Eldridge Fennimore Johnson, son of Eldridge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J., was recently married to Miss Janet Darby, daughter of Dr. George Darby. The couple are spending their honeymoon in California.

The Newsome Furniture Co., Ft. Meade, Fla., recently took on the Brunswick line.

VARNISH DRY ROOMS
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 1486,477



Feature the brilliantly colored Columbia Patriotic Record Gilt Envelopes for all they're worth this month, and you'll find that they're worth a lot. Display them in your window and around the store. How many have you ordered?

Columbia Graphophone Co.
NEW YORK

SALES FOR MONTH VERY SATISFACTORY IN LOS ANGELES

Edward Humphrey in Broader Field—New Quarters for Patrick Co.—Several New Stores Open—Columbia Manager in Council—Outing of Richardson Forces—Edison Men at Convention

LOS ANGELES, CAL., July 6. Reports from the talking machine departments of the leading downtown music houses indicate that sales for the month have been very satisfactory when compared with the same period in former years. The local jobbers of the various makes of instruments also declare that business for the month showed a gratifying increase.

Edward Humphrey Resigns

About three and a half years ago A. Hambrugger & Sons decided to open a talking machine department on the third floor of their immense establishment under the management of J. Stevens, who, however, was forced to leave on account of illness, and in September, 1918, Edward Humphrey was placed in charge. Mr. Humphrey not only developed and enlarged the business to such an extent that new salons of unusual size and luxurious appointments were opened on the fifth floor, but a piano department was opened and has already grown to very satisfactory proportions. The main reason for Mr. Humphrey's resignation was in order that he might take up the concert and operative stage as a profession. He is possessed of an unusually fine tenor voice and has been studying for some time under Signor Alberti. Mr. Humphrey received many expressions of regret from his staff and sales force, with all of whom he was very popular.

New Dealer on West Seventh

Gore's Music Shoppe is the name of the new talking machine store on West Seventh street, opened by C. E. Gore, and devoted exclusively to the sale of Pathé phonographs and records. The new store is handsomely decorated in ivory and very conveniently arranged for business; every Pathé model is on exhibition and a full and complete catalog of Pathé records is carried. Mr. Gore has been the Western representative for the Pathé Co. for some years and has had a very extensive experience.

Association Holds Large Meeting

One hundred and thirty-eight members of the music trades, including representatives of their various departments, sat down to a dinner banquet at the Roma Cafe on June 13. The

meeting was more of a get-together assembly than for business discussion and no program had been arranged, which, in the opinion of the chairman, President Geissler, and several other members, was very much to be regretted. However, a very enjoyable evening was spent and at the next meeting of this kind a definite program will be arranged for in advance. A splendid jazz orchestra was supplied by Newton Hancock, of the Hancock Music Co., which played during dinner. An excellent address was given by Frank Gramis, of the Southern California Music Co., and by President Geissler.

Patrick Music Co. Moves

The Patrick Music Co., of Long Beach, has moved from its old quarters on Pine street to new premises almost directly opposite. The new store, however, is much more elaborate and spacious, and occupies three floors. The interior decoration is unusually attractive and designed in Spanish style of decoration. A small vestibule with ornamental tree and splashing fountain occupies the front immediately before the entrance and show window. Inside, the large showroom is Spanish with rough, massive beams in the ceiling; a staircase leading to an arched balcony. The supporting columns are ornamented in polychrome colors and are very handsome. Below the staircase and balcony a large archway leads to the record demonstration rooms and sales counter, the ornamentation being heightened with a red and yellow effect. The piano and player-piano departments are upstairs, as well as the player roll rooms. Mr. Patrick is to be congratulated on his new music store, which will doubtless be well appreciated by the people of Long Beach.

Platt Music Co. Has Big Month

P. H. Beck, manager of the Victrola department of the Platt Music Co., reports exceptionally fine business during the past month. The total sales for the month exceed any former sales in the history of the department with the exception of those for the month of December last. Sales for individual days have reached very high water marks and Mr. Beck pays a high tribute to his sales force, particularly that

proficient saleslady, his assistant, Mrs. Layher. Columbia Managers Convene

The three Columbia Pacific Coast managers, Messrs. Siddham, of Los Angeles; Ackley, of San Francisco, and Lawton, of Seattle, foregathered in Los Angeles for a sales and business convention. A. C. Ackley, manager of the San Francisco branch, was formerly attached to the Los Angeles branch, and seized the opportunity of meeting a number of old friends; he reports very satisfactory business and conditions in his northern California territory.

New Victrola Store in Los Angeles

The latest Victrola department in Los Angeles is at Colyear's furniture store. It enjoys the distinction of being the only Victor store on South Main street and advertises accordingly. It is attractively decorated.

Richardson's, Inc., Has Annual Picnic

The annual picnic of Richardson's, Inc., was held last month in Tapanga Canon. Practically the entire sales and office forces, together with numerous friends, attended. Everybody had a most enjoyable time and W. H. Richardson, president, and Treasurer Schreuer excelled in details of arrangement and original ideas of entertainment.

Attended Edison Caravan Convention

Zar Hagey, manager of the Edison department of the Fitzgerald Music Co., Los Angeles, accompanied by H. O. Collins, Edison manager of the Long Beach branch of the same company, attended the Edison Caravan Convention in Vancouver.

A very successful and well-attended concert was given at Trinity Auditorium by the Fitzgerald Music Co. during Music Week, and consisted of an Edison tone test with Glen Ellison, the well-known Scotch baritone.

New Brunswick Dealers

Howard Brown, branch manager of the phonograph division of the Brunswick-Balke-Coller Co. in this city, announces several new dealers, including Herbert Glockner at Huntington Beach, which has lately become famous for oil wells, and Scouler & Nelson at Huntington Park.

Victor Representative Here

Donaldson Leopold, special traveling representative of the Victor Co., has been making his headquarters in Los Angeles for some time. He has been of great assistance to the dealers in many ways and has become very popular among all members of the trade.

Edison Manager Attends Convention

O. A. Lovejoy, manager of the Los Angeles branch of Edison's Limited, attended the Edison Caravan Convention in Vancouver.

Long Beach Stores Congregate

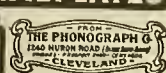
American avenue, Long Beach, is becoming quite a music row (to rhyme with low), the Fitzgerald Music Co. has for some time had a very attractive store there, and the Mattson Music Co., Brunswick's dealer, has an up-to-date shop close by. The Downs Furniture Co. is building on the same street and will have a very fine store in the near future, where the Pathé will be featured exclusively.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City



SOLE BY
WALTER D. ROSS & CO.
DEALERS IN TALKING MACHINES
AND RECORDS
CINCINNATI, OHIO

SOLE BY
J. E. STRATTON
ANN ARBOR, MICH.



SOLE BY
HURTEAU WILLIAMS & CO.
MONTREAL, CANADA



HAPPENINGS IN THE DOMINION OF CANADA

CONFIDENT FEELING PREVAILS IN THE TORONTO TRADE

Heintzman's Kitchener Branch Splendidly Equipped—Magnavox for National Exhibition and Central Fair—Empire Phono Parts Co. Opens Local Branch—Brad't a Visitor—Other News

TORONTO, ONT., July 6.—When, at the present time, there is so much "blue ruin" being talked about and when conversations are apt to be tinged too deeply by references to business failures, economic depression and the like, it is gratifying to walk into a store like Gerhard Heintzman's Kitchener branch and see with one's own eyes evidences of aggressiveness. Here five new demonstration rooms have been recently installed, making a total of seven in all. R. Mulliu, the local manager, is having a private office built at the front of the store and after the whole store is redecorated, an operation partly necessitated by a fire which broke out during the early part of March, the Gerhard Heintzman Kitchener branch will rank with the most up-to-date music stores in the Dominion. The system of letting records out on approval has been permitted in the past by this store, principally because there weren't sufficient soundproof demonstration rooms to cater to the needs of customers. "But," explained Mr. Mulliu to The World, "now that we have new audition rooms we have eliminated the record-on-approval system altogether. It doesn't pay. Customers only abuse its privileges."

I. Montagnes & Co., Canadian distributors of the Magnavox, have arranged to provide the Canadian National Exhibition authorities with two high-powered Magnavoxes to be used during the 1921 fair, the main purpose of which will be to enable the huge crowds to hear distinctly the voice of the speakers. Five Magnavox horns will be set around the flagpole of the main bandstand, facing in five directions. The same will connect with a sound-collecting transmitter installed in the grandstand above the heads of the speakers, thus enabling everyone to hear distinctly the voice of the speaker as it is disseminated in all directions.

The C. W. Lindsay, Ltd., Ottawa branch, has sold to the officials of the Central Fair a Magnavox for use during the coming exhibition in that city.

I. G. Tillson, proprietor of Tillson's Music Shop, Toronto, has made an assignment.

The question of providing holidays for their staff during the coming Summer has been solved by I. Montagnes & Co., Canadian distributors of the Sonora phonograph, by their decision to close the company's office and warehouses for the entire week of July 30 to August 8, in addition to Saturdays, during the months of June, July and August.

The Empire Phono Parts Co., of Cleveland, O., whose products are well known to the Canadian phonograph trade, has opened a branch office at 41 Richmond street East, in this city. Closer contact will therefore be established with Canadian manufacturers, jobbers and dealers, and more efficient service will be insured. G. L. Laing, who has been connected with the trade for a number of years, and who is thoroughly sold on the Empire proposition, will be in charge of the new branch.

The wedding of B. A. Trestrail, of the Musical Merchandise Sales Co., took place recently. The happy couple spent their honeymoon in New York, Long Island and Atlantic City.

W. B. Puckett, president of the Musical Merchandise Sales Co., is sailing for Europe within the next few weeks on a combined business and pleasure trip. While abroad Mr. Puckett will do some research work in the interests of Brunswick records and phonographs and Q R S player rolls. Early in June Mr. Puckett visited Chicago conferring with the Brunswick and Q R S

chief executives, as a result of which some novel merchandising plans are expected to be announced for Fall business.

James P. Bradt, so well known to Canadian phonograph trade circles, was in Montreal recently and spent a couple of days with H. S. Berliner, owner of the Compo Co. at Lachine, Que., who organized the Sun Record Co., with headquarters at Toronto. While in Montreal Mr. Bradt took the opportunity of looking into some Canadian investments and also enjoyed a cruise in Mr. Berliner's new motor boat on Lake St. Louis and the Lake of Two Mountains. "Uncle Jimmy" looks as hale and hearty as ever and is the same old optimist.

Bruce M. Church has joined the staff of R. F. Wilks & Co. in the capacity of manager of the phonograph department. Mr. Church has been with the Edison Shop since its inception.

G. W. HOPKINS SCORES IN ADDRESS MADE IN MONTREAL

Columbia Sales Manager Arouses Enthusiasm of Advertising Association—Berliner Co.'s Expanded Plans—Wilson & Sons, of Sherbrooke, to Feature the Stewart Phonograph

MONTREAL, CAN., July 7.—Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, made a very interesting address before the recent meeting of the Association of Canadian Advertisers, Inc., at the Windsor Hotel on the necessity of business men revising their ideas as to salesmanship. He pointed out that manufacturers had left their selling to advertising and salesmanship had consequently been neglected. The present situation had changed matters, the buying public getting more salesmanship than six months ago, and to-day there is a lot of salesmanship behind the counter. He dwelt upon the importance of executives paying attention to the choice of clerks. He gave a number of illustrations of good and indifferent salesmanship, making his points sparkle with anecdote and story. He closed with a tribute to the importance of music in the home.

B. R. Forster, president of the Brilliantone Steel Needle Co., New York, was in Montreal recently.

V. Szro, the well-known Columbia and Edison dealer, was married recently and spent his honeymoon in New York.

The majority of piano stores handling talking machines and records are, as usual, closing their stores during the months of June, July and August on Saturdays at 1 o'clock.

Quite a number of Canadian dealers attended the Edison Caravan Convention in New York, including George Layton, of Layton Bros., Montreal. In order to be present at the firm's third annual picnic he had to leave the banquet held by the Edison Jobbers before its conclusion.

N. G. Valiquette, Ltd., is devoting the whole

E. van Getler, of I. Montagnes & Co., is on a business trip through Western Canada in the interests of the Sonora line of phonographs and the Magnavox, of which his firm are the exclusive distributors.

J. D. Ford, manager of the retail phonograph department of R. S. Williams & Sons Co., Ltd., has been granted three months' leave of absence on account of illness. He will spend this vacation in Algonquin Park. In his absence the supervision of the phonograph department will be in the hands of J. A. Hassall.

The Central Victrola Parlors, Toronto, have been registered.

John A. Croden, president of the Starr Co. of Canada, Ltd., London, Ont., has returned from a visit to England and the Continent where he went in connection with the European recordings being added to the Starr-Gonnert record notice.

Logic has been given of the assignment of Harry E. Wimperly, manufacturer and distributor of the Peerless phonograph, with offices in the Ryrie Building.

of its ground floor to its new music department and has erected a number of additional soundproof booths to take care of increased business. It is handling the complete line of His Master's Voice machines and records. Albert Bienjonnetti is in charge.

Layton Bros., Edison and Columbia distributors, held their third annual picnic and outing to Otterburn Park, which was attended by about seventy-five persons. The day's enjoyment was voted as one of the most successful yet staged, notwithstanding the bad behavior of the weather man. A program of sports was indulged in and handsome prizes awarded.

Wm. Lee, Ltd., is handling a large volume of business in the Columbia Model X.

D. W. Kennedy, of the Acolian-Vocalion Co., New York, was a recent trade visitor to this city.

Charles Culross is handling a largely increased business in Vocalion records and states that the buying public are asking for them.

Albert's, Ltd., is pushing the sale of Sun records.

Geo. Layton, of Layton Bros., during his visit to New York at the Edison Caravan Convention, visited the new Columbia Building and was immensely impressed with the edifice and the treatment accorded him while on the tour of inspection.

The new material plant being erected by the Compo Co. at Lachine, Que., for making the composition for records, it will under way and will be running in about four weeks.

H. C. Wilson & Sons, Ltd., Sherbrooke, Que., have secured the exclusive rights for selling the
(Continued on page 146)

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey



ARTo
Phonograph
Records
85c

ARTo
Word Rolls
\$1

VOCo
Word Rolls
75c

Subject to Liberal
Trade Discounts

ARTo RECORDS

FOR AUGUST, 1921

DANCE RECORDS

- 5077 My Man (Mon Homme). Two-Step. Louis's Hotland Orchestra. Frank's Fox Trot. Louis's Hotland Orchestra.
- 5076 Helen Kisses. Two-Step. Julius Leiba and His Orchestra. I'd Keep on Loving You. Foxtrot. Louis Cohen and His Orchestra.

VOCAL RECORD

- 5075 Honey Head. A Lullaby. Walks Tramps. Tenor Solo. Herb. Average. Vocal. Vernon Balkitt.
- Sunshine, and. Foxtrot Tramps. Harlequin Solo. Herb. Average. Vocal. Arthur Fields.

VOCAL "OLUES" RECORDS

- 5074 Lelevena Monday Morning Blues. Louis Brown and His Blue Piano Strumpeters.
- Gittin' Old Blues. Louis Brown and His Blue Piano Strumpeters.
- 5075 Antipathy Blues. Tenor Solo, three. Al Bernard.

I'm Looking for a Ghazal in Chas My Blue Away. Tenor Solo, three. Al Bernard.

STANDARD VOCAL RECORD

- 5077 Anna Luriza. South Song. Contralto Solo, three. Nevada Vandenberg.
- 5078 Celia's Thrill. The Big South Song. Contralto Solo, three. Nevada Vandenberg.

ADVANCE SEPTEMBER BULLETIN

OF

- ARTo Word Rolls \$1.00**
- VOCo Word Rolls 75c.**
- ARTo Popular Rolls 50c.**

- 4427 Anna in Indiana. Three-Step.
- 4426 Antipathy Blues. Two-Step.
- 4425 Frankie. Fox Trot.
- 4431 My Man (Mon Homme). Fox Trot.
- 4430 My Checks. Fox Trot.
- 4429 Helen Kisses. Two-Step.

All the titles above may be had in three different sizes and priced rolls as mentioned at the head of this list and other sizes as previously listed may be similarly obtained. Send for the complete catalogs of our various types of rolls.

For ARTo, VOCAL and Instrumental Rolls, embossing Notes and Discs 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.
- GRIMMER SALES CO., New York City.
- ARTS 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.
- LIBERTY PHONOGRAPH CO., McKeesport, Pa.
- J. K. POLK CO., INC., Atlanta, Ga.

Act quickly and obtain profitable jobbing agency

RECENT TRADE DOINGS IN MONTREAL

(Continued from page 145)

Stewart phonograph in their important territory. The Windsor Phonograph & Record Co., Ltd., Montreal, has made an assignment for the benefit of its creditors.

A new and very creditable mouthpiece of the Berliner Gramophone Co., Ltd., in the shape of a monthly publication called "His Master's Voice" has made its initial appearance and has already been distributed among His Master's Voice dealers throughout Canada.

The Shannon Four, who were in Montreal recently recording at the laboratory of the Berliner Gramophone Co., Ltd., were induced to sing at a meeting of the Kiwanis Club. The members of the Club gave them such an enthusiastic reception that the regular speaker of the day had to cut his address short. The Kiwanis are still talking about the marvelous manner in which this quartet are able to put their songs over, and are much interested to know when the new records by them will be available.

One of the first steps of E. M. Berliet on assuming the vice-presidency and management of the Berliner Gramophone Co., Ltd., was to arrange a conference with the Victor Co's officials at Camden, N. J. As a result of this conference the firm announces that, among other things, the trade is assured of an increased and more varied list of artists, including many of the old-time Victor favorites, and a gradually increasing supply of Victrolas that will ultimately meet all normal requirements and will make it

unnecessary in the future for His Master's Voice dealers to look to any other source for satisfying their demand for instruments. These are but the first of several changes of policy that will be introduced as a result of Mr. Berliet's taking the helm of His Master's Voice Canadian interests.

TRADE SITUATION IN WINNIPEG

Attractive Edison Window Display—National Music Store Handling Columbia—Other News

WINNIPEG, MAN., July 8.—The Edison Phonograph Shop recently had a very good display window, somewhat plain, but expressing the idea to be conveyed in a comprehensive manner. A large scale exactly balanced with an Edison machine on one side and a bag on the opposite side supposed to contain \$3,000,000 in gold, with the dial pointing to the top on which the word "Re-creation" is printed in large letters, convey at once the meaning that Mr. Edison spent \$3,000,000 to perfect his machine.

P. S. Tutt, manager of the Edison Shop, and G. Paul, Western manager of R. S. Williams & Sons Co., Ltd., Edison dealers, attended the Edison Caravan Convention recently held in Chicago.

Stanwood's has been newly decorated throughout and reports a good sale of His Master's Voice records.

The National Music Store, Edmonton, Alta., is a new addition to the trade handling Columbia Gramophones and records.

NEW ASSOCIATION IN PORTLAND

Talking Machine Men Take Prominent Part in New Organization of Music Dealers

PORTLAND, ORE., July 5.—The music dealers of Portland, the latter part of May, formed a Music Dealers' Association and the following officers were elected: President, J. H. Dundore, manager of Sherman, Clay & Co.; first vice-president, H. T. Campbell, manager of Bush & Lane Piano Co.; second vice-president, G. F. Johnson, of the G. F. Johnson Piano Co.; treasurer, Frank M. Case, of the Wiley B. Allen Co., and secretary, H. H. Thompson, of the Portland Piano Co. It was decided that the membership of the Association will not be limited to piano dealers, but any dealer who handles musical merchandise of any description will be eligible to membership. This will bring in the talking machine dealers. The scope of the Association will be State-wide and the dealers of the entire State have been invited to join the Association. All the dealers who have been approached thus far have either joined or indicated their willingness to do so, the firms represented at the organization meeting being: Sherman, Clay & Co., Wiley B. Allen Co., Reed, French Piano Co., Bush & Lane Piano Co., Schwab Piano Co., G. F. Johnson Piano Co., Portland Piano Co., Seiberling & Lucas Music Co., Renick Song Shop, Louis Mack, sheet music dealer, and Edwards Furniture Store.

At the meeting held June 20 H. B. Hyatt, of the Hyatt Talking Machine Co.; A. M. Epstein, of the Schwab Piano Co., and Frank Lucas, of Seiberling & Lucas Music Co., were elected as three of the five directors. The other two directors will be elected later from the dealers outside the city. At this meeting Mrs. Evelyn McFarland McClusky, Victor educational director of the wholesale department of Sherman, Clay & Co., with headquarters in this city, addressed the meeting on the subject, "Our Privilege as Musical Merchants in Supplying One of the Nation's Greatest Needs."

At the close of her address the dealers questioned Mrs. McFarland as to her methods in her course of musical appreciation, which she is giving daily at the Central Library for the next six weeks in connection with the Portland Summer session of the University of Oregon. "The Teaching of Musical Appreciation in the First Six Grades" is the subject of her course. Joseph H. Jones is corresponding secretary.

OPENING SHOT OF FALL CAMPAIGN

Knickebocker Co. Entertains Many Dealers Who Enjoy Recital and Get Details of New Advertising Novelty—Guests at Luncheon

The opening shot of the Fall campaign of the Knickebocker Talking Machine Co., Victor wholesalers, New York City, was fired at the August Victor record recital and business talk held on Wednesday, July 6, at the Knickebocker concert hall. Over 500 invitations were sent to metropolitan dealers and the members of their sales staffs. As the date set was in close proximity to Independence Day the announcement was printed on a patriotic folder with "Old Glory" proudly displayed on the front cover.

In spite of vacations and sultry weather the recital was well attended. During the course of the morning session Abram Davega, vice-president and general manager of the company, announced the new advertising novelty which he has had in mind for some time. The novelty consists of an exceptionally attractive plush record cleaner bearing the Victor trade mark and space for the imprint of the individual dealer. Each person attending the recital was presented with a cleaner with the imprint of the Knickebocker Talking Machine Co. The advertising value of this novelty will doubtless be strong, as the record cleaner is usually always kept in view and it will serve as a perpetual reminder of the dealer who distributes it. At the conclusion of the morning session the Knickebocker Talking Machine Co. followed its usual custom of inviting those present to an elaborate luncheon served on the roof garden of the Hotel Theresa.

Service is the foundation of modern business.

COTTON FLOCKS

FOR RECORD MANUFACTURERS
Always SUPER OR All Ways

If you are not already using our flocks, write for trial samples, which will be supplied without charge. You will be impressed with the quality of our product.

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

GLEANINGS from the WORLD of MUSIC

SHEET MUSIC AND RECORD SALES

Tend to Help Rather Than Hinder Each Other, According to Experience

Although there has long been a belief in various circles that sheet music kills record sales and records kill sheet music sales, there has been established no proof that such is the case. Those who endeavored to get data on the problem found it was almost impossible to gather any evidence that would be considered authentic and accurate.

In more recent months, when the industries involved have operated under the closest competitive conditions, the general consensus of opinion has been that little or no sales have been lost through the individual activities of these products. It might be demonstrated in several instances that the sale of a record killed the sale of a given sheet of music; but on the other hand, the record sale was the means of giving publicity and contributing to the general exploitation of the song. No doubt, in an isolated particular instance also, it could be shown that the sale of a particular number in sheet music form killed an individual sale of a record. But there are so many other factors, including the number upon the reverse side of the record itself, that are involved in the sale of records that nothing conclusive is established.

For several months past a good many talking machine dealers, particularly those in the metropolitan district, have included in their stocks the faster selling of the popular numbers. Those who have had this experience state that they feel no loss of record sales and in fact they say they get results that redound to the general good of their business. Those who have installed popular numbers have chosen these goods in preference to stocking other material that is not so closely allied to their industry because it can be obtained with such ease, can be replenished overnight and because it means a quick turnover with a fair profit.

A word from Irwin Kurtz, president of the Talking Machine Men, Inc., and a well-known New York dealer, on the subject will, no doubt, be interesting, for Mr. Kurtz recently inaugurated a small department for the carrying of the song hits and at a recent meeting of the above

association he stated that the carrying of such material in no wise affected his sale of records, and, indeed, in many instances it was the means of adding to record sales. In addition he found the fast sellers good revenue producers and the means of attracting people to his store.

Other dealers have made similar comments, so there is hardly any doubt that where a dealer finds the need of a supplementary adjunct of a profit-producing character, sheet music can be and is often advantageously and profitably handled.

HARRISON MUSIC CO. DISSOLVES

Discontinues Control of Departments in Metropolitan Stores—Music to Be Handled by the Metropolitan Syndicate of New York.

The Harrison Music Publishing Corp., New York, announces the dissolution of the Harrison Music Co., which operated the music departments in the Metropolitan 5, 10 and 50-cent stores.

In the future these departments will be operated exclusively by the Metropolitan syndicate, and M. H. Harrison, president of the Harrison Music Publishing Corp., will only act with that organization in an advisory capacity.

Announcement is also made that E. W. Friedler and D. E. Hokin, former executives of the Harrison Music Publishing Corp., have severed their connections with that organization.

ACQUIRES MACDERMID CATALOG

Forster, Music Publisher, Inc., the well-known Chicago publishing house, recently acquired the catalog of J. G. MacDermid, the well-known Chicago composer and publisher. Mr. MacDermid has also accepted a contract to write exclusively for the Forster organization.

SONG SALES PASS 200,000 MARK

"Out Where the West Begins," one of the leading numbers of the Forster, Music Publisher, Inc., catalog, has reached the 200,000 mark in sales. The number is, indeed, gaining in popularity and the Forster organization is working energetically in an effort to make it one of the biggest things it has ever issued.

WINDOW DISPLAY FEATURES RECORD

Artistically Arranged Window Attracts Attention to Popular Ballad

Robert Ansell, Inc., one of the well-known Victor shops in Baltimore, Md., recently showed a very attractive window display in which the record of the popular ballad, "My Mother's Evening Prayer," was featured most advantageously. In the reproduction herewith shown it can readily be seen that this popular success has been picturesquely visualized by the window



How Ansell Utilizes His Window

artist, even to the picturing of the white-haired mother seen as she kneels beside the cot of the baby of other years. The display was one of the most eye-arresting ever seen in the Maryland metropolis.

DAMOSCH'S AMERICAN PROGRAM

Walter Damosch's American program with the London Symphony Orchestra, announced at the Congress of the British Music Society in June, will include excerpts from his own incidental numbers for "Iphigenia in Aulis" and "Electra," together with John Alden Carpenter's "In a Perambulator" and two movements from the "Indian Suite," by Edward MacDowell.

"Mother Eternal" is the title of a new song which is being exploited in conjunction with the exhibition of the motion picture of the same name. The number is by William Cary Duncan and Dr. Anselm Goetzl. It is published by M. Witmark & Sons.

FIVE RECORD RECORD BREAKERS

"ALL BY MYSELF"

The New Overnight Hit by Irving Berlin

"DROWSY HEAD"

The Supreme Waltz Melody of the Season

I WONDER WHERE
"MY SWEET, SWEET DADDY'S GONE"

Another "Struttin' Ball"

"WHEN THE SUN GOES DOWN"

The Orchestra Leaders' Favorite Dance Tune

"ONCE IN A BLUE MOON"

By writers of "I'm Forever Blowing Bubbles," "Father You Not," etc.

IRVING BERLIN, Inc., 1587 Broadway, New York



Presented herewith are a few of the eminent recitalists upon whose programs for the coming season will be found PALE MOON.

PALE MOON

An Indian Love Song

Lyrics by JIM GILICK Music by FREDERIC KROHET LODAN

The musical score for "Pale Moon" is presented in a standard format with a vocal line and piano accompaniment. The score includes dynamic markings such as *mf*, *f*, and *ff*, and performance instructions like *Delicately*, *Flourishingly*, and *Delicately*. The lyrics are written below the vocal line: "Sing the ab- lue- pine- blossoms, such a- lone, my love, as you can see." The score concludes with a double bar line and a fermata over the final note.

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An American Song by an American Composer

FORSTER MUSIC PUBLISHER, INC. 235 SOUTH WABASH AVE. CHICAGO





"A Sweet-as-Sugar Fox-Trot SWEETHEART"

ASK TO HEAR IT

You can't go wrong with any Feist song!

NEW "FOLLIES" PROVES A HIT

Latest Ziegfeld Revue Has Usual Quota of Interesting Musical Numbers

The fifteenth edition of the Ziegfeld "Follies" opened during the last week in June at the Globe Theatre, New York. No Ziegfeld offering has ever been received with more public approval or with such unanimous favorable comment from the newspaper critics. It is a revue in two acts and twenty-nine scenes with dialogues by Channing Pollock, Willard Mack and Ralph Spence; lyrics by Gene Buck and Bud De Silva, with music by Victor Herbert, Rudolf Friml and Dave Stampfer. Such names as the following appear among the principals: Raymond Hitchcock, Vera Michelena, Ray Dooley, Mary Eaton, Mary Milburn, Florence O'Denishaw, Van and Schenck, Herbert Hoye, Janet Stone, the Keene Twins, Edna Wheaton, the Darling Twins and Fanny Brice.

The music comes in for some unusual comment with "Bring Back My Blushing Rose," by Friml and Buck, and "Sally, Won't You Come Back?" by Stampfer and Buck as the outstanding songs, and Victor Herbert's "Princess of My Dreams" running close up in popularity.

Fanny Brice sings the Feist number, "Mon Homme," as an interpolation, which is elaborately and specially staged; also the Shapiro, Bernstein & Co., Inc., song, "Second Hand Rose." The other songs that are worthy of mention are: "In Khorassan," "The Legend of the Golden Tree," "Every Time I Hear a Band Play," "Ragged Rag," and "Roses in the Garden."

Other interpolated songs were contributed by Grant Clarke, James Hanley, Blanche Merrill, Leo Edwards, Ballard McDonald and Harry Carroll.

The score is published by Harms, Inc., and includes the numbers mentioned above, with the exception of "Mon Homme" and "Second Hand Rose."

One of the remarkable features of the opening was the fact that the seats sold for \$11 and the house was filled to capacity. Evidently the usual \$5 figure for "Follies" seats will be continued.

TO CARRY MORE JAZZ TO LONDON

Under the direction of Cecil I. Crouse, of Philadelphia, a student orchestra of Princeton University students will this Summer carry American jazz to London, where the orchestra has been engaged to play at the Savoy Hotel. The organization, rated as the best of numerous Princeton bands, will play in London through July and August; it left New York for the other side aboard the steamship "Olympic" on June 25.

Among members of the orchestra are: E. M. Wilson and Tevis Huhn, of Philadelphia; F. M. Rondebush, of Memphis; F. M. Blow, of Chicago, and Richard Berry and Gordon Pyle, of New York.

WALTZ GAINS POPULARITY

Too Much Energy Required to Dance One-Step Is Reason for Decline in Public Favor

Recently there appeared in these columns an article which commented on the future possibilities of the one-step and the waltz. It was the means of bringing to this office some further comment, much of it from publishers who have been giving the waltz and one-step consideration. We glean from the material at hand that there is no dispute about the growing popularity of the waltz. The publishers admit such is the case and from other sources we are led to believe the Fall will see quite a revival of waltz melodies.

The comment received regarding the one-step, however, was not so favorable. As a matter of fact, it seems to be the consensus of opinion that outside of an occasional one-step which will have good possibilities of becoming popular from either a vocal or an instrumental standpoint, there will be few such numbers issued. The reason given for this is that as a dance the one-step is passé, requiring too much energy and exertion to perform and could only, as one publisher expressed it, be a favorite in a cold hall on a cold night.

TO PUSH "ALL BY MYSELF"

Extensive Summer Publicity and Exploitation Campaign for New Berlin Success

Early in August Irving Berlin, Inc., will inaugurate a publicity and exploitation campaign on the new Berlin success, "All by Myself." As in the recent "My Manu" campaign, put forth by the same company, every trade and professional channel will be asked to co-operate. The arrangements for this are now being carried out with vaudeville and motion picture houses, talking machine record and player roll manufacturers, their distributors and dealers, and the sheet music trade.

Particular attention will be given in the coming drive to dance orchestras, theatres and motion picture houses. Orchestra leaders have already shown interest in this fox-trot.

THE SUBCONSCIOUS TO BLAME

Ted Robinson, in Cleveland Plain Dealer, Explains How Old Familiar Airs Manage to Creep Into the Modern Popular Songs

It is hard, sometimes, to distinguish between deliberate plagiarism and unconscious reminiscence, and for that reason it behooves us to be pretty sure of our ground before we accuse a writer or a composer of stealing, writes Ted Robinson in the Cleveland Plain Dealer. Especially in music is this true; melodies float about in the air and no composer can be absolutely sure that the one he is setting down as new has not been used before.

We ran across a bit of this unconscious repetition the other day, when glancing at some of the lyrics of Eugene Field. Field wrote with immense facility and it was never necessary for him to "lift" a line or an idea from another poet. But here are two lines that echo to others from an earlier bard. They appear in the tender lyric called "Garden and Cradle":

"The little stars are kind to him,

The moon she hath a mind to him."

Now, in Sidney Lanier's "Ballad of the Trees and the Master" occurs this couplet:

"The little gray leaves were kind to him,

The thorn tree had a mind to him."

Just a melody, it was, that floated through the air; a sensitive ear captured it, a subconscious mind held it and a poet's voice hummed it one day, not dreaming that it was not all his own.

QUICK SUCCESS OF "CHERIE"

An item we think well worthy of comment is the unusual success attained in a short space of time by the Leo Feist, Inc., number "Cherie." No song in recent years, not even "Dardanella," obtained national recognition in so short a period. Much of this general publicity can be credited to the support and co-operation obtained by the Feist organization from the sales departments of the various talking machine record and music roll manufacturers, their writers and dealers.

Charley Straight and Roy Bary have Written an Unusually Attractive Fox Trot Ballad



IT MUST BE SOMEONE LIKE YOU

Starting Splendidly!

CHICAGO MCKINLEY MUSIC CO., NEW YORK

The Hit of the Season

CAROLINA LULLABY

VICTOR RECORD No. 18762

DUET BY CAMPBELL & BURR



VICTOR CHIME RECORDS FOR CHURCH

With Aid of Magnavox Chimes Are Carried Over a Great Distance—Talking Machine Music Feature of Rose Festival in Portland

PORTLAND, ORE., July 5. Portland's 1921 Rose Festival was a grand and glorious success and music was one of the leading factors which made it so. All the music houses were decorated extensively and put their best foot forward to receive the throngs of visitors who visited the city during the week. Band concerts and musical programs were given every afternoon and evening and Sherman, Clay & Co. gave several Victrola concerts each day, using the Magnavox to wonderful advantage. The softest notes were carried for blocks and the thousands of people who gathered there each day and evening were delighted with the concerts. The Victrola was also used each night for street dancing and this proved to be one of the festival's biggest attractions. F. D. Addis, of Sherman, Clay & Co., made a discovery which has created a great deal of interest both in Portland and New York. When going over records for the various concerts he thought he would try out some chime numbers and found two Victor records, Nos. 16053 and 16160, which were ideal. These two records proved so perfect that the minister of the First Congrega-

tional Church requested that they be played the following Sunday morning preceding the church services. The Pacific Telephone & Telegraph Co. installed the amplifier wires to the steeple of the church and these two records were played, much to the amazement of the church-goers.

NEWS FROM THE NATION'S CAPITAL

New Use for Music—President's March Popular—Dealers Forcing Business Getting Results—Chat With Van Wickle—Other Timely Items

WASHINGTON, D. C., July 10.—Talking machine dealers throughout the land might well take a hint from a humorous incident in the shoe-shining history of the capital—an incident which has caused considerable comment in the local press and has indirectly forced a public comparison of the respective values of phonograph music and piano-player music in the business of attracting trade.

A "shoe-'em-up" emporium in the busy downtown section of Washington, established a number of years, had what appeared to be an unbreakable grip on the polishing business within its territory. Recently an enterprising foreigner, advertising himself as the "King of New York bootblacks," opened up a far more attractive shop two doors from the old-timer. Hardly had the first customer mounted one of the thrones for a shine when the passing public was halted to listen to the latest dance music coming from within the filed shop. The business followed the music. John the First was seeing his business demoralized.

But the old-timer was not stampeded. The next day he had a piano-player moved in, and his cash register recorded a marked improvement from the previous day's financial illness.

The battle of music continues, but the newcomer thus far appears to have a slight advantage in the race for business. Other features of the new establishment are undoubtedly working against the original shop, but the proprietor of the new shop claims part of the edge he has on his established rival is due to the public's preference for phonograph music.

Observant citizens have watched the battle for nickels with interest, and incidentally have wondered why dealers have not seen to it that all shoe-shining throughout the country is performed to the syncopation of the latest record hits.

The recent issue of "President Harding's March," as played by the United States Marine Band for Victor, has won much favor in Washington. The presence of the Marine Band in the capital and the fact that it is playing in some section of the city almost every afternoon or evening have afforded the number considerable free advertising. C. A. Turner, of Ansell, Bishop & Turner, Victor dealers, reports that the record has been a very popular early Summer number. Mr. Turner reports that sales of the past month

have exceeded those of June, 1920, in both machines and records, dance records especially being responsible for the upward trend. "Clerie" and "My Mammy," as played by Paul Whiteman's Orchestra, are reported among the month's best sellers.

The reappearance of the names of John McCormack and Harry Lauder among the recent release lists of Victor have provided a pleasing tonic for June, according to W. F. Van Wickle, of the Van Wickle Piano Co., handling Victor. Mr. Van Wickle, similar to several other dealers in Washington, believes that the period of inactivity which accompanied the uncertainty on the part of many Government clerks here concerning their prospective employment at the end of the Government fiscal year, June 30, has reached its lowest point. Many clerks who were doubtful of being retained in Government service have not suffered the dismissal which they seemed to anticipate, and consequently dealers generally look for greater relaxation and an increase of sales.

S. B. Harrison, of the Quality Shop, and Harry C. Grove, both Columbia dealers, have taken the lead, locally at least, in endeavoring to force Summer record business. Both establishments have hired high-school boys on commission basis to make a thorough house-to-house record selling campaign. Each boy is equipped with a set of the latest records and all transactions are on a cash basis. At the time of writing, this scheme, suggested by Columbia headquarters, has been in operation less than a week and the success of the effort is as yet unknown.

R. D. Thompson, of the Hecht Co., handling Columbia, Okch, Edison, Gennett and Emerson, reports both machines and records good with bright prospects for Fall. The Hecht Co. is specializing on "machine—with 25 records" combinations, aiming particularly at the Summer camping trade.

Roberts & Fischer, Victor dealers, however, do not look for general improvement until Fall.

CREMONA EMPLOYEES FILE PETITION

PORTLAND, ORE., July 5.—A petition of involuntary bankruptcy was filed by seven former employees of the Cremona Phonograph Co., of Albany, against the company in the Federal Court, alleging that about \$675 was due them for wages. The head office of the company is in Portland and the concern was placed in the receiver's hands last April, it being alleged at the time that the receivership was invoked in order to protect the investors. At the time of the receivership the assets included only \$25 in cash.

Charles Marasek has opened new Victor warehouses at Forty-seventh street and Third avenue, New York City. He was formerly a wholesale Victor traveler for S. B. Davega and later for the Knickerbocker Talking Machine Co.

"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 Talking Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

Special Office: 711 MILWAUKEE AVENUE CHICAGO
 Dealers Wholesale Branch: 1236 Candler Bldg. ATLANTA, GA.

ALMOST all talking machine dealers wait and see the way in which the other dealer will merchandise his goods. But when you meet the exception, whose methods are original, distinctive, and progressive in everything from his advertising to his window displays, or from his form letters to merchandising ideas, you may depend upon it that such a dealer is a subscriber to the Talking Machine World Service.

It will pay you to study into this proposition. Clip the attached coupon and we will send you details

The Talking Machine World Service
 373 Fourth Avenue,
 New York City.

Kindly send me complete details concerning The Talking Machine World Service.

NAME

STREET

STATE

CITY

Population



REASONS FOR OPTIMISM IN KANSAS CITY TERRITORY

Conditions Interestingly Reviewed by D. R. Walsh—New Brunswick Shop Opened—Schmelzer Educational Course Popular—F. B. Jenkins' Views—Edison Progress—Victrola Day for Children

KANSAS CITY, Mo., July 5.—Business conditions in the Kansas City territory are fairly indicated by the reports given below of incidents which are reported by D. R. Walsh, of the Schmelzer Co., after a two weeks' trip through Kansas and Oklahoma. He states that the collections for his company have been surprisingly good, and the sales are better than expected. Out of twenty-four dealers interviewed, only two of them complained that collections are poor. The others said the people were doing well.

The optimism of the dealers is indicated by the unusually large number of departments that are being enlarged and improved, and by the new equipment that is being installed. In practically every case, the installations are of a higher class than in the past, and indicate that the dealers are appreciating more than in the past the possibilities in the business, and that there is to be a revival of business in the Fall.

That business is "not so hot" is shown by the statement of a merchant interviewed on the trip, who stated that he had just been comparing sales through a number of years, and that he found that while the volume for 1921 had not reached that of last year, yet it was far in excess of that of 1913, 1914 and 1915.

The new wealth in western Kansas was turning on much more both in quantity and quality than was expected, and there is an increased feeling of confidence as to the Fall trade.

There is an increasing demand from dealers over the territory for talking machine department managers in stores that handle other lines. Dealers are branding that "just anybody" cannot take charge of and successfully handle this ever-increasingly important business. It is one of the features of the situation that the demand for these trained managers is far in excess of the supply. Two infinite calls, with good salaries attached, were answered by the statement that there were none available here.

Schmelzer Co. School Courses

To meet in some measure the demand for trained salesmen in the talking machine departments, the Schmelzer Co. has held a number of schools, the last one being conducted during the first two weeks of June. There will be a slight change in the next one, as it will be designated as a dealers' conference. The Schmelzer Co. has in the department for the conference a full equipment to demonstrate all the sales talks

and show the most up-to-date shops, and methods of window trimming, etc.

To Entertain Visiting Jobbers

Local jobbers, headed by the Schmelzer Co. and the J. W. Jenkins' Sons Music Co., will be hosts to the delegates to the annual convention of the National Association of Talking Machine Jobbers, as they stop over in Kansas City for several hours on July 9. The special train will be met by the reception committee and the delegates confederated on a tour of the famous belt-gate system of Kansas City, and entertained at luncheon at the Country Club. A number of delegates from this territory will join the party on the special train at this point to attend the convention to be held at the Hotel Broadmoor, Colorado Springs, July 11-13.

To Open New Brunswick Shop

The Brunswick Shop is located at 923 Walnut street and has, since its opening, enjoyed a good trade. A little closer to the center of things a few doors from Pettit Lane—is now located a shoe shop, which will move to other quarters in a short time. The Brunswick Shop has secured a lease on this property, and as soon as it can be fitted up will move the present shop up there, but will open up a new shop at this splendid location. It is the announced purpose of the management to make the new shop one of the most modern and attractive music shops in this section. The Terry Music Co., of Salina, Kansas, is one of the new Brunswick dealers added during June.

F. M. Briggs, sales manager for the Brunswick, announces that the new Number 65 model is selling well with the dealers, and that they are stocking up with it for the Fall trade. He also says that the production of the Stratford is now sufficient to meet demands.

Brunswick shops are displaying copies of the advertising that is being run in the leading nationally circulated magazines in the new advertising campaign of the company and are anticipating substantial results from this help in their local selling.

Dealer Financing Plan Interests

According to Mr. Briggs, the most important movement made in the promotion of their business is the adoption of their new plan for assisting their dealers to finance their time-payment sales. The plan is briefly to have the Commercial Investment Trust, of New York, to

buy the 'paper,' the dealer receives in cash or credit, not only all of the money he has as the instrument, but about half of the profit on the sale. So liberal is the arrangement that the difference to the dealer in a sale for cash and one on a year's time on an instrument selling for \$200 is only \$3.69. The company states in its advertising that this plan is put forth to enable the dealer with limited means to do as large a time-payment business as possible without any embarrassment for lack of necessary cash or credit.

Manager F. A. McMurtry and his family of the Columbia Co. are spending a month at their cottage at Winwood Lake.

Better Music in Demand

Frederic B. Jenkins, Jr., of the J. W. Jenkins' Sons Music Co. has charge of the records in the wholesale department. He has just made a trip over the territory and is pleased with the way business is holding up. He reports that there is a decided change in the kind of music in demand—that jazz has gone out, and that there is a call for good music. In dance, the call is for music that is slow and soft and rather dreamy. Harry Lauder music is in much demand, and there is a great run on Philadelphia Symphony Orchestra productions.

M. C. Schoenly, manager of the Victor department of the J. W. Jenkins' Sons Music Co., reports that one of the old-time customers of that firm, the Silver State Music Co., of Pueblo, Colo., was completely wiped out in the recent flood at that place. The management of the Silver State Co. estimates that it will require sixty days to clean up the debris, and then the business will be resumed. The Silver State Co. is one of the oldest music companies in the West, it having been in business nearly half a century. Mr. Schoenly will visit Pueblo following the jobbers' convention at Colorado Springs, and offer such credit and other assistance as is necessary to start the company off in good shape, in spite of its heavy losses in the flood.

Paul's Music Co., of Kansas City, dealer in talking machines, is following the trend of the times and stocking up on sheet music.

Manager M. M. Blackman, of the Phonograph Co., is enthusiastic over the outcome of the recent contest held throughout the territory, in which were offered as prizes free trips to the Caravan Convention, held by the Edison Co. at Chicago, to the ten winners. The results in the six weeks of the contest were so good that, now he has returned from the convention, he is planning for another contest, built on a different plan, and arranged so that the small dealer as well as the other ones may get in. Some very interesting things developed in the contest, namely, that the size of the town has very little to do with the results in the matter of the sales made. Thus, the highest number of sales made was in Salina, Kans., a town of 15,000 people. Among the twenty leaders in the contest the merchant in a town of 1,600 sold more machines than the one in a town of 16,000, and the dealer in a town of 1,000 made a better showing than the one in a town of 72,000.

The winning firms and the names of the towns in which they are located are: Walter Chapell, Salina, Kans.; B. G. Hall, Lincoln, Kans.; J. B. Lindemoor, Paola, Kans.; F. M. Munson, Wakeney, Kans.; Halley & Brown, Fayette, Mo.; Carl Latenser, Atchison, Kans.; Cahill Bros., Windsor, Mo.; Kelley-Vawter Jewelry Co., Marshall, Mo.; Kent-Long Drug Co., Beloit, Kans., and Roark-Van Antwerp-Whitman, Scott City.

Victrola Day for Children

Reports of a very successful Children's Victrola Day, held at the Edgar Shoppe, Tulsa, Okla., have reached here. The morning reception was from 10 to 11:30 and the afternoon reception was from 2 to 5. The attendance of children was about 600, to each of whom was given a souvenir, and each of whom had its name added to the mailing list of the firm. The pleasing program included marches, singing games, stories, folk dances, etc. Miss Elizabeth Day, manager of the record department, was hostess to the little ones. Appropriate window displays were made before and on the occasion.

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 only one day.

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.



*Van Veen Record Racks are all wood
No paper or compo-board divisions used*

We have made it our purpose to make every Van Veen outfit a model shop—to put the best there is into it, just as if it were a sample for exhibition purposes. Our jointless construction has been proven superior by numerous tests. We build all our sections on chestnut cores, have been doing it since we first produced Van Veen equipment, but that is only one of the minor details that go to make up the high efficiency of Van Veen construction.

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



W. W. CHASE NEW PATHE PRESIDENT

Other Officers Announced—Eugene A. Widmann Becomes Chairman of the Board of Directors—Some Important Additions to Directorate

The Pathé Freres Phonograph Co. has made important substitutions and additions to its board of directors, of which Eugene A. Widmann has been elected chairman. W. W. Chase, prominent in manufacturing and financial circles of Cleveland, especially as former general manager of



W. W. Chase, the New President

the White Sewing Machine Co. and president of the Theodore Knudtz Co., is the new Pathé president.

In addition to Mr. Widmann and Mr. Chase, the Pathé directorate now contains the names of E. O. Goss, president of the Swoville Mfg. Co., of Waterbury, Conn.; James H. Carter,

vice-president, National City Bank of New York; Lurie Conway, who has wide connections in the musical instrument business; Sidney Blumenthal, of Sidney Blumenthal & Co., a prominent New England manufacturer; James W. Anthony, of New York City; Peter Lee, Arterton, manufacturer and capitalist, of Louisville, Ky.; Frederick Osborn, of the firm of G. M. P. Murphy Co., of New York, Col. Arthur W. Copp, of New York; Hugh J. Brennan, of the Pittsburgh Talking Machine Co., Pittsburgh, Pa.; R. J. Jameson, of the Fischer Co., Cleveland, Ohio.

The officers of the company are: Eugene A. Widmann, chairman of the board of directors; W. W. Chase, president; Col. A. W. Copp, treasurer; James Watters, secretary, and Henry Mach, assistant secretary.

The company is now almost unique in that it has practically no current indebtedness and with assets of over \$5,000,000, of which a large proportion are in current accounts; its liabilities are all of a limited nature, extending over a period of time from two to four years.

CACTUS NEEDLE MEETS WITH FAVOR

OAKLAND, CAL., July 5.—The Permo Co., of this city, manufacturer of the Permatone phonograph needle, has received many inquiries regarding its product from dealers and jobbers throughout the country. Several sales plans have been introduced, meeting with pleasing success, and the distinctive features of the Permatone needle have been instrumental in producing actual sales. The use of cactus in the manufacture of needles has long been regarded favorably by music lovers, and the Permo Co. is featuring this needle as a Cactus needle, whose sales are steadily growing.

Oscar W. Ray, general manager of the wholesale Vocalion record department of the Vocalion Co., has just returned from a trip through the Eastern district, including Boston, Buffalo and Pittsburgh. He states that despite business depression Vocalion record sales are showing encouraging increases in these cities.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect
We get the best mica directly.
We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St.

New York

COLUMBIA SALES STAFF CHANGES

Walter Shannon Now Covers New York Territory for Local Branch—Grafonola Trade Shows Gratifying Activity

Kenneth Mills, manager of the New York branch of the Columbia Graphophone Co., announced this week that Walter Shannon, who formerly covered Brooklyn territory, has been assigned to the New York City territory. Mr. Shannon has been associated with the branch for several years, and has won the esteem and friendship of Columbia dealers in the metropolitan district.

George Luders, formerly Dealer Service supervisor at the New York branch, is now covering Brooklyn territory, and A. P. Hannerstrom, who was Mr. Luders' assistant, is now Dealer Service supervisor.

In a chat with The World Mr. Mills stated that one of the gratifying features of the business closed during the past few weeks has been the increased demand for Grafonolas. Grafonola sales the past few weeks indicate that the dealers are not only preparing for an active Fall trade, but are actually selling machines during the Summer, which gives Mr. Mills and his associates tangible reasons for optimism.

CATALOG OF OKEH RECORDS

General Phonograph Corp. Issues First Alphabetical Catalog—Reflects Success of This Record Library—Many Artists in List

The General Phonograph Corp., manufacturer of Okeh records, has just issued its first alphabetical catalog, listing all Okeh records produced up to and including June, 1921, releases. The catalog has an attractive cover design and the records are listed in a way which provides for maximum convenience.

This new alphabetical catalog emphasizes the signal success attained by Okeh records in the comparatively short while that they have been on the market. At present these records are being handled by representative and progressive dealers everywhere, and jobbers located in the most important trade centers are co-operating with these dealers in developing the sale of the records. During the past six months quite a number of well-known artists have been engaged to record exclusively for the Okeh record library, and the dealers have taken advantage of the service rendered by the General Phonograph Corp. and its jobbers to give Okeh records high-class representation.

HARRIS JOINS EINSON STAFF

Well-known Advertising Man Becomes Vice-President of Einson Litho, Inc.—Prominent in the Publicity Field in the Metropolis

Einson Litho, Inc., New York, has just announced to the trade that it has secured the services of Lawrence Harris, well known in the advertising world as artist, author and merchandising man. Mr. Harris comes to the Einson organization in the capacity of vice-president, and in this position he will be in constant touch with the Einson clientele, to whom he will be able to give exceptional service through his extensive experience in the advertising and lithographing world.

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 and V. Records
Width 17", Depth 17", in either quarter oak or mahogany finish. Holds 208 Victor records.

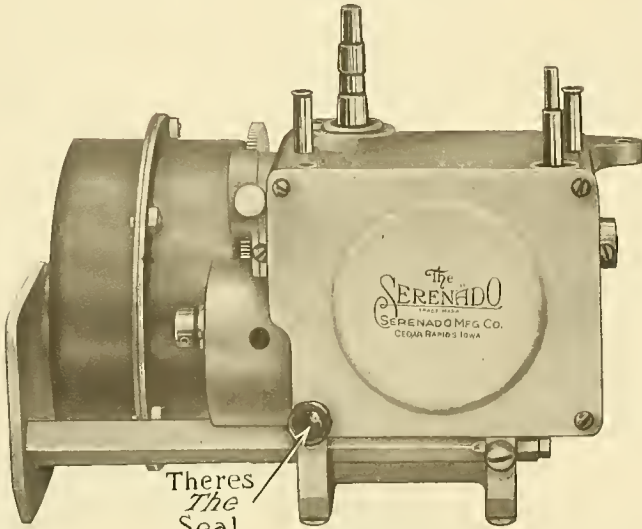
The UDELL WORKS

Indianapolis, 1255 West 28th Street

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

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

Editor's Note: This is the month of a new series of articles by William Bond White, devoted to the various interesting appointments which attend 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 training and developing of the musical possibilities of the talking machine.

REST VS. RUMPUS

It is not what one does, but how one does it. A man can take the best idea that ever was propounded and mishandle it till all the good ness has been squeezed out of it. On the other hand, the most balky-eyed idea can be made fruitful again if only one applies it skilfully and not mechanically.

The columns which have been written during the last ten years in the one subject, for instance, of talking machine recitals would fill a whole binder of the Talking Machine World Still, it is surprising how few merchants seem yet to know what principles should govern all work of this sort. In consequence, a great deal of effort is wasted and harm is done.

Noise Upon Noise

Some merchants have the extraordinary idea that there is something in making a hideous noise in the front of their establishments all day long. Passing down a certain street, which is extremely busy in itself and so noisy, naturally, that one can hardly hear oneself think, the passer-by finds his senses continually attacked by the blaring and tar-tar-aring of one talking machine after another, placed, during these warm-weather days, right in the front doorway of the various music stores, which succeed one another for two or three blocks in almost a continual line. What is the object of all this? Do the proprietors of these stores really think that they are featuring any desirable quality in the talking machine when

they do this. It does not seem possible that they can think so, yet what other construction can be put on their actions?

They cannot be merely trying to drown each other out. Yet, they cannot imagine that they are contributing to the musical knowledge or pleasure of the crowds. The sounds their instruments make are noise and nothing more; for the street chatter catches them, tears them to pieces and scatters the fragments abroad in nasty little discordant patches of chopped-up squeak and rattle. This, it seems to us, is emphatically not the way, whether in Summer or in Winter, to feature the musical possibilities of the talking machine.

The energy which is wasted in this sort of way is too valuable to be allowed to go to waste. It ought to be used to advantage, instead of being thrown away. Even in summertime good ideas are always business-bringers. The need in this case is for less brute force and more discrimination. Let us see how.

Sootie, Don't Excite!

If the idea is, as of course it is, to get before the passer-by the message that music, mer, soothing music, is to be had by means of the talking machine, then plainly there is no sense in wearing out machines and records in the hopeless task of measuring their sounds against the noises of the crowded street. The thing to do is to get them into the store. Very well, here is an idea:

Why not advertise that at noontime, each day, say from 12 to 1, business people who are on the streets for their lunch period may come in and spend fifteen to thirty minutes quietly and comfortably, listening to pleasing music in a cool, shaded room? Let the front part of the store (the place must be near the entrance) be

cleared and well shaded from the heat. Get as many comfortable chairs and quiet-running electric fans as can be arranged for. Have a good machine and a dozen really first-class records. Also have a competent soft-voiced girl to announce the numbers and look after the machine.

How to Tell Them

Then put in the right sort of an advertisement in the newspapers. It must not be rough stuff or flimsy or cheap, or anything like that. It must be a sensible announcement, somewhat like this:

MUSIC AND HOT WEATHER

Now that the temperature at the noon hour is higher than one likes to think of, the business girl must wonder how to get a little midday rest and quiet, away from the clutter of the office and the noise of the street. Fifteen minutes of utter rest and complete change of thought will make you cool, happy and clear-minded for the rest of the day.

SPEND YOUR NOON HOUR IN OUR STORE LISTENING TO CHARMING MUSIC IN A QUIET, RESTFUL ROOM AND A COMFORTABLE ARM CHAIR.

And so on. The advertising departments will do the rest. We merely give an idea.

What One Rector Did

But why not? I remember how some years ago, when I was living in New York, a certain Episcopal church used to draw each noon scores of people from the busy streets nearby to a fifteen-minute service. The old church stood just off one of the busiest thoroughfares and the rector had the good sense to see that he could accomplish real benefit to the tired crowds by throwing open his church every noon-hour. He held a little quiet service for fifteen minutes

Individuality in Your Product Will Mean More Sales for You!

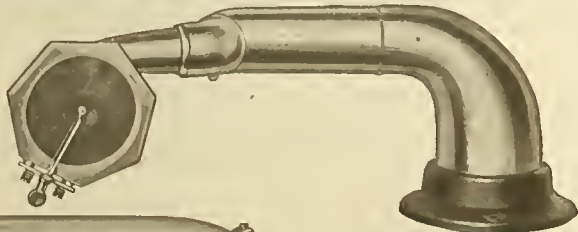
The New Empire Universal Ball Bearing Tone Arm and Reproducer

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

precisely, without noise or excitement, reading a few of the beautiful prayers from the liturgy of that church and saying a few appropriate, quiet words. It was not much, judged from the Billy Sunday standpoint, for there was neither "pep" nor "ginger" in it. But it was just the thing for the purpose.

There is far too much pep, ginger, snap and all that sort of thing. They are all very well and we can use a good deal of them. But a world which is everlastingly on its toes is a world that becomes very tired. And tiredness, especially during our Summer months, is far too common.

Music Must Be Right

The comparison made with the little church service is not apropos. For good music is a healing balm to the tired spirit, just as much as prayer. If one is giving a dance one does not play cradle songs and if one is expecting to smooth out the wrinkles of care and worry and send one's casual guests away happy and comforted one must not shake them up with snappy dance music. That is not the idea at all. In Wintertime if one wants to get the blood rushing and the spirits mounting high then turn loose the toddle-tunes and let them hop to it. But when the thermometer registers 95 in the shade and the stenographers and clerks stream out for their hour's lunch-time they are tired, hot and in none too good a temper. They do not want to be further excited or made still hotter and more uncomfortable, even with dancing. They want at that particular time, with another four hours' work in a hot room before them, to be rested and calmed. Plenty of time for dancing at night, when the heat of the day is past.

So that is why I am prescribing the medicine of a restful hour, with restful music, thrown freely open to the young business people of the office districts. Here is an idea for the downtown talking machine merchant which will bring real results.

Keeping in mind the essential principle that this is a rest hour, and siting the music to the mood, there will be no difficulty in getting the changing audience to keep quiet and allow each other to enjoy the soothing tones to the full. The invitation might be spread around among the offices by hand-bills and the visits of shopping mothers with noisy children discouraged.

Will It Pay?

Will it pay? Well, will it pay to be giving a daily demonstration that John Smith, talking machine dealer, is a nice, good-natured, generous fellow, who takes some trouble to make the boys and girls happy? Will it pay to demonstrate that the talking machine can play violin music, string quartet music, flute and harp music, beautifully, quietly, calmly, soothingly? Will it pay to disclose the fact that there is a wealth of high-class music waiting to be taken into the homes of the owners of talking machines, and that the lovely strains heard during these restful minutes can be enjoyed at home, too? Will it pay?

One can play all round this subject. Let the idea be thought over. It is based on a sound foundation and, unusual as it may seem, it is neither unpractical nor unprofitable. Moreover, it furnishes one of the best possible ways of featuring to the masses the musical possibilities of the talking machine, for it is music and the power of the best music only which here does the trick.



The Superior Lid Support

*A touch of one finger lifts the lid
the Lid which stays at any point desired
Does not warm the Lid*

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold
Quantity Prices on Application



Suppliers of specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Montrose and Throop Streets CHICAGO

IMPORTANT TARIFF RULINGS

M. Dorian Instrumental in Securing Vital Changes in New Tariff Bill—Shellac Will Be Admitted Free of Duty—Other Changes

WASHINGTON, D. C., July 8.—M. Dorian, who represents the Columbia Graphophone Co. as its attorney in this city, has been an active factor in securing favorable action by the Committee of Ways and Means in Congress on several items of vital interest to the industry. Mr. Dorian is one of the best-posted members of the talking machine trade, and his thorough knowledge of every phase of the industry enabled him to give this committee available information in connection with the proposed changes in the tariff laws.

As a result of Mr. Dorian's efforts, shellac and copal gum, used in the manufacture of records, will be admitted free. Soft wax discs, commonly known as "master records," and metal matrices obtained therefrom will be admitted free. These are the masters and matrices of foreign-made records which have heretofore paid duty at the rate of 25 per cent.

Mr. Dorian states that a determined effort was made by certain interests to secure a flat tax of 10 cents on every mica diaphragm imported, which would have imposed a burden of many thousands of dollars annually upon manu-

facturers of talking machines, but this proposal was overruled by the committee.

W. B. FULGHUM INCORPORATES.

Three Former Employees Join Owner as Officers of the Company—A Progressive Move

Richmond, Va., July 7. Walter B. Fulghum, exclusive dealer in Victrolas and Victor records in this city, announces that his business will be incorporated, to be known as Walter B. Fulghum, Inc. Three former employes, Miss Leona Bueing, John S. Matlack and Bertram B. White, will be taken into the firm as secretary, treasurer and vice-president, respectively. The business is thus placed on a profit-sharing basis and the loyalty of faithful employees rewarded.

TIMELY OGDEN CONTRIBUTION

Lynchburg, Va., July 7.—The Ogden Sectional Cabinet Co., Inc., of this city, has placed on the market a "You-Nit" table, especially made to hold the several table models of the Victrola. This stand is attractive in appearance and is expected to prove very popular with the owners of these instruments. A distinguishing feature of this new "You-Nit" stand is that it is "knock down" in its construction and may easily be transported from place to place.

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

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.



Frank Cruml's record of "Wait Until You See My Madeline," his latest hit in *The Greenwich Village Follies*, will be certain to crowd your store. "All by Myself," the name of his song on the other side of this record, won't apply to you when you put it on sale. A-3415.

Columbia Graphophone Co.
NEW YORK

AN IMPROVED BUSINESS TREND EVIDENT IN ST. LOUIS

Cheerfulness Overshadows Complaints—Great Gathering of Tri-State Victor Dealers—Columbia Forces Enjoy Outing—Many New Stores Opened Up—Talker in the Church—Our News Budget

St. Louis, Mo., July 5. Everybody complaining and everybody cheerful and hopeful is the slightly contradictory feeling among talking machine distributors and retailers in St. Louis and throughout the St. Louis trade territory. They can be cheerful and hopeful while complaining because they are confident that the present trade condition is only temporary and will soon pass away. Distributors who do also a retail business say that they are doing better at retail than as distributors. There is considerable variance in the reports from retailers. One, in a part of the Southwest where conditions have been most adverse, reports to his St. Louis distributor that he had the best June he has had since he started in business. Reports of a falling off are more numerous, however. Distributors base their expectation of improvement upon the fact that dealers have been buying conservatively and stocks are known to be low. Retailers look confidently to the future because they have every reason to expect marked improvement in the Fall.

Tri-State Victor Dealers Meet

A very good barometer of business was afforded at the meeting of the Tri-State Victor Dealers' Association the last week in June at the American Hotel. There was a very good attendance from St. Louis, Missouri, Illinois, and as far south as Moreaufield, Ky., which was represented by Mr. Walden of the Walden Drug Co. Good-natured complaint about present conditions was general, but there was no dissent to the expectation of great improvement in the Fall. The speaker of the evening was J. J. Rockwell, advertising counselor of the Reinecke-Ellis Co., Chicago.

Mr. Rockwell pointed out that Victor dealers cannot hope to escape entirely from the conditions of the time any more than it is possible for merchants in any other line of business, and that it is incumbent upon the Victor merchant to-day, in the protection of the growth of his business, to vigorously and aggressively push for business by active co-operation with the national campaign of the Victor Co., in educating the public to the great home-making, spiritual and educational value in Victor products.

Elaborating this point, he said, "The Victor merchant has many channels through which he

can energize and develop his business. He can do it by the better education of his clerical force; the improvement of the type of his store and its surroundings; by attention to the tremendous possibilities that exist in his show windows, by taking an active part in the public activities of his community, and by making sure that his mailing list completely and effectively covers all of the possible customers for Victor products in his trading zone or community, and seeing that all of his prospects receive that type of educational sales literature which will develop in them the desire for Victor goods and for good music in the home.

"This is an age of interdependence, in which as individuals and as businesses we are not totally dependent one upon another, but neither can we be totally independent of each other. There is a co-operative relationship in the social and business world to-day which no man can afford to ignore.

"The mental atmosphere of the world has changed more in the past five years than it has probably changed in any previous hundred years. There is a great flux of new emotions and new ideas. In the bringing of order out of this seething whirlpool of change and new viewpoints, the Victor dealer and his community have special opportunities, because music is a factor of influence in the lives of all human beings, and the Victor dealer who takes advantage of this great current of new thoughts and new ideas now, and injects into it forcefully the relationship of his product to these things, is helping himself in a business way, making it easier for him to develop profits, because he has this tremendous force to tie to, and in addition he is taking his part in the progress and development of a sane and orderly community life, and of human advancement."

There was a general discussion. The by-laws were amended to make clear that the purposes of the association are not in any way in restraint of trade. Theodore Maetten presided. F. J. Ennis, who was elected secretary at the previous meeting, declined to serve for lack of time, and W. J. Daumiller, of Lebanon, Ill., acted as temporary secretary.

Business Spurts Reported

While, as said above, the retail business, in

the main, is dragging, there are spurts now and then which cheer the hearts of salesmen and dealers and help them to bear the sluggish intervals. W. E. Miller, who sells at the Edison shop of the Silverstone Music Co., had such a spurt the other day when, in the hour before lunch, he sold a Laboratory model and a Chippendale for \$295 apiece and a Sheraton for \$200. The three sales, with the records that went along, brought his hour's business to more than \$800.

Mark Silverstone, president of the Silverstone Music Co., and a number of the men of his organization and a large company of Edison dealers from the Edison territory went to Chicago to attend the Edison Caravan Convention.

Edison records of Broadway hits are getting to St. Louis almost neck and neck with the sheet music. The first of the "Broadway Flashes," with bright labels, arrived the last week in June and attracted immediate attention.

Receives Line of Granby Machines

Manager H. J. Ar buckle, of Widener's, Inc., has received a full line of Granby instruments from the Granby Talking Machine Corp., Norfolk, Va., for which Widener's has become distributor and retail dealer. The distribution territory is St. Louis, Illinois and Arkansas. Edward Günzberg, factory representative, will work in the territory for a few weeks, assisted by Edward Schumaker, formerly of the Rice-Six Dry Goods Co. They are out in the territory and are lining up a desirable list of dealers. The line includes uprights and consoles of attractive designs ranging in price from \$120 to \$525.

Some Interesting Personals

Theodore Maetten, manager of the Victor department of the Kieselhorst Piano Co., has returned from Sheboygan, Wis., where he attended the English district meeting of the Lutheran Church.

O. A. Field, president of the Field-Lippman Piano Co., has returned from a week's trip to Dallas and San Antonio, Tex., looking after odds and ends of business left over after the closing of the firm's branch stores in those cities.

Harry Boxley, for several years with the Shattiner Music Co., has been made manager of the retail phonograph department at the firm's new store, 1103 Olive street. His department has space on the first and third floors. Kimball and Artophone machines and Okeh records are handled.

R. G. Metcalf, formerly associated with Harry Heinsfurter in booking Re-creation concerts, has been transferred to the sales organization of the Silverstone Music Co.

An Effective Window Display

A window of the Emerson Piano Co., of Decatur, Ill., during a recent visit of Olive Kline to that city, attracted deserved attention. A color scheme of blue and white was carried out featuring Olive Kline's blue-label records. A blue and white gondola-shaped chariot had blue label record wheels, rubber tiered (rubber tubing from a piano) and was filled with tier upon tier of Penn Victor dogs. Two dogs of medium size drew the chariot and the big dog announced, "We are all on our way to Olive Kline's concert."

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

The same firm ran a small ad in conjunction with its regular ad, stating that it had Galli-Curci tickets on sale for the concert in Springfield, Ill. As a result the Emerson Co. sold over two hundred tickets within two days and chartered three interurban cars to carry the crowd to the concert.

Mr. Peabody, a member of the firm, is an educational enthusiast. Following the Chicago Victor educational meeting, he gave a demonstration of the work before the kindergarten department of a local conservatory, and found himself in immediate demand for other musical talks. As a result he has appeared before seven Mothers' Clubs, the kindergarten department of the Milliken University and most of the public schools in this locality.

Outing for Columbia Organization

The entire organization of the St. Louis branch of the Columbia Graphophone Co. made a play-day of Saturday, June 11, and spent the whole day in the big outdoors. This annual outing was held at Valley Park, some miles out along the Meramec River. The twenty-mile ride in the big gaily decorated truck put everybody in the right picnic mood. Swimming, canoeing, lively games, dancing (to the music of a Columbia Grafonola and Columbia records, of course), the abundance of good things to eat, etc., gave everybody a good fill of the vim and energy that only a day in the big outdoors gives. The smallest member of the picnic party, but the one who got most of the attention, was the little year-old baby daughter of Manager Morgan.

At the monthly sales conference on June 18 the entire sales force was present and went over the plans outlined for keeping Columbia business lively through the Summer season.

The value of the Columbia Grafonola and Columbia records for civic and municipal affairs was given a remarkable demonstration recently in Paducah, Ky., where the local Columbia dealer, J. A. Rudy & Sons, provided music for a program of folk dances, Maypole drills, etc., by two hundred and fifty school children. Columbia records were played on a Columbia Grafonola, and

the Magnavox amplified the tone volume so that it carried to every part of the big outdoor field.

An exclusive Columbia department has just been opened in the store of the Arkadelphia Music Co., at Arkadelphia, Ark. The proprietors, J. O. Shaver and R. J. Duke, are quite enthusiastic over the prospects for a lively Grafonola business in their section.

Manager Morgan, on his latest out-of-town trip, visited a number of Illinois towns. Dealers said there is plenty of business if they only go out and get it. People are ready to buy if it is made convenient for them, and that is just what Columbia dealers are doing—demonstrating and selling in the homes.

Clever Musical Program

An extremely clever musical program at the St. Philip's Episcopal Church in St. Louis recently caused much favorable comment. The program announced two numbers by Alma Gluck, "Will-o'-the-Wisp" and "Little Grey Home in the West." When the time for these numbers arrived a beautifully gowned woman came upon the stage and "sang" these songs. At the close a screen was removed and a Victrola revealed the source of the music, but so perfect had been the lip formations of the words, phrases and the breath control and the facial expressions that few guessed the source. It was then announced that Carmen would give "Habenera." A young lady in Spanish costume and with castanets danced the "Habenera" to Calve's Victor recording of the song.

The Music Memory contest, conducted by Miss Smith, music instructor in the Cape Girardeau public schools, resulted in victory in the Lorimer School, which averaged 22 2/99 per cent. Ten dollars' worth of records was given as a prize to the winning school by the T. E. Clark Music Co., Victor dealers.

Thieness Obeys the Law

The West Frankfort (Ill.) Daily contained an interesting item concerning C. R. Thieness, general manager of the West Frankfort Music Furnishing Co., Victor dealer. Mr. Thieness believes in upholding and obeying the laws of the city. No

sooner had the mayor issued an order calling for the muzzling of all dogs than he secured a muzzle and placed it on the large Victor dog which stands in the front of his store. The daily ads read: "While it seems cruel to see Victor muzzled in this way, it would have been yet worse if the mayor's order had required ear muffs instead of a muzzle, for then he could not have heard 'His Master's Voice!'"

The O. D. McLaughlin Music Co., of Paducah, Ky., recently had a clever window dressed with Lauder records, posters and cards with a miniature Lauder dancing on the Victrola turntable.

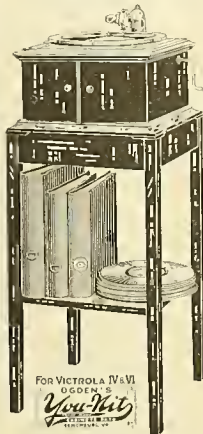
J. Glaser has opened a handsome new exclusive Victor store at 816 North Sixth street, having moved to this location from 1919 East Grand avenue, where this store was known as the "Tower Talking Machine Co." Mr. Glaser has been in that location for a number of years.

Music Merchants to Discuss Terms
Selling terms for talking machines will not be adopted by the Music Merchants' Association of St. Louis. At meetings during the Winter there was considerable discussion of terms and a committee was appointed to draw up a tentative schedule, but after full consideration it was decided that more could be accomplished by cultivating amicable relations among the dealers than by adopting rules and regulations. The social feature is to be emphasized at the meetings. Grievances are not to be aired in open meetings, but are to be submitted to the executive committee. In addition to the regular meetings entertainments are to be provided from time to time. Salesmen are to be admitted to associate membership. Talking machine men have been appointed on the entertainment committee. They are Robert W. Jackson, Brunswick manager; E. C. Rausch, manager of the Koerber-Brenner Co., Victor distributor, and Mark Silverstone, president of the Silverstone Music Co.

Manager F. J. Ennis, of the Grand-Leader talking machine department, says his June business was ahead of last June and the demand was well distributed through the entire line of machines.

YOU-NIT STANDS for VICTROLAS

(This is a Rooter for the Victrola IV or VI)



A Display Stand for the Store.

Sells with Profit for Home and Camp.

"Can be Set Up or Knocked Down in 5 minutes and Packs in Small Space for Picnic and Camp."

Packed 2 complete in a fiber Mailing case, weight 25 lbs., goes anywhere by Parcel Post — 1st Sample orders delivered free until your jobber has them in stock.

Knock Down Victrola Stands

Are Patented

Solid Quercus for IV and VI
Mahogany Finish for VI
Solid Mahogany for VI

Price net \$3.60
Price net 3.85
Price net 4.25

This is a quick Seller and helps Sell the Victrola at this Season (newspaper Cuts supplied free to every dealer requesting them).

NOW IS THE TIME TO IMPROVE YOUR SERVICE

And increase your sales by using Ogdens' Patented MODERN STORE EQUIPMENT

RECORD CABINETS TO FIT YOUR REQUIREMENTS
A FILING SYSTEM WHICH DELIVERS THE GOODS
PRIVATE SALESROOMS WHICH "SELL"

OGDEN'S COMPLETE MODERN STORE

Costs less than carpenter work.

Everything ready for business the day you get it—Sectional—Unpack and "Set up Yourself."

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms, and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

Sectional Models Fit Any Size Stock and Help You Grow.



Ogden Sectional Cabinet Co.
LYNCHBURG, VA.

KNICKERBOCKER FALL CAMPAIGN

Abram Davega Tells of Various Service Developments of Exceeding Interest to Dealers

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, is preparing energetically for the Fall season. It recently placed one of the largest orders in the history of the company for record delivery bags. Abram Davega, general manager of the company, referred to this order as part of Knickerbocker service. Owing to the size of the order the envelopes were secured at an exceptionally low price. In connection with the Fall campaign Mr Davega states that the Knickerbocker Talking Machine Co. is preparing a new advertising specialty that will be particularly novel.

The Knickerbocker carrying case, which makes a complete portable outfit for the Victrola 4 or 6, is proving very popular. Rush orders are being received for immediate delivery from as far distant points as San Francisco.

This case is proving a valuable help in selling more small Victrolas.

Mr and Mrs. Abram Davega left on the Victor special for the convention at Colorado Springs.

PLAN WAR ON CUT-PRICE DEALERS

Boston, Mass., July 6.—Robert Shuman, June J. Raymond and Carbone Bros., following a consultation with talking machine manufacturers, plan a war on cut-price dealers who are selling records at retail cheaper than the wholesale price. The talking machine companies plan an investigation to ascertain where the records come from which the cut-price dealers are selling. Officials of the company believe that many of the goods are stolen property.

R. W. Olsen, Inc. of Brooklyn, N. Y., has taken over the Victor line exclusively. Formerly several makes of talking machines were handled. The Olsen stores are at 42 Fifth avenue, 914 Flatbush avenue and 617 Fifth avenue, Brooklyn.



EMERSON MID-SUMMER LIST

Sales Campaign Features Dance and Vocal Hits of the Day—List Well Received by Trade

The advertising department of the Emerson Phonograph Co. has issued an attractive hanger, featuring the mid-Summer hits recently issued by the company. This list comprises three dance and three vocal records, all of which feature selections that are being whistled and sung from coast to coast.

The dance organizations represented in this mid-Summer list comprise the Great Lakes Orchestra, Plantation Dance Orchestra, Biltmore Hotel Orchestra, Samuel's Music Masters and the Green Bros. Novelty Band. The vocal selections are recorded by Eddie Cantor, Billy Jones, Fred Hillbraud, Ernest Hare and Sissle and Blake. The record made by the last two artists features the hits from "Shuffle Along," one of the popular music plays of this season.

NEW NYACCO MODELS POPULAR

President Willinger, of New York Album & Card Co., Tells of Increased Activity

Max Willinger, president of the New York Album & Card Co., of New York and Chicago, reports that manufacturers are increasing their orders for Nyacco sets for factory album-equipped machines. Mr. Willinger calls attention to this fact as a proof of the general optimism of the manufacturer regarding Fall demands. The new set which the New York Album & Card Co. has prepared for the Victrola 80 is going good. Dealers are ordering in good numbers and Mr. Willinger has received a number of complimentary letters from jobbers. The new patented Nyacco album has proved such a decided success that almost the entire demand is centered on the newer album, and practically the entire production has been devoted to the new model.

FRIEDL ON SUMMER VACATION

Lambert Friedl, manager of the New York distributing branch of the General Phonograph Corp., left recently for his annual Summer vacation, which will include an automobile trip to several of the leading trade centers. Okeh record business is keeping up very satisfactorily, and the dealers in the metropolitan territory are closing a healthy and active Summer business.

There was recently installed in the showrooms of the distributing branch the popular Selxex equipment, manufactured by the Beckwith-O'Neil Co. This equipment is giving excellent service, and is being used to advantage to demonstrate Okeh records, attracting favorable attention of dealers who visit the warehouses.

TO SELL THE DEALER DIRECT

PHILADELPHIA, PA., July 9.—The Franklin Phonograph Co., this city, has announced an important change in its system of distribution. Hereafter the Franklin phonograph will be sold direct to the dealer instead of to the distributor, as formerly. This company is making an energetic drive for Fall business.

The day of the salesman is here; order takers will have to revise their methods.



Give a receipt and get all your money

The right way to handle a sale

- ① Collect the goods at the wrapping counter beside the register.
- ② Tell the customer the price and get the money.
- ③ Register the sale.
- ④ Wrap the receipt in the parcel.
- ⑤ Give parcel and change to the customer.

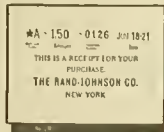
The customer gets quick service.

The clerk gets credit for making the sale.

The merchant gets all of his profits.

We make cash registers for every line of business. Priced \$75 and up.

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.



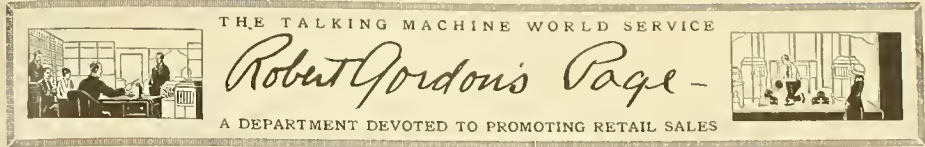
Wrap this receipt in the parcel



Get this record inside the register.



And get all your money.



PRACTICALLY every newspaper has a rotogravure section. From time to time the photograph of some star playing in a musical comedy appears. Cut out the star's photograph and mount it in the center of a circular cardboard twelve inches in diameter. Place a record featuring song hits taken from the same play on another record, mount and place it to the other side of the window. In the center of the window should appear a neatly printed card bearing the name of the singer, and under it the name of the selection which is recorded on the record. Beneath this should appear the words "Both of these are hits in ————" and then print in the name of the show from which the selection is taken. Use a plain background to set off the three pieces. Such a window will attract the eye of the passerby and create sales.

"YOU print with black ink with white paper because the contrast is advantageous, and likewise, saleswomen in my establishment wait on gentlemen, while salesmen wait on my lady customers." This statement was made to me the other day by a visiting dealer. He believed that the obsolete sex idea of service was really quite advantageous to stimulate sales. He reasoned along the following lines. If saleswomen wait on visiting buyers of their own sex the prospective customer's attention is considerably diverted. That is, their attention is directed towards the dress, the manner and the personality of the saleswoman. On the other hand, if a man waits on women buyers their attention is not diverted, and there is less of the usual "shopping" and more real buying. Taking the other side of it, he used an entirely different argument, claiming that oftentimes when men waited on men there is apt to be an attitude of shiftlessness which in some cases assumes what many consider an almost insolent attitude. Such service, of course, would lead to the loss of customers. If young women were employed to please their customers, he claimed that they could mostly always manage to please their customers and sell them additional records. This idea of letting men wait on women and women wait on men seems to have a very strong argument in its favor and should result in additional record business.

SOME people have a knack of creating new customers while they are serving old ones, and the man who thought of making his delivery service attractive had this idea in mind. Too many dealers pay too little attention to how their deliveries are made, thinking that as long as the parcel arrives at its destination the service is satisfactory. However, you can create a strong good will with the public generally if your delivery is made in a first-class manner. If you merely use errand boys, buy for their use so-called "barrecks caps" and military coats of khaki material for the Summertime. Such an equipment can be purchased for a few dollars and will make a neat appearance for any delivery boy. On his sleeve and on the front of the cap should appear the name of your institution. If you use an automobile, or any other type of conveyance, see that it is always neat and attractive with your name attractively arranged thereon. Dirty-looking delivery conveyances usually mean a dirty store, and people do not like to trade in such an establishment.

ONE of the few articles which are always kept in their original container until they are used are theatre tickets. Therefore, the back of a ticket envelope is an unusually good medium to utilize for your advertising, the price being exceptionally reasonable and its message reaching a good class of people. If you will see the manager of your local theatre there is no doubt that, if you will supply him with the envelopes bearing the name of the theatre on the back, he will allow you to print your own advertisement on the back. The cost of such envelopes is but a few cents per hundred. Use simple copy for publicity. Merely run the name of "The Talking Machine Shop" appropriate slogan underneath, such as "The Talking Machine Shop" or "The Music Lovers' Shoppe," or something of a similar nature, incorporating in it, of course, the make of machine you sell and your address.

"PAPER is part of a picture" is the heading used by a large paper house in advertising its stock. Paper has even a more important part in your correspondence. It is the ambassador which presents the message which you write. Care should therefore be given to the paper which you use. It should be of good quality. Also, whatever printing appears on your stationery should be neatly done. Too many

firms try to save money by using cheap stationery. Such economy is false, especially when applied to circular letters. Other firms believe that their name must appear in very heavy type across the top of their bill heads, letter heads, etc. If this is done in a conservative manner it is correct, but if it is done in heavy faced type, in prominent colors, it cheapens your establishment. It is much more advisable to have your name appear less prominently. People who read the letter are bound to notice the heading, and that is all that your name and address appear on the letter for.

"BREAKFAST in bed" is an old one, practiced by aristocrats or idlers the world over. Now, however, comes a new wrinkle, namely, "music in bed." A short time ago a newspaper showed a photograph of a famous star of the silent drama blissfully listening to the music of the talking machine while enjoying her morning or beauty sleep. Now, this idea sounds foolish, but upon the authority of one of the feminine sex we have found that it is only too true that the young ladies find music most restful and soothing in the morning. Take a few of your select steady customers and mention the idea to them the next time they are in your store to purchase records. The chances are that you can at least make sales of records if you approach the matter in a tactful way, such as suggesting musical numbers most suitable to the occasion.

AT last the divine form and divine music have been brought into accord. While talking machines have been used for some time in schools for physical culture exercises, there has been very little effort made to sell them for home use. There is nothing more difficult for one than to indulge in physical culture exercises unassisted. Talking machine music, to a large degree, will both stimulate enthusiasm in the exercises and keep company with the person taking them as well. Get the physical culture experts of your city to make statements in regard to the advisability and feasibility of taking setting-up exercises to music. Print these recommendations in large letters on a white cardboard and place them in your window with photographs of the instructors. To the left of the window place a small model machine with a small card on it bearing the inscription that it is the ideal talking machine for such use. To the right of the window mount a large number of band records which have a definite cadence. Near them, mount a card with wording to the effect that they are the ideal records for such use. A window of this sort will attract attention and broaden the field for sales both in machines and records.

ONCE upon a time there lived a king and because he could not visit all parts of his domain all of the time, people in different localities began to forget him. The king then conceived the idea of having a painting of himself hung in the meeting place in all the hamlets of this kingdom with the words under it "I am a king. I give justice to all." So, the people came to know him, love him, and cherish the privileges under his reign.

A fitting parallel of this story may be applied to the reign of music in this country. Although there are over a hundred million people in this country, among these there are over a hundred million people who enjoy music. Yet, of this vast number, the greater majority overlook it and are denied its pleasures because of the fact that it is not brought to their attention enough. It is essential that the beauties, refinement, pleasures, comforts, and other qualities of music be brought to their attention. In this way the countless millions who enjoy music, yet who pass it by, or who have forgotten its powers, may be enlisted as true supporters of the art. Such supporters become logical buyers of talking machines and records. In other words, if you can continually keep the public interested in music and continually present to it the great value of music, the potential buying field will increase manifold. Therefore, see to it that wherever and whenever possible, news items pertaining to music appear in your newspaper. If necessary, write them yourself and send them in. If you are an advertiser, you will find it less difficult to get in touch with the newspaper using your "copy" and having the editor interested in the news material you supply. Understand clearly, it doesn't matter what type of articles they are, as long as they dwell on music and its innumerable advantages as a civilizing, uplifting force in the community.

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 August World*

THE STERNO MANUFACTURING CO.

19 CITY ROAD LONDON, E. C., ENGLAND

Here's Nora Bayes with two new kinds of songs—the sort that mean large and lasting sales. The semi-oriental “Tea Leaves” by the authors of “The Japanese Sandman” is almost a classic already, and “Wyoming” is the latest lullaby. If you care for sales, stock up. A-3416.



Columbia Graphophone Co.
NEW YORK

CHARLES A. O'MALLEY HEADS THE SILENT MOTOR CORP.

Pioneer Talking Machine Motor Plant of Brooklyn Passes Into New Hands Without Discontinuing Operations—Capitalized at \$100,000—Prominent Men Interested

The Silent Motor Corp., recently organized for the purpose of taking over the Phonograph Motor Mfg. Co., of 321-5 Dean street, Brooklyn, N. Y., has been capitalized at \$100,000 and one of the pioneer talking machine motor manufacturing plants has now passed into new hands without discontinuing operations.

The new organization is headed by Charles A. O'Malley, one of the leading real estate men of Brooklyn, N. Y., formerly city real estate appraiser, who has associated with him the following nine prominent Brooklyn business men: Jesse H. Wasserman, formerly general manager of the International Tobacco Co. of New York and president of a Brooklyn automobile accessory manufacturing company, vice-president; Samuel W. Fromm, treasurer of the Specialty Knit Goods Manufacturing Co. and one of the family of the same name who have been pioneers in the knit goods industry, secretary and treasurer. The other officers include James P. Kelly, president of the Kingsway Realty Corp. and of the Kelly-Rafter Co. and vice-president of the West End Bank of Brooklyn; Solomon Fromm, president of the West End Bank and president of the Specialty Knit Goods Mfg. Co.; Seldon I. Rainforth, vice-president of the West End Bank; Lewis H. Losee, vice-president of the Lawyers' Title and Trust Co.; Israel Frankenstein, of Frankenstein Bros., and Samson O. A. Ullmann, treasurer of the Specialty Knit Goods Mfg. Co.

The Silent Motor Corp. has also closed negotiations with Maximilian Weil, the well-known mechanical and electrical engineer, who has devoted particular interest to the phonograph industry, to become consulting expert for the company. Mr. Weil, whose offices are at 100

Broad street, New York City, will act as advisory engineer.

The company is reorganizing its production and plans have been arranged to care for talk-



Charles A. O'Malley

ing machine manufacturers' needs on a large scale. The three-story Dean street plant has undergone some alterations and much additional equipment for machine-tooling, polishing, plating and assembling has been installed. It

is understood that, with the changes already established and contemplated, the increased production will make the Silent Motor Corp.'s output one of the largest in the industry.

The personnel of the manufacturing organization has been retained to a great extent and the organization promises that the product, under the new regime, will come up to the same high standard which prevailed under the old management.

The Silent Motor is produced in two designs, one of which plays three 10-inch records and the other five 10-inch records, both with a single winding, with an exclusive governor control and adjusting device and a special feature which insures rigidity of the turntable spindle.

Charles A. O'Malley, president of the company, in speaking of the general business conditions and the future of the industry in his product, said: "There is already much improvement in the general business situation and further progress can be looked for from month to month throughout the balance of the year. We have been receiving heavier and heavier orders during recent weeks and special attention and pains have been given these. We propose to be a live contestant for the industry's patronage and with a product equal in finish and performance to any on the market, quoted at a moderate price, and with some exclusive features, we can look forward to a healthy business. In fact, indications are already pointing in that direction."

Thousands of the original company's motors have gone into active service during the past several years. No attempt, at that time, however, was made to serve over five manufacturers. The policy of the new organization will make the product available for the entire industry, consistent with good selling policies and delivery schedules. In addition to the present Dean street building, the company controls the plot to the rear of its present location which is available for future plant expansion.

Hear ZANELLI Sing
MADRIGAL OF MAY
VICTOR RECORD 64972
RENATO ZANELLI
LITTLE SHAWL OF BLUE
ACKNOWLEDGED THE NEW IRISH LOVE BALLAD
IF YOU WERE THE OP'NING ROSE
INTERNATIONAL BALLAD SUCCESS
A HIT IN LONDON—PARIS—NEW YORK

Published by

EDW. B. MARKS MUSIC CO.

NEW YORK
CHICAGO
LONDON



OTHER HITS FEATURED BY LEADING RECORD & ROLL CO'S

Jazz Me Blues

VICTOR RECORD 19372
DANIELAND JAZZ BAND

Moonbeams

VICTOR RECORD 35108
ALEX. STAM 26100

Baby's Hands

VICTOR RECORD 18163
HENRY BERR

Honolulu Honey

NEW HAWAIIAN FOX-TROT
PRELUDER

Swimmin' Hole

SENSATION
ERNEST DARE & HILLY JONES

Who'll Be the Next One to Cry Over You?

HIT BY COMPOSER
"DARDANELLA"

Introducing

AMORITA

*"The Pride of
the Harem"*

9 INCH SIZE
RETAILS

\$2.50

13 INCH SIZE
RETAILS

\$3.50



A sensation wherever displayed. Not only a window attraction that will stop the crowds, but a wonderful addition to any department and something that will enhance the sale of your phonograph.

NO STRINGS OR MECHANISM TO GET OUT OF ORDER. A BEAUTIFUL DOLL MADE OF WOOD FIBRE WITH WIG AND DRESSED IN ATTRACTIVE COSTUME.

AMORITA

The New Dancing Doll

Who will dance her way into the home of every owner of a talking machine and whose price is within every one's reach. AMORITA is made in 2 sizes—9-in. and 13-in.—and does the Shimmie and Hula Hula at the same time. Simply set her on any make phonograph and AMORITA will shimie and shake her hips in rapid succession to the tune of any lively dance or jazz record. A steady and continuous fun maker combined with an amusing lot of riotous laughter.

ORDER FROM YOUR JOBBER

We want to hear from live jobbers in all territories.

DANCING DOLL CO., INC.

115 E. 18th St.

Phone: 22931
9055 | Stuyvesant

New York City

HOPKINS ELECTED VICE-PRESIDENT

General Sales Manager of Columbia Graphophone Co. Honored by Board of Directors—Deserved Tribute to His Executive Ability

At a meeting of the board of directors of the Columbia Graphophone Co., held at the executive offices on July 7, George W. Hopkins, gen-



George W. Hopkins

eral sales manager of the company, was elected a vice-president, taking the place of E. N. Burns, who has resigned from that office. With Mr. Hopkins' election the Columbia Graphophone Co. now has three vice-presidents, the others being C. W. Woddrop, who is vice-president and treasurer, and H. L. Willson, who is vice-president and general manager.

Mr. Hopkins' election as vice-president of the Columbia Graphophone Co. is a well-deserved tribute to the executive ability of one of the country's foremost sales managers. Mr. Hopkins occupies a leading position in the sales and

publicity world and his indefatigable efforts in the interests of the Columbia Co. have gained for him the respect and esteem of every member of the trade. The announcement of his election as vice-president has brought Mr. Hopkins congratulatory telegrams and letters from all parts of the country, these telegrams being sent not only by the talking machine trade, but by executives of every prominent industry.

D. E. BENSINGER SAILS FOR EUROPE

D. E. Bensinger, president of the Brunswick-Balke-Collender Co., Chicago, sailed last week for an extended trip to Europe. Mr. Bensinger plans to visit all of the principal European countries, and although his visit will combine both business and pleasure he will probably spend quite some time in the interests of the Brunswick phonograph division. It is expected that upon his return several important announcements will be made relative to various matters closed abroad.

DEATH OF MEYER GORANSKY

Meyer Goransky, for over twenty years proprietor of the Yonkers Talking Machine Co., Yonkers, N. Y., died in Bellevue Hospital, New York City, on July 8, as the result of heart prostration. Mr. Goransky, who was fifty years old, opened his first Yonkers store in 1900 and ten years ago he opened a branch store at 245 South Broadway, near one of the most prosperous residential sections of the city. He leaves a widow and eight children.

Corrie Keeley, manager of the Edison department of the Kent-Long drug store, at Beloit, Kans., attended the Edison convention in Chicago as the result of his success as a salesman. His expenses were paid by the Edison Phonograph Co., of Kansas City, as a prize for selling the greatest number of machines during a recent contest conducted by the company.

INTRODUCES RED SEAL CLOCK

Reinecke-Ellis Co. Features New Sales Help—Victor Dealers Regard It Favorably

CHICAGO, Ill., July 8.—The Reinecke-Ellis Co., which for many years has introduced timely sales helps and novelties for Victor dealers, has just completed plans for a campaign featuring a wall or window clock, the face and dial of which are made as an exact reproduction of a Red Seal Victor record. Everybody looks at a clock, and this one is not only attractive, cor-



The Red Seal Clock

rectly recording the time, but is an instant reminder and suggestion to the passer-by of the product handled by the merchant.

Quite a number of exclusive Victor establishments have purchased this clock to hang in their store or windows or both, and stores carrying other merchandise are hanging the clock in other departments as a reminder that Victor products are also handled. The Reinecke-Ellis Co., both in Chicago and New York, has met with pleasing success in the introduction of this new sales help.

An attractive folder picturing the Sonora Phonograph in a tastefully furnished room is being sent out by Brennan's Phonograph Shop, Sonora dealer at 874 Flatbush avenue, Brooklyn.

A Phonograph Which Meets Present Day Demands



Queen Anne Console \$225

You will probably agree that business today is done on an entirely different basis than a year or two ago.

The buyer wants to know where he can get the greatest value for the least money.

Does your present line answer these requirements?

Dealers who have taken on the Jewett line have been able to make immediate sales because there is no other instrument on the market which will compare with the Jewett at the price.

Compare the Jewett consoles, for instance, with similar quality lines. You will find them priced at least one-third less.

Those who have heard the Jewett say it cannot be surpassed for tonal quality, and as for beauty in design and finish it represents the finest craftsmanship.

We shall be glad to send literature and tell you more about the advantages of handling the Jewett line.

The Jewett Phonograph Company

General Sales Offices: 958 Penobscot Building
Detroit, Michigan

JEWETT
PHONOGRAPHS



Adam Console \$195

MEETING OF VICTOR DEALERS OF COLORADO IN DENVER

Notable Members of the Trade Participate in Convention Held Under Auspices of Knight-Campbell Co. July 14-15—Many Important Topics Discussed

DENVER, CO., July 15 The Victor trade of Colorado territory participated in a successful dealers' convention, held yesterday and to-day, under the auspices of the Knight-Campbell Music Co., Victor wholesaler of this city.

The program started Thursday afternoon at the Knight-Campbell headquarters with an address of welcome by F. A. Bryant, manager; J. A. Frye, sales manager, followed with a talk on the object of the convention; J. M. Spain spoke on "Organizing the Sales Campaign"; H. M. Wilcox, advertising counsel, discussed "Fighting for Business"; J. A. Frye spoke on "Victor Business From the Wholesaler's Standpoint."

An open discussion then ensued, after which all attended a banquet at Lakeside Park, subsequent to which Paul Whiteman's Orchestra played for the evening.

The session this morning was opened by H.

FORMS HALSTEAD WILLIAMS CORP.

O. H. Williams, Well Known in Trade, Is General Manager of New Company—Will Produce Envelopes and Kindred Products

O. H. Williams, who is well known in the wholesale and retail trade, has become treasurer and general manager of the Halstead Williams Corp., which has opened offices at 815-819 Monroe street, Brooklyn, N. Y. This company will specialize in the production of dealer service specialties, etc., concentrating its activities on the production of stock record envelopes, string button delivery envelopes, corrugated cardboard for packing records and similar products.

A special feature of the company's activities will be a monthly record supplement service, whereby the dealer will be relieved of all the detail incidental to preparing his mailing list each month, and may turn over the entire product to the Halstead Williams Corp. The supplement will be placed in an attractive mailing envelope and addressed to the dealer's mailing list, the complete list then being returned to the dealer for mailing.

This plan has already been inaugurated, and many dealers in the metropolitan district have advised Mr. Williams that they will use this service regularly during the year. Quantity orders have also been received for stock record envelopes and string button delivery envelopes, and judging from all indications this company

A Beach, of the Unit Construction Co., who spoke on the "Relation of Equipment to Service"; J. S. MacDonald, sales manager of the Victor Talking Machine Co., then made a general address on Victor business; Raymond Ball, of The Talking Machine World, spoke on "Sizing Up Your Selling Problems"; Arno B. Reucke, of the Reinecke-Ellis Co., of Chicago, discussed "Militant Merchandising." An open discussion followed, after which all inspected the Knight-Campbell Music Co.'s extensive wholesale Victor department.

Nearly one hundred dealers were present at the convention, which was also attended by the Victor factory party that came on from the convention of the National Association of Talking Machine Jobbers at Colorado Springs. Among the latter were Ralph L. Freeman and Mrs. Freeman, J. S. Macdonald, Ernest John, Edward Dugley and J. Delano.

is equipped to give the dealers a service that they can use to splendid advantage during all seasons of the year.

Mr. Williams' previous experience in the talking machine industry covers a period of many years, and for several years he was a traveling representative of the Victor Talking Machine Co., covering the Middle West and Western States. He then became associated with the Buffalo Talking Machine Co., Buffalo, N. Y., Victor wholesaler, doing excellent work for this company over a period of five years. He was later associated with the dealer service department of the New York Talking Machine Co., New York, Victor wholesaler, where he gained a direct knowledge of the dealer's requirements from a service angle.

During the war Mr. Williams served in the United States Navy Intelligence Department, and after the close of the war resumed civilian life, being appointed production manager for the New York division of the Reinecke-Ellis Co. He resigned from this position to form the Halstead Williams Corp., and his associates in the new company include several prominent Brooklyn business men who are conversant with every phase of the paper and printing industry and who will give Mr. Williams invaluable cooperation in his new venture.

J. L. Vessel, of Greenwood, Wis., recently opened a talking machine shop and is handling Columbia goods exclusively.

LYRIC MUSIC SHOP OPENS

Exclusive Music Shop in Portchester to Handle Victrolas and Victor Records

A modern and exclusive store was added to the music establishments in Portchester, N. Y., with the formal opening by Fred H. Ponty of the Lyric Music Shop, an exclusive Victor agency, on June 28. The store, which is considered one of the finest in Westchester County, is modern in every respect and contains many conveniences for the comfort of patrons.

The interior, as well as the exterior, of the store is artistically designed. Large windows offer an opportunity for display which is further augmented by a clever lighting arrangement. An illuminated sign, which extends the width of the store, offers another means of publicity. The front of the interior is taken up with the talking machine and piano displays and the walls are adorned with pictures of a number of eminent Victor artists. The remainder of the establishment is devoted to eight sound-proof booths, four on each side. Immediately before the two rows of demonstration compartments and extending across the entire store is a sign which can be illuminated and contains a reproduction of the Victor trade mark. A telephone and writing desk are also at the disposal of patrons.

The opening was a marked success from every standpoint. Many men well known in the music business in New York and New Jersey, as well as several artists, were present. During the day and evening several hundred people examined the store and were presented with souvenirs in honor of the occasion. Many congratulatory messages were received by Mr. Ponty from artists, music dealers and friends. Floral pieces were received from Emanuel Blout, Cass Riddle, of the Knickerbocker Piano Co.; Ponty's Art & Gift Shop, of Greenwich, Conn., and others.

In the evening Mr. Ponty was host to a party of twenty, which included relatives and a number of out-of-town guests. Motors conveyed the party to Rye Beach, where a sumptuous dinner was enjoyed at the "Anchorage." Speech-making and dancing brought the evening to a delightful end.

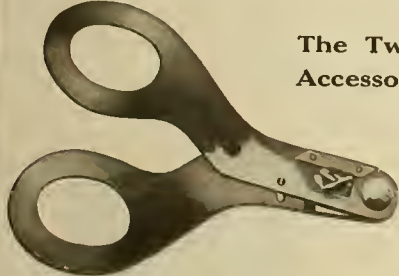
Mr. Ponty states that the original store, which is known as Ponty's Art & Gift Shop, in Greenwich, Conn., will still be maintained. This store was recently remodeled and a modern Victor department, with ten booths added.

The Dosh Electric Co., of Wichita Falls, Tex., are now Brunswick dealers.

The Need-A-Clip

FIBRE NEEDLE CUTTER

THE PHONOSTOP



The Two Fastest Selling Accessories on the Market

Order Now

Prompt Deliveries

Retail 75c.

The best cutter made and at a price everybody buys

Opportunity for Distributors and Dealers



Made in Gold and Nickel Plate Universal

Better than any Non-Set ever invented

THE PHONOMOTOR CO., 121 West Ave., Rochester, N.Y.

DINNER IN HONOR OF W. W. CHASE

New President of Pathé Co. Entertained by His Co-workers of That Organization

On Wednesday evening, July 6, a dinner was tendered to W. W. Chase, the new president of the Pathé Freres Phonograph Co., Brooklyn, N. Y., by his co-workers in that organization. The affair was attended by every executive, which included not only the officers and department managers, but foremen and assistant foremen in the factory. The affair was held at the Clarendon Hotel and was a decided success from every angle.

Eugene A. Widmann, the former president of the Pathé organization, and now elected chairman of the board of directors, cordially welcomed Mr. Chase and formally introduced him to the Pathé executives. Mr. Chase heartily responded and expressed his appreciation of the fine spirit already manifested. He also expressed his pleasure at being a part of the great Pathé organization and his enthusiasm over his new duties. Although he knew that the co-operation of the entire staff was his he emphasized its importance in the successful carrying on of the important work which was theirs. Mr. Chase is an indefatigable worker and has already surprised the night watchman by appearing at the office ready for work as early as 7 o'clock in the morning. He has already assumed his office as chief executive and is energetically working toward the future success of the Pathé organization.

"AMORITA" MAKES HER DEBUT

New Dancing Doll Being Introduced to the Trade by the Dancing Doll Co., Inc.

Amorita, "the Pride of the Harem," as she has been described by her creators, the Dancing Doll Co., Inc., New York City, has made her debut in talking machine circles this month. Amorita is a dancing doll who performs upon the turntable of the talking machine. Her accomplishments are dual, for it is claimed for her that she can do the shimmy and the hula-hula at the same time. This dancing doll is made in two sizes and is in every sense of the word a doll. The mechanism is entirely hidden from view and has been perfected to the extent that the manufacturer unhesitatingly guarantees the doll. Production has just been accomplished, but samples of Amorita have been shown and have met with instant approval. It is planned to extensively market these dolls and a bright future for them is predicted.

BRUNSWICK DEALERS OPTIMISTIC

Edward Strauss, sales manager of the phonograph division of the Brunswick-Balke-Collender Co.'s New York branch, returned recently from a trip to Chicago, where he visited the company's executive headquarters and conferred with the Brunswick officials relative to plans and campaigns for the Summer and Fall. Mr. Strauss states that the sales of Brunswick phonographs and records during June were satisfactory and that the dealers who are going after business are getting it. The Brunswick Co. has distributed special Summer folders and other forms of literature that are being used to advantage by the dealers.

CARUSO CABLES HIS DENIAL

Bruno Zirato, secretary to Enrico Caruso, has received a cablegram from the famous Italian tenor denying reports that his voice had been probably permanently impaired by his recent illness. The reports were based upon Caruso's alleged refusal to sing at a concert given on board ship, Mr. Zirato said.

The Metropolitan Talking Machine Co., 180 East 187th street, New York, which recently made its debut, will handle only Victor products.

COLUMBIA FACTORY CHANGES

T. C. Roberts, assistant to the president of the Columbia Graphophone Co., who made his headquarters at the factory in Bridgeport, Conn., resigned from this position July 1, his resignation being accepted by the board of directors. The resignation of W. T. Birdsall, superintendent of the East plant, has also been accepted. It is understood that the position of works manager will be temporarily filled by T. C. Credington, and no announcement has been made as to the appointment of an assistant to the president.

T. C. HOUGH PASSES AWAY

MINNEAPOLIS, MINN., June 27.—T. C. Hough, who formerly operated three retail talking machine stores in the Twin Cities, died here to-day in the Swedish Hospital. Mr. Hough was sixty-nine years old at the time of his death. He is survived by his widow and three daughters, Mrs. Orrie Stickney, Mrs. H. F. Wall and Miss Edith Hough, all of Minneapolis.

JOINS KIMBERLEY SALES STAFF

Geo. M. Wilson, for ten years associated with the Columbia Graphophone Co.'s sales staff, has been appointed special sales representative of the Kimberley Phonograph Co., New York. Mr. Wilson will be in charge of New York, Brooklyn and New Jersey territories, and will supervise the preparation of sales plans covering this important section.

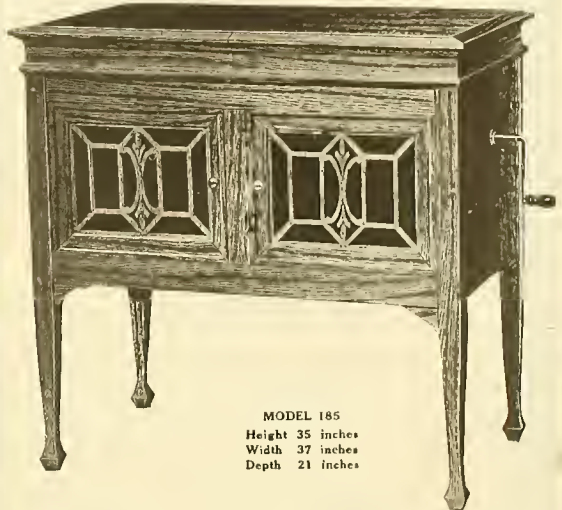
Mr. Wilson's previous experience has brought him in close touch with the dealers in the metropolitan district, and his thorough knowledge of their problems should enable him to give the Kimberley line invaluable representation. Sales and publicity plans are now being completed and will be announced by Mr. Wilson in the near future.

The Ridgewood Talking Machine Co., Ridgewood, N. J., has been sold by Joseph Doulon, the former owner, to Harry Jaffe, a well-known New Jersey pianist. A piano department will be added. Robert G. Grunick has been placed in charge of the business.

Retail It At \$100

A Console at a price that will create immediate sales

Write for prices and samples



MODEL 185
Height 35 inches
Width 37 inches
Depth 21 inches

Cabinets made of mahogany 3 and 5 ply. Double spring guaranteed motor; large size Universal tone arm; automatic stop; all wood tone chamber; shelves in record compartment.

Singer Talking Machine Co.

575-579 Market Street

Milwaukee, Wis.



CRITONA RECORDS

SEVEN ACHIEVEMENTS

1. Fidelity of Reproduction.
2. Full Value of Overtones.
3. Natural Volume of Sound.
4. Correct Balance between Voice and Orchestra.
5. No Blasts.
6. Elimination of all "Metallic" and "Tubby" tones in Orchestra and Voice.
7. Surface Noises reduced to minimum.

Write for Catalogue and Sales Proposition

CRITERION RECORDS, Inc.

1227 Broadway

New York City

SURVEY OF THE CONDITION OF TRADE IN CINCINNATI

Record Demand Has Slowed Up—New Store for Abbott—A. H. Bates Expresses Himself Optimistically Over Business Outlook—Granby Progress—Tells of Edison Popularity—Other News

CINCINNATI, O., July 6.—Talking machines have been taking care of themselves in Cincinnati during the last month and dealers have announced they will transfer some of their energy from the selling of machines to records. The records do not seem to be keeping up to what local men think they should and dealers are determined that if this same thing happens next month it will not be because they did not get behind them and push. Rolls for player-pianos have also taken a hard fall during the month and dealers are at a loss to account for it. No special plans have been put forth as to just how they expect to overcome the slump in the records and rolls, but it is taken for granted that it will be through special sales days and novel displays. Dealers are satisfied with the first six months' business and several have stated that if the next six months turn out equally as well they will be more than pleased with their yearly report.

Abbott Opens New Store

E. M. Abbott opened a new store last month on Vine street and Auburn avenue, which is situated on the top of the hill overlooking the city. This is Abbott's third store, two of which he has opened within a year. The others are located in the heart of the city. E. Knoesel has been placed in full charge of the new store and after a two weeks' trial he announces that he is confident that it will come up to the owner's expectations, if it does not surpass them. The store is a model shop and carries a complete line of machines, records and rolls. Abbott reports a good month. Machines have been doing exceedingly well, records were fair, but rolls fell down according to his report. He further states that they are looking far ahead and have already started to go after the Fall business. Our first six months' business is about equal to the first six months' business in 1919, says Abbott.

A. H. Bates Is Optimistic

A. H. Bates, of the Ohio Talking Machine Co., reports a fair month with prospects brighter for the coming month. He also states that they will get behind the records as their machines are taking care of themselves. Bates will leave this week to attend the convention at Colorado. E. W. Kilgour, factory representative, stopped over on a visit during the month. Others in the city last week were M. C. Chaudler, Chillicothe, Ohio, dealer, and C. E. Hart, Pomeroy, Ohio.

Reports Improvement

There has been a decided improvement in business, with the month of July starting very good, according to Mr. Oelman, of the New Edison Co. He remarked, "Our new process by which Re-creation records are being turned out has enabled us to be far ahead of our competitors and has been a boon to our trade. We

have in stock this week Re-creation records which were turned out in six days, and according to our latest information even this time is being cut down. This new method has put new life into our trade as well as our employees, and we are expecting wonderful results." Mr. Oelman returned last week from the Chicago convention. C. H. Hunt, with the Maxwell & Hunt Co., Franklin, Ky., stopped over in Cincinnati on his way to Chicago.

The Views of Morris Fautle

Morris Fautle, manager of the Widener Gramophone store, stated that machine business has been very good for the past month. The records have not been selling as well as they should, he says. Mr. Fautle, in diagnosing the trouble, has come to the conclusion that those purchasing machines are the people with plenty of money, while those on whom they have depended in the past for their record sales are the people with moderate incomes and who with the present high cost of living are unable to purchase new records. Mr. Fautle states that these people are "making the old ones do" until they can get ahead of the necessities of life.

Robert C. Clark, selling agent for Indiana, Ohio and Kentucky for the new Granby line, which the Widener people have added to their stock, announces that he is well pleased with Cincinnati so far. He says the outlook is very bright and he is highly confident that he will meet with success here. Mr. Clark has had many years' experience in music and he believes that he has the goods. He is counting on his biggest success when he tackles the small surrounding towns. H. H. Schunaker, general manager of the Western territory for the Granby line, is also pleased with the showing in this district so far.

Greek Evans, who has made several records for the Victor people, is singing at the Cincinnati Zoo during the opera there.

E. R. Graul, of the Graul Phonograph Co., presented Eddie Roush with a Cleney talking machine on his signing a contract to return to the Cincinnati Reds ball club.

Venus Phonograph & Needle Co., of Cincinnati, incorporated at Columbus for \$20,000.

A. L. JEWETT IN NEW YORK

A. L. Jewett, traveling representative of the Starr Piano Co., Richmond, Ind., giving especial consideration to the phonograph interests of the company, was a visitor to New York last week. Mr. Jewett's many friends in the metropolis were glad to greet him and to find him so well and in such fine spirits.

Somebody said that the last resort of the complex is the simple

SPRAY TONE

THE CORNER PHONOGRAPH

BEAUTY

Is Ready for the Market

It combines artistic design and workmanship with many unusual and original features. Tone quality and distribution superb. U. S. patents allowed and pending.

EXCLUSIVE RIGHTS

can be secured now by communicating with

Spraytone Phonograph Corp.

P. O. Box 192 RIDGEWOOD, N. J.

W. R. LEWIS APPOINTED MANAGER

Successes Bibighaus as Manager of the Elyea Talking Machine Co. in Atlanta

ATLANTA, GA., July 9.—Announcement is made of the appointment of William R. Lewis as manager of Elyea Talking Machine Co.



W. R. Lewis

Mr. Lewis, it will be remembered, joined the staff of the Elyea Talking Machine Co. a little more than a year ago as a traveling representative. This was at the time when the company instituted its new service department and idea shop.

Mr. Lewis is admirably suited for his new position, due to the intensive study which he has made of Victor merchandising throughout the country and in the Southwest in particular. For a considerable length of time before joining the Elyea forces he was in the employ of the Victor Co. The appointment of Mr. Lewis as manager fills the vacancy caused by the resignation of B. F. Bibighaus on July 1.

Many small profits make one big profit.

THE SECOY NEW MODEL X AUTOMATIC START AND STOP

Exclusive Starting Feature

By moving the tone arm slightly to the right the brake is released and the motor starts.



Dealers who are alive can establish a very profitable business installing Secoy stops on phonographs in service.

Get Our Proposition

We take pleasure in showing the trade our new Model X start and stop. We have been manufacturing automatic stops for phonographs for the past five years. Our product is a recognized standard in the trade, and now we offer our new Model X stop with its exclusive starting feature, which is absolutely the last word in a device of this kind. It has no adjustments, is simple to install and absolutely positive in its operation.

For Further Information Write

THE SECOY COMPANY

Piqua, Ohio

ACTIVITY AMONG DEALERS GROWS

Gratifying Proofs in the Big Orders Placed With Leon Tobias, of Van Veen & Co., New York, for Store and Department Equipment

Leon Tobias, secretary of Van Veen & Co., Inc., reports that he has recently closed for his firm a number of large contracts for Van Veen equipment, which have been completed or are now in the process of construction.

Among recent installations made by Van Veen & Co. is a new store for F. W. Bush, Penn Yan, N. Y., also one for the Colonial Music Shop, 111 Genesee street, Auburn, N. Y.; an installation of six rooms was made in the West Farms Gramophone Shop, a new store, which will be very shortly opened in Westchester Village; a



Leon Tobias

complete equipment of booths, record racks, etc. for Sol Lazarus on Fifty-ninth street, New York. The entire decoration and renovation of the entire store will also be made by Van Veen & Co., Inc. Other jobs just closed by Mr. Tobias are new store equipment for L. J. Shaver, Canajoharie, N. Y.; a new department for McNall & McNall in Allston, N. Y.; a new store for William Finley, Hudson, N. Y.; a new store for W. L. O'Brien, Hudson, Mass.; a complete department for Mrs. E. B. De Witt, 1398 Third avenue, New York.

Mr. Tobias is very optimistic over the future of the talking machine business and is now

PHONOGRAPH MANUFACTURERS

We are offering unusual terms to the Maker of Phonographs who recognizes the necessity of a record under his own label. Quotations upon request

ELECTRIC RECORDING LABORATORIES, Inc.

210 FIFTH AVENUE

NEW YORK CITY

working on a number of propositions which give evidence that the trade is reviving and by Fall will probably be back to normalcy, and finds that people who have been holding back on improvements and necessary expansion are now beginning to inquire for prices and ideas.

SIAM SOO IN UNIQUE SALES STUNT

Progressive Columbia Dealer Features Siam Soo During Shriners' Week—Closes Twenty-one Sales to Widely Separated Cities

Des Moines, Ia., July 6.—L. Ginsberg & Sons, of this city, Columbia dealers, recently instituted a unique sales scheme during the Shriners' national convention, which was held in this city. The plan featured Siam Soo dolls and twenty-one direct sales were closed as a result of this publicity stunt. This enterprising dealer merely put a Grafonola in front of its establishment, adjusted a Shriner's fez on Siam Soo's head and she "shimmied" her way to all parts of the United States and Canada. Following is a list of the cities to which this dealer made shipment of Siam Soo dolls: Olmsted, Ia.; Atlantic, Ia.; Batavia, Ia.; Sioux City, Ia.; Chelsea, Ia.; Iowa, Ia.; Fargo, N. Dak.; Red Bank, N. J.; Montgomery, Ala.; Waco, Tex.; Albert Lea, Minn.; New York City; White Hall, Ala.; Leavenworth, Kan.; Minneapolis, Minn.; Springfield, Ill.; Meridian, Miss.; Peoria, Ill.; Regina, Saska, Can.; New Orleans, La., and New Garden, L. L. N. Y.

CELEBRATES FIFTIETH ANNIVERSARY

The Hamilton Music Store of College Point, L. I., N. Y., recently celebrated its fiftieth anniversary. Mr. Hamilton is one of the oldest Victrola dealers on Long Island.

AUGUST OKEH WINDOW DISPLAY

The August Okeh window display is worthy of comment because of its striking brilliancy and the wide range of appeal it makes to various musical tastes. As indicated in the photograph, it covers nearly every phase of American music. From operatic selections to the latest popular numbers the display appeals to all tastes.

The color scheme is of such a pleasing combination that it is bound to arrest attention. It



Clever Window Display for Dealers

presents the Okeh list for August in such an attractive way that record sales should follow. Hundreds of Okeh dealers are getting the most out of their windows by using this service.

PLYMOUTH PORTABLE POPULAR

Orders Being Received by the Manufacturers From Foreign Countries as Well as at Home

PLYMOUTH, Wis., July 5.—The Plymouth Phonograph Co. is having excellent success with the new Plymouth portable phonograph, which was recently announced to the trade. Not only is the domestic trade showing interest in this little machine, but the Plymouth Phonograph Co. has already closed a deal with a large export house, which will exploit it generally to the foreign trade. Already there has come an initial order for forty from New Zealand and a large order from South Africa. The South African order also includes one for the Plymouth record-carrying cabinets. These cabinets were sent filled with records in order to test the company's contention that they protect the records absolutely against breakage.

ENDORSE E. G. BROWN'S CANDIDACY

Well-known Music Dealer of Bayonne, N. J., Seeks to Head New Jersey Elks

E. G. Brown, well-known piano and music dealer of Bayonne, N. J., is still keeping up a strenuous campaign for election to the presidency of the New Jersey State Elks' Association. A recent folder issued by Mr. Brown includes among other endorsements those of George W. Pond, general counsel of the Music Industries Chamber of Commerce, and past exalted ruler of Lockport Lodge of Elks, and C. L. Dennis, secretary of the National Association of Music Merchants.

The Jackson Phonograph Co., Jackson, Tenn., exclusive Brunswick dealer, has moved its business from 117 East Lafayette street to 111 Market street.



One Man Delivery Cover



A. BRUNS & SONS
50 RALPH AVE
BROOKLYN
N. Y.

PROTECTION
Against Delivery Damage
Built On Quality Lines

Not just another delivery cover but a moving cover built along distinctly new lines—and made right—a cover that will effectively protect the fine finish of the most expensive and highly polished machine—a cover that can be easily adjusted by one man.

The BRUNS DELIVERY COVER is well made throughout—the general construction, finish and material are of the highest quality. BRUNS covers are made in two grades—Extra Heavy Klanki or Durable Brown Duck—padded well and fleece lined. Can be had to fit any standard or special size machine.

The use of BRUNS DELIVERY COVERS insures 100% protection for phonographs during delivery period—they yield maximum wear and are therefore economical—they cost a trifle more—you know why. The prices are as low as can be had consistent with the highest type of workmanship and best material.

Prices on request. Jobber co-operation solicited.

A. BRUNS & SONS
Manufacturers of Anything Made of Canvas

ANNUAL CONVENTION OF SONORA JOBBERS IN SAGINAW

T. M. Griffith, of Newark, Elected President—Interesting Address by F. J. Coupe and Others—G. E. Brighton Presents Griffith With Silver Cup—Sonora Co. and Jobbers Well Represented

The annual convention of Sonora jobbers was held at the Sonora factories in Saginaw, Mich., on July 7, 8 and 9. The morning of the first day was devoted to a trip through the plant, which gave the jobbers an intimate idea of the magnitude, efficiency and the extraordinary manufacturing facilities of the factory.

In order to conserve time the Sonora Jobbers' Association held its annual election of officers during luncheon and T. M. Griffith, of the Griffith Piano Co., Newark, N. J., was unanimously elected president and E. S. White, of the Sonora Co. of Philadelphia, secretary.

At the start of the business meeting Frank J. Coupe, vice-president of the Sonora Phonograph Co., gave an interesting address, during which he said: "You men know you are Sonora's sole outlet and we must depend upon you to move the output of this large factory. Many of you have never seen the plant before and possibly did not realize its enormity until to-day. We brought you to Saginaw to show you the size of the plant we have and to impress upon you that without the proper effort and co-operation on your part we cannot carry on together."

"Jobbers who have used Sonora as the backbone of their business have turned in big sales, regardless of existing conditions, but those who have used Sonora simply as a side line are the ones who show the greatest falling off in their purchases and sales, demonstrating that business is to be had if it is a question of surviving. These successful distributors have done remarkably well and I am going to ask some of them later on how they are doing it and, I venture to say, everyone of them is going to tell you to fight."

Before new business was formally started George E. Brighton, president of the Sonora Phonograph Co., presented Mr. Griffith with a silver cup, which had been awarded to his firm for winning the jobbers' contest during the past year for the largest sales in ratio to the population of territory. In presenting this cup Mr. Brighton said: "It affords me great pleasure to present to the Griffith Piano Co. this cup, which is a symbol of success. Mr. Griffith, I am proud of you and I deem it an honor to have you associated with us. You have met great obstacles, faced great difficulties and have surmounted all of them, and I am confident that you will even go to greater lengths to win the cup that will be awarded next year. How you did it would, no doubt, be of interest to those assembled here and one and all would like to know, from your own lips, the secret of your achievement."

Acknowledging Mr. Brighton's presentation, Mr. Griffith said: "I am no orator and words cannot express the pleasure and pride I feel at this moment—pleasure in receiving tangible evidence that my efforts and those of my co-

workers are appreciated by the Sonora Co., and pride in the fact that I am associated with a concern and a body of men so great. You have asked me to tell you how it was done and all I can say is that we have not recognized bad conditions nor hard times, but have worked harder than ever and advertised more than ever. This, gentlemen, is the secret of our success. I know of no other."

Owing to the fact that there were representatives from every section of the country present, each of whom was affected by the conditions existing in that part of the country, there was a great divergence of opinion and exchange of ideas which finally called for a special committee to talk with certain officials of the company, so as to present some concrete facts to the assembly for its consideration. The final outcome was a unanimous agreement between both the Sonora officials and the jobbers regarding future policies. These plans are now being worked out and will be announced later.

John Herzog delivered an interesting talk covering construction, explaining in detail the modern machinery which had been inspected previously on the tour through the plant.

The last session was devoted to advertising and addresses were made by L. C. Lincoln, advertising manager of the Sonora Phonograph Co., Inc., on the past, present and future advertising policy, followed by a general discussion.

The entertainment features included attendance at the local ball grounds, an automobile ride through the city, a trip to Riverside Park and a golf match. The prizes for the latter were won by Bruce Bennett, R. H. Keith, C. V. Vastine, J. H. Burke and G. B. Moxley.

Among those who attended the convention were the following: W. C. Buschardt, Southern Drug Co., Houston, Tex.; Chas. J. Rey, Southern Sonora Co., Atlanta, Ga.; W. W. Drummy, Lee-Coit-Andersen Hardware Co., Omaha, Neb.; Fred E. Yahr, Yahr & Lange, Milwaukee, Wis.; Bruce Bennett, Southwestern Drug Co., Wichita, Kans.; B. M. Walthell, Robinson-Peterson Co., Louisville, Ky.; J. H. Burke and J. O. Morris, M. S. & E. Co., Boston, Mass.; I. Montague and Mr. Pickering, I. Montague Co., Toronto, Can.; Walter B. Glyn and Paul W. Glyn, W. B. Glyn Distributing Co., Saxtons River, Vt.; T. M. Griffith, Griffith Piano Co., Newark, N. J.; Frank M. Steers, Magnavox Co., San Francisco, Cal.; R. H. Keith, Long Island Phonograph Co., Jamaica, L. I.; G. B. Moxley and O. C. Maurer, Kiefer-Stewart Co., Indianapolis, Ind.; Maurice Landay, Greater City Phonograph Co., Inc., New York City; Chas. T. Malecomb, Gibson-Shoiv Co., Syracuse, N. Y.; J. C. Moore, Moore-Bird & Co., Denver, Colo.; E. G. Walker, Strevell-Paterson Hardware Co., Salt Lake City, Utah; E. S. White, Sonora Co. of Philadelphia, Philadelphia, Pa.;

J. C. Brown, Hessig-Ellis Drug Co., Memphis, Tenn.; G. V. Vastine, G. D. Smith Drug Co., St. Joseph, Mo.; C. L. Marshall, C. L. Marshall Co., Inc., Detroit, Mich.; E. N. Upshaw, Southern Sonora Co., Atlanta, Ga.; and Walter J. Hamlin, C. J. Van Houten & Zoon, Chicago, Ill.

The following officials of the Sonora Phonograph Co. attended the convention: Geo. E. Brighton, president; Joseph Wolf, vice-president; O. J. Ridenour, vice-president; John Herzog, vice-president and general manager, Saginaw factory; F. J. Coupe, vice-president; F. V. Goodman, assistant sales manager, and L. C. Lincoln, advertising manager.

The Sonora factory executives were represented by the following: Wm. J. McDonald, Wm. Kreck, J. L. Jackson, T. F. Gausbauer and Jos. Grolman, of Saginaw, Mich., and W. H. Lincoln, of Columbus, Ind.

COLUMBIA GETS OFFICIAL SONG

"Hail, Chicago," Prize-winner in Chicago Pageant of Progress Contest, Will Be Recorded by Columbia Co.—J. Kapp Important Factor in Handling and Communiting Details

CHICAGO, ILL., July 10.—In connection with the Pageant of Progress, which will be held in this city from July 30 to August 14, \$10,000 in prizes were offered by the Chicago Herald Examiner and other local business enterprises for the eight best songs to be submitted by local composers. Ten judges, all of whom are prominent in musical circles, were selected by the committee in charge of the pageant musical arrangements, which are under the supervision of Milton Severinghaus, who was appointed by Mayor Thompson for this event.

Over 1,200 compositions were submitted to the judges and the first prize of \$2,000 was awarded to a composition entitled "Hail, Chicago," which will be the official song of the Pageant of Progress. When the judges convened for their final session J. Kapp, of the record service department of the Columbia Graphophone Co., Chicago branch, was present, and after the judges had decided upon the actual prize-winners he left immediately for New York, arriving there on July 9.

After a conference with the Columbia executives work was started at once upon the recording of "Hail, Chicago," which will be sung by Arthur Fields and the Critterion Quartet. On the reverse side of this selection will be an instrumental number, played as a march by Prince's Band, which won the second prize in the contest, a \$1,500 oil painting.

The official song record will be autographed by Mayor Thompson and will retail for eighty-five cents. It will be merchandised exclusively through Columbia dealers, and the Columbia Graphophone Co. is to be congratulated upon its initiative and progressiveness in securing the sole rights to the official pageant song. The record will be placed on sale on the opening day of the pageant.

FREE OFFER



This attractive metal and glass counter case given free with 3 cartons at \$3.30, total \$9.90.

MAGNE DO

THE OLDEST AND FASTEST SELLING

TEN-PLAY NEEDLE

Seven years of constant advertising has developed an ever-growing demand from all over the country for MAGNE DOS solely because of merit.

Magnedos offer substantial profit to Jobber and Dealer.

Retails at 10c. a box

Dealer's price \$3.30 carton of 60 boxes



MANUFACTURED BY **SUPERTONE NEEDLE WORKS** 18 WEST 20th STREET NEW YORK

DEPARTMENT NOW ON EIGHTH FLOOR

John Wanamaker Talking Machine Department Moves From Second Floor—Will Have Greatly Increased Facilities

The talking machine department in the John Wanamaker store, New York, is being moved from the second floor, where it has been located for many years, to the eighth floor. In its new home the department will have greatly increased facilities, together with a far more attractive lay-out.

A considerable section of the eighth floor has been set apart for the talking machine warerooms and is now being renovated. When completed it will be one of the most attractive talking machine departments in the country and will form a fitting background for the Victor, Columbia, Cloney and Brunswick lines, which are handled in this department.

PLAN TO ERECT \$30,000 BUILDING

Rogers & Fischer, Victor wholesalers, at 1313 F street, N. W., Washington, are planning the construction of a large warehouse and stock rooms at 1219 I street, N. W. The new building, which is about three blocks from the store, is centrally located and will cost about \$30,000.

SHOWS PROCESS OF RECORD MAKING

A window exhibit which is attracting attention is that of the Brunswick Shop, of Tacoma, Wash. The display, which shows the various processes in record manufacture, was loaned by the Brunswick factory and the methods shown are those used in the manufacture of Brunswick records.

INSTALL COLLECTION OF RECORDS

The library of the University of Paris is to have a collection of talking machine records containing reproductions of the voices of the greatest men of modern France.

FIVE ESSENTIALS OF ADVERTISING

Ernest C. Hastings Points Out the Elements of Retail Publicity That Appeal to the Public and Interest the Average Reader

The advertisements of a retail store, to obtain and hold the interest of the reader, must do five things, according to Ernest C. Hastings, managing editor of the Dry Goods Economist, New York, who addressed the retail section of the Associated Advertising Clubs at its recent convention in Atlanta, Ga. He said:

- (1) Acquaint people with unfamiliar goods.
- (2) Remind people of things they need.
- (3) Give information about goods wanted.
- (4) Direct people where to get the goods.
- (5) Educate people how to use the goods.

Translating this into terms of the store, he continued, it means:

- (1) Move goods out of the store by telling people you have what they want.
- (2) Stimulate interest in different kinds or similar goods.
- (3) Sustain people's interest in the store between purchases or between visits.
- (4) Develop a sense of value in the customer's mind.
- (5) Multiply the customer's buying impulse.

That is, induce the buying of merchandise which will leave so favorable an impression that customers will come back to your store for their other needs or wants. In the preparation of advertising copy, he said, department managers and others could make their advertising interesting by following an outline like this:

- (1) Tell how you got the merchandise.
- (2) What it is.
- (3) What it is used for.
- (4) What it is made of.
- (5) What colorings.
- (6) How trimmed or ornamented.
- (7) What sizes.
- (8) Prices.
- (9) Any other information that would help in telling an interesting story to the public.

CARAVAN RESTS IN VANCOUVER

Great Edison Convention Closes Most Successful Tour—Attended by Thousands

The Edison Caravan Convention, which started in New York and wended its way to New Orleans and Chicago, closed its sessions most auspiciously in Vancouver, B. C., June 27 and 28. There was a large attendance of dealers from the Pacific Coast and Canada at this gathering and the program was substantially the same as that in New York and other cities, excepting, of course, that local dealers participated in the discussions of the topics set forth in the program.

A NEW MUSIC STORE FOR WAHPETON

Proprietor Devises Clever Plan to Gain Public Attention—Children Included

WAHPETON, N. D., June 28.—David Kopelman, formerly on the musical comedy stage, will open a modern music store here in the near future. The store will be in charge of Mr. Kopelman and his sister, Miss Rose Kopelman, of Fargo, and will be the headquarters of the Kopelman orchestra, formerly of Fargo. A complete line of musical instruments will be handled, including talking machines.

Mr. Kopelman has devised a plan which will immediately place his establishment before the public. On the opening night Rudolph Bond, widely known throughout the Northwest as a pianist, will give a concert and Mr. Kopelman will entertain the guests with some musical comedy stunts.

NOT STRONGLY REPRESENTED

GRAND RAPIDS, MICH., July 9.—Talking machine manufacturers were but sparsely represented at the great furniture exhibition which is now under way in this city. This is not surprising inasmuch as the past twelve months has shown a gradual falling off of interest in the talking machine on the part of furniture manufacturers—at least in a manufacturing way.

PLANNING FOR A BIG FALL TRADE

REHOBOTH, VA., July 8.—The C. B. Haynes Co., of this city, Edison distributor, reports to The World representative that Edison dealers throughout the Southern territory which they cover are earnestly giving their attention to the creation of sales. Every energy is being devoted towards making the Fall a big season.

NEWS BRIEFLETS

J. Kapp, the hustling and wide-awake member of the Columbia branch in Chicago, was a visitor to The World sanctum the past week. He was in New York in connection with the recording of Chicago's prize song, to which reference is made elsewhere.

Volo, Ill., now boasts of an exclusive Columbia agency, which was recently opened by J. Moledore.

The Columbia line of Grafonolas has been installed in the store of N. T. Drake, Madison, Indiana.

A new music shop, known as the McLeod Store, has opened at Madisonville, Ky., and handles the Brunswick line.

Brunswick phonographs are now being handled by the Hurssey Music Co., of Shinnston, W. Va.

The salesman who can sink "self" sufficiently to seek his customer's good and talk with that end in view needs no spur to enthusiasm. Whole troops and regiments of ideas rush to his aid, and he transmits them with power and conviction.

WARNING

Wall Kane Needles Are Being Imitated

WALL KANE NEEDLES

are the standard, trade-marked 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

The Greater New York Novelty Co.

3922 14th Avenue

Brooklyn, N. Y.

**RECORDING
DEPT.**

A CHAIN WITHOUT A WEAK LINK

**PLATING
DEPT.**

Announcement

THE SIEMON HARD RUBBER CO.

wish to announce to the trade that they are about to enter the Phonograph record field.

The Siemon Co. have at their Bridgeport Plant a capacity at the present time of twenty-five thousand records per day. This output will be doubled within a short time. The Siemon plant at Albany will be available for an equal number of pressings when needed.

Our recording laboratories are situated in New York and Brooklyn, and our recordings are guaranteed to be unexcelled in tone, volume, artistic arrangement, quality and surface, standing the most critical examination from every standpoint.

Our laboratory experts are men of great skill and experience. Our platings are made under the latest nickel steel process, which gives the finished record great detail as well as clearness, volume and long wearing qualities.

Our stock is of the finest materials money can buy, and being made by experts of many years' experience on records, in our own factories, gives the highest finish, quality and wearing surface possible to a record.

The Siemon Co. have pressed for years, records for the largest companies in this country and by entering into the field for themselves are not new to the art.

The Siemon product is guaranteed from every angle. The Siemon Co. will manufacture the complete records under your own label, furnishing you with a monthly release made up of the latest and best selections to be had.

The Siemon Co. can also furnish you with a list of high-class standards. Any special records, Foreign or English, can be made for you. Before placing your order for recordings or pressings look into our proposition.

SIEMON HARD RUBBER CO.

C. F. SIEMON, Pres.

SALES OFFICES:

662 SIXTH AVENUE, NEW YORK

Factories:
Bridgeport, Conn.
Albany, N. Y.

Laboratories:
New York, N. Y.
Brooklyn, N. Y.

**SALES
DEPT.**

**PRESSING
DEPT.**

IMPORTANT RECORD COMBINATION

Simon Hard Rubber Co. and Jones Recording Laboratory Join Forces—Will Produce Records for Entire Trade—Factories Well Equipped and Personnel Well Known

It was announced this week that the Simon Hard Rubber Co., of Bridgeport, Conn., and New York, N. Y., and the Jones Recording Laboratory, of New York and Brooklyn, had completed arrangements whereby they would operate as one unit for the purpose of manufacturing talking machine records for the entire trade. According to present plans the records will be recorded at the Jones Laboratories in New York and Brooklyn and will be pressed at the Simon Hard Rubber Co.'s plants in Bridgeport, Conn., and Albany, N. Y.

The Simon Hard Rubber Co. is one of the country's foremost industrial concerns, having for many years specialized in the manufacture of hard rubber products. It has produced these specialties in tremendous quantities, making no important products of many industries.

For a number of years the company pressed records for one of the leading manufacturers in the talking machine industry and its pressing plant is remarkably well equipped in every detail. At the present time the factory has a capacity of 25,000 records per day and arrangements are now being made whereby this production will be doubled in a few months.

H. P. Fay, who has been identified with the talking machine industry for more than twenty years, will be in charge of sales and distribution for the phonograph division of the Simon Hard Rubber Co., making his headquarters at the company's temporary sales office, 462 Sixth avenue, New York. Mr. Fay for many years was connected with well known talking machine concerns, specializing in various phases of the technical and factory divisions. He is thoroughly familiar with the record business from every angle and will be in a position to cooperate with his company's clientele along practical lines.

The Jones Recording Laboratory is well known in the talking machine trade, and the head of this concern is Earle W. Jones, who has been associated with the recording field for eighteen years. For many years Mr. Jones was a member of the Columbia Graphophone Co.'s recording staff, doing excellent work in this position. He has contributed important developments to the recording art and his association with the Simon Hard Rubber Co. should prove

invaluable to those concerns who will take advantage of the combined resources of this important organization.

TOY CABARET READY FOR TRADE

Unique Dancing Toy Introduced This Week—Has Several Interesting Features

A new and unique dancing toy novelty has just been placed on the market by the Phonograph Toy Cabaret, Inc., 5 Columbus Circle, New York, and it has already attracted considerable attention from the dealers and jobbers in the leading trade centers. This novelty consists of a set of attractively costumed dolls, each one of which dances on a platform that is placed on the turntable of the machine. This platform has a silver finish and in its completed form represents a stage setting that is most attractive. Through the use of a magnet the dolls perform pleasing and effective dance steps that change with each performance, thereby relieving the thought of any monotony. Each outfit is furnished with two dolls in costume, and the complete set consists of twelve outfits, packed three in a box.

This unique toy is the invention of L. J. Bennetsman, who has invented a number of successful novelties and who has been elected president of the Phonograph Toy Cabaret, Inc. An intensive sales campaign is now under way and jobbers for this new toy are being appointed throughout the country.

Clemburg, W. Va., boasts of a new Brunswick Shop, under the name of Roberts & Parris.

LANDAY ADVERTISES SONORA

Landay Bros., the well-known New York dealers, who recently closed arrangements to handle the Sonora line, used some striking page publicity in New York newspapers announcing the fact that the Landay stores are now headquarters for Sonora phonographs. This announcement, which is reproduced herewith, attracted considerable attention as a means of fittingly introducing Landay Bros. as Sonora dealers.

Landay
BROS.

**HEADQUARTERS FOR VICTROLAS
NOW ALSO HEADQUARTERS FOR**

Sonora


It has always been the philosophy of this institution that one cannot play every instrument in the band. That is why for twenty years we have produced exclusively the grand Victor Quality. We are not now changing our philosophy, but proving it. Our devotion is to a principle, not a name. This principle is Quality. For twenty years its only synonym was Victrola. Today it is also Sonora. The Victrola still stands for Quality—there has been no change. But its historic tradition is challenged. A pupil has drawn level with the master and supremacy has company. We need no dissent to comparison. As children look equally good in their mothers so ours look equally good to us. It is a case of doubled, not divided devotion. We neither like the Victrola less nor the Sonora more. We simply must recognize and respond to the ever-increasing demand for the superb Sonora.

You are cordially invited to visit a Landay Store and view the representative and newly-delivered collection of "The Highest Class Talking Machine in the World"

SONORAS \$50 to \$100
(DEPENDENT UPON SIZE)

417 Fifth Ave. 11 West 41st St. 345 So. Boulevard
New York 10 New York 18 New York 10

TOWERS NEWARK
43 North, Newark 175 South, Newark



CLEVER PUBLICITY STUNT

GALVESTON, TEX., July 12.—A parade through the streets of this city was the recent publicity stunt inaugurated by the Dulitz Co., exclusive Brunswick dealers, to announce a sale of Brunswick machines. The parade followed a full-page announcement in the local papers and as a result a substantial crowd watched the procession, which was led by mounted policemen. A solid block of automobiles and trucks, each typifying some feature of the Brunswick sale, followed a twelve-piece band. The band, at the conclusion of the parade, gave a concert in front of a building occupied by one of the local papers.

PARADE OF COLUMBIA MACHINES

Five trucks loaded with Columbia graphophones were recently paraded through the streets of Tampa, Fla., by the firm of Hodge & Sherman as a publicity stunt. The machines constituted a carload shipment which had just been received. On the first truck popular selections were played on one of the machines. A Magnavox amplifier was used to increase the carrying power of the music.

DEALERS

Your Opportunity Pointed Out on Page 169

SPRAYTONE PHONOGRAPH CORP.
P. O. Box 192 ROGEWOOD, N. J.

THE CABINET and ACCESSORIES COMPANY

145 East 34th St.

Otto Goldsmith, President

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 or send for Catalogue

Get All Your Accessories From One Source

We carry in stock everything in the phonograph line. Get on our mailing list and carry the merchandise that sells.

Distributors of

Gilt Edge Needles

Made from start to finish in U. S. A.



Extra Loud—Loud—Medium

Made at the

W. H. Bagshaw Co. Factory
Lowell, Mass.

INSURE PERFECT REPRODUCTION

The Stephenson Almanack
1921 JULY, Seventh Month 1921



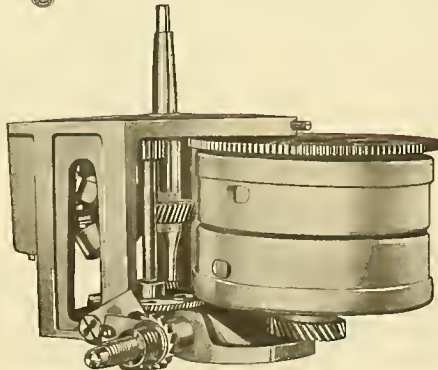
1	F	Manufacturer's Calendar
2	S	
3	S	Prepare now the marketing plans for fall.
4	M	
5	T	
6	W	The Spring and the Spring-drum in the Stephenson Precision-Made Motor form a unit. Thus, a spring is changed by simply substituting a new drum. It is unnecessary even to remove the motor from the board. This is an exclusive feature with the Stephenson Motor.
7	T	
8	F	
9	S	
10	S	
11	M	
12	T	
13	W	
14	T	
15	F	
16	S	
17	S	
18	M	
19	T	
20	W	
21	T	
22	F	
23	S	
24	S	
25	M	
26	T	
27	W	
28	T	
29	F	
30	S	
31	S	

Experience keeps a dear school but fools will learn in no other, says Poor Richard.

STEPHENSON

DIVISION
OF CAMP & SUGAN INC.

One Hundred and Seventy Pennington Street
Newark, New Jersey



MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

EUROPE'S BIGGEST DANCE HIT

MON HOMME

(MY MAN)



Featured by Miss Fanny Brice
In the new "Ziegfeld Folies"

COPYRIGHT AND PUBLISHED
By FRANCIS SALABERT PARIS/FRANCE
Published in AMERICA
By LEO FEIST Inc New York

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

MAURICE YVAIN'S WONDERFUL MELODY IS NOW WINNING AMERICA AS IT HAS ALREADY WON EUROPE

IMPORTANT BRANCH CHANGES

Columbia Graphophone Co. Merges Indianapolis and Cincinnati Branches—New Haven Branch Discontinued—Moves Made in the Interests of Better Service—Some Interesting Details

The general sales department of the Columbia Graphophone Co., New York, announced this week that effective July 1, the company's wholesale branch at Indianapolis had been merged with the Cincinnati branch. This step was taken in the interests of better service, as more efficient and satisfactory co-operation can be offered to dealers in this territory through the Cincinnati branch. In Cincinnati the Columbia Graphophone Co. occupies one of the most up-to-date wholesale establishments in that part of the country, with exceptional facilities for giving the dealers maximum service. A model shop was recently installed in this branch, and under the able direction of Manager Woodford the Cincinnati sales staff is doing excellent work that is keenly appreciated by the dealers.

F. L. Scott, Jr., manager of the Columbia branch at Indianapolis, will take up special work in the general sales department with headquarters in New York, and incidentally Mr. Scott is enthusiastic regarding the work that

will be placed in his hands under the new arrangements.

In the interests of more efficient service to the dealers the Columbia Graphophone Co. has discontinued its wholesale branch at New Haven and the territory formerly handled by this branch will be served by the New York and Boston branches. Fairfield and New Haven counties will be handled by the New York branch and Hartford, Litchfield, Tolland, Windham, Middlesex, and New London counties will be handled from Boston. H. L. Morey, formerly manager of New Haven, will take care of the New Haven territory, making his headquarters at Bridgeport, where his home is located. In this capacity Mr. Morey becomes a representative of the sales staff of the New York branch.

ARNAULT WITH RICHMOND CO.

RICHMOND, VA., July 9.—R. A. Arnault, formerly in charge of production at the factory of the Pathé Freres Phonograph Co., Brooklyn, N. Y., has joined the organization of the Richmond Phonograph Co. It has energetically taken up its duties as Pathé distributor and is already achieving considerable success with Pathé instruments and records.

TUSTING OPENS LONG BRANCH STORE

Model Victor Shop Opened by the Tusting Piano Co. Makes Third Branch Store

The Tusting Piano Co. recently opened its third branch store in Monmouth County, New Jersey. The new establishment is located at 209 Broadway, Long Branch, the other two being at Asbury Park and Red Bank.

The first floor of the old National Hotel building has been remodeled into a Victrola shop of the latest type. Four soundproof booths for demonstration purposes have been installed, each fitted with a ventilating system. Miss N. G. Hendricks, who has been connected with the Tusting Co. for a number of years, has been placed in charge.

SERVICE MUSIC SHOPPE CO. OPENS

EAST ST. LOUIS, ILL., July 11.—The Service Music Shoppe Co., of which E. Billerth and Miss E. Wright, both well-known and popular musicians, are the proprietors, has leased rooms in the Vogel Building, 206 Collinsville avenue, of this city. The firm will handle pianos, piano players, phonographs, rolls and records. Miss Gilbert was in charge of the Conroy Co. store in East St. Louis during the past seven years, and Mr. Billerth was in the musical merchandising business in St. Louis for several years.

MORSBACH TAKES ON VOCALION LINE

L. P. Morsbach, of 1620 West Passyunk avenue, Philadelphia, recently took on the Vocalion line and is greatly enthused over the progress that the Vocalion is making with his customers. The record made by Lient Kiefer, recently issued by the Aeolian Co., is proving exceptionally popular. This record has the "Bronco State March" on one side and the "Beckee State March" on the other. It was through Mr. Morsbach's efforts that Lient Kiefer was persuaded to record for the Vocalion.

ENLARGE VICTOR DEPARTMENT

GOSHEN, IND., July 11.—Rogers & Wilson, who conduct one of the oldest exclusively music shops in northern Indiana, have just moved their Victor department from the rear of their establishment to the front. They have entirely reorganized this department, and now have ample record room, as well as a new service counter. This department is supervised by J. V. Roscoe, one of the partners of this concern, who has the reputation of being one of the most ardent Victor fans in that section of the country.

The Goldberg Furniture Co., Madison avenue and 148th street, New York, has opened a Victor department and installed a complete line of machines and records.



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 & Barr - Sterling Trio - Peerless Quartet

NEW BUILDINGS FOR GRANBY CORP.

Growth of Business Necessitates the Leasing of Additional Manufacturing Quarters

NORFOLK, VA., July 7.—The Granby Phonograph Corp., of this city, and with factories in Newport News, Va., is materially increasing its daily production and has added almost a hundred additional skilled workmen to its force. The corporation has leased the entire building known as the Fabst Building, on Twenty-sixth street, between the railroad and Virginia avenue, Newport News, and, in addition, has secured the Royal warehouse and the second floor of the Holloway Building, on Twenty-fifth street. The Fabst Building will be used as a stock assembling plant. This is in addition to its group of factory buildings. With this new space, and the extra area obtained by tearing out the old offices, the Granby Corp. will considerably increase its capacity.

Granby phonographs are being sold in all the big distributing centers of this country and the sales records attest their popularity. Their reproducing value, the beautiful period styles in which they are manufactured and the excellent workmanship which characterizes this product are given as reasons for their steadily increasing popularity.

TO "MAGNET"IZE THE TRADE

BOSTON, MASS., July 8.—The Lansing Sales Co., of this city, is planning to send, each month, to the talking machine trade a novel piece of literature entitled "The Lansing Magnet." The Lansing Sales Co. distributes a large list of talking machine and piano accessories and it is planned to feature one certain accessory in each monthly issue of The Magnet.

The Abelowitz Phonograph Co. has made a number of improvements in its already attractive warerooms, 1353 St. Nicholas avenue, New York City. An entire new front has been installed which is very imposing.



Snapshots at the Recent Outing of the M. Steinert & Sons Co., Boston

(1) Left—Herman Fleishman, Who Scored the First Run for Arch Street. Right—Clara Von Hagen, Who Doubled Scored Fleishman. (2) Arch Street Team. (3) Emmet Ryan After Making a Great Catch. (5) Boylston Street Team. (6) Alexander Steinert Just After Being Presented With a Pair of Field Glasses. Illustrations Show the End of a Perfect Day

STATEMENT FROM A. L. VAN VEEN

No Outside Interest or Capital Invested in His Company—Explains Some Reports

Arthur L. Van Veen, president of Van Veen & Co., Inc., strongly denies the rumor which has been circulating throughout the trade that any outside interest or capital has been invested in Van Veen & Co., Inc. In speaking to The World, Mr. Van Veen stated: "This is emphatically not so. It is a fact, however, that several big phonograph manufacturers have placed their seal of approval on Van Veen equipment. This is probably the basis upon which the rumor was founded. This approval was only given after a comparative test had been made and they were so well pleased with the

model showrooms which we constructed that they have also recommended Van Veen equipment to their dealers. The Van Veen organization is entirely separate and independent. We are building and will continue to build equipment for every dealer who desires Van Veen equipment." The present officers of the company are Arthur L. Van Veen, president; H. A. Dalley, vice-president; Charles H. McCaffrey, treasurer, and Leon Tobias, secretary.

New Victor warerooms have been opened in Sheepshead Bay, N. Y., by Herbert Thiel, who has had many years' experience in both the wholesaling and retailing of talking machines.

The Brunswick line was recently taken on by M. A. Schilling, Eldorado, Ark.

85c NEW CARDINAL RECORDS 85c
NOW READY FOR DELIVERY

NEW CARDINAL RECORDS

ALL HITS

<p>The Phonograph With The Tongue</p>	2037	{ Stack of Barley—(Irish Jigs) Played by Flanagan Bros. (Accordion-Banjo) { The Gladstone—(Irish Waltz) Played by Flanagan Bros. (Accordion-Banjo)	<p>The Record That Talks</p>
	2038	{ Ain't We Got Fun?—Fox-trot Lanin's Roseland Orchestra { Marimba—Fox-trot Jos. Knecht's Waldorf-Astoria Orch.	
		{ In a Boat for Two—Fox-trot Lanin's Roseland Orchestra { Cherry Blossoms—Oriental Fox-trot Lanin's Roseland Orchestra	

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.

COMPLETE OUTING PLANS

Talking Machine Men, Inc., Preparing for Annual Outing—Attractive Program Ready for Dealers—Staten Island the Rendezvous

The members of the entertainment committee of the Talking Machine Men, Inc., visited the Terra Marine Hotel, Huguenot Park, Staten Island, a few days ago and made final arrangements for the annual Summer gambol and frolics of the Association, which will be held at this hotel August 17.

According to present plans, the dealers and their friends will leave for Huguenot Park at 10 a. m., taking a sail down the Bay through the Narrows to Midland Pier; the steamer leaving from the Battery. Landing at the pier, automobile buses will meet the party to take them for a ten-mile ride through the country to the Terra Marine Hotel, where luncheon will be served at noon. From 1:30 to 6:30 all of the athletic games for the various prizes donated by the jobbers and manufacturers will be held, and dancing and bathing will also be on the program for the devotees of these sports. Dinner will be served at 6 o'clock and entertainment by talking machine artists, including vocal stars and dance orchestras, will continue until 10 o'clock, when the party will embark for a moonlight sail home.

PLANS ENERGETIC FALL CAMPAIGN

The Greater New York Novelty Co., Brooklyn, N. Y., manufacturer of the Wall-Kate line, is planning an energetic sales campaign for the Fall months. N. Cohen, head of the organization, will shortly leave for an extended trip, in the interest of Wall-Kate needles, covering a period of about three months.

BIG CALL FOR FOREIGN RECORDS

In spite of quiet times, the foreign record department of the Pathé Frères Phonograph Co., Brooklyn, N. Y., is quite busy. The demand for German, Jewish and Italian records is reported by Dr. Kalmun, head of the department, to be almost normal. It is also announced by this department that in order that all owners of phonographs may be able to secure the Pathé foreign records three of the languages are now being pressed in the Actuelle needle cut record.

Be proud of your work, not of yourself.

"Does It Play All Records?"

Carefully 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 Office: 130 CANFIELD BLDG., CHICAGO
 Southern Wholesale Branch: 150 CANFIELD BLDG., ATLANTA, GA.



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.



DOROTHY JARDON AS A COMPOSER

Talented Opera Star Writes Number That Is Proving a Success—Composition Will Shortly Be Released on Brunswick Records

Considerable interest is being manifested in the music publishing industry by the success of a new number entitled "The World Can't Go Round Without You," composed by Miss Dorothy Jardon, the famous opera star and member of the Chicago Opera Co.

Miss Jardon has long been recognized as one of the most versatile artists before the public.

Miss Jardon's rise in the musical world may be attributed to the serious interest which she bestows upon every phase of her work. She has won the enthusiastic approval of musical critics throughout the country and her composition, "The World Can't Go Round Without You," will undoubtedly add to her prestige.

R. F. BOLTON IN TORONTO

Confers With A. E. Landon Regarding Foreign Language Records

R. F. Bolton, sales manager of the foreign language record department of the Columbia Graphophone Co., spent a few days recently at Toronto, Canada, where he conferred with A. E. Landon, Canadian branch manager, relative to the expansion of foreign language record activities in Canadian territory. Mr. Landon stated that the demand for this class of record is steadily increasing in Canada, and his sales staff is co-operating with Columbia dealers in stimulating the sale of foreign language records.

Among the recent visitors to the executive offices of the Columbia Graphophone Co. were R. H. Woodford, manager of the company's Cincinnati branch, and Isadore Moonshine, of the Lonis Moonshine Co., New Orleans, La., Columbia dealer. Although this company has been handling the Columbia line for only six months, it has already built up an extensive clientele, and Mr. Moonshine was enthusiastic regarding the outlook for Columbia business in his territory.



Miss Dorothy Jardon

having not only attained phenomenal success in the operatic field, but also having won renown as a concert and musical comedy artist and a vaudeville headliner on the big-time circuit. She records exclusively for the Brunswick library and her new composition has just been recorded by the Brunswick Co., with the expectation of releasing it at a very early date. John Steel, Victor artist and star of "Ziegfeld's Follies," who is now headlining in Keith's vaudeville, is also singing Miss Jardon's song hit and is delighted with it.

NEW DOUBLE-BARRELED TONE-ARM

William Phillips, president of the William Phillips Phono Parts Co., New York City, has started shipments on a new double-barreled tone-arm which is being made for one of the largest manufacturers of talking machines in the South. This tone-arm is not only exceptional in design and appearance, but is proving its high plane in the conveyance of sound. Mr. Phillips has also developed a new tone-arm made particularly for the portable machines, which are so popular at the present time.

WHOLESALEERS

Read Our Announcement
on Page 169

SPRAYTONE PHONOGRAPH CORP.
P. O. Box 192 RIDGEWOOD, N. J.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 225 South Street, NEWARK, N. J.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED—Man with five years' experience in record manufacturing in all its branches wishes to connect with record manufacturing concern in supervisory capacity. At present employed as superintendent of a record concern. Address Box 971, care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Salesman to sell talking machine record cleaners as a side line. Must have an established trade and be a man who can get results. State territory covered and goods you are selling. E. T. Gilbert Mfg. Co., Rochester, N. Y.

LIVE-WIRE RETAIL SALESMAN wanted to co-operate with our dealers in Pennsylvania. A splendid opportunity for a hard working man who can produce good sales. State age and give list of all employers during past ten years. Weaver Piano Co., Inc., Pathé Jobbers, York, Pa.

WANTED—3 or 4 good salesmen for a large Western manufacturer of pianos, phonographs and records, established over 50 years. Must be of good address and unquestionable ability to produce business. Only experienced men wanted who know the trade A to Z and have a large clientele among the best dealers in Connecticut, New Jersey and New York. Splendid opportunity for the right men. Apply by letter, giving full particulars. Box 975, care The Talking Machine World, 373 Fourth avenue, New York City.

EXECUTIVE POSITION WANTED—Expert mechanic and executive with twelve years' experience in the manufacture of disc records with some of the largest plants in the world. Fully understanding the installation and maintenance of the necessary equipment along with the most up-to-date methods and systems for progress, efficiency and economy. The most expensive thing to do is to guess. The most profitable thing you can do is to know. Therefore, why not begin with the same standard of perfection that all others have taken years to acquire. An interest in the company is more desirable to me than a large salary. For further particulars apply Box 978, care The Talking Machine World, 373 Fourth Avenue, New York City.

SALESMAN—A firm making a phonograph of reputation, with an established trade in New York City and State, is in need of a salesman for territory mentioned. None but experienced phonograph salesmen need apply. An unusually good offer to the right party. Apply Box 980, care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Back issues of "Voice of the Victor," January, 1918—August, 1919; December, 1920—July, 1921, inclusive. Also consecutive issues of Victor Monthly supplement referred to September, 1914. Address Box 981, care The Talking Machine World, 373 Fourth avenue, New York City.

MANAGER WANTED for best located exclusive phonograph store in large Southern city. Compensation includes salary and share of profits. In your answer give experience and references. Address Box 984, care The Talking Machine World, 373 Fourth avenue, New York City.

RECORDING ENGINEER of ability and experience wanted by established manufacturer. Salary \$8,500 to start. Address Box 983, care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Photograph salesmen, clean cut, aggressive and experienced live wires. We require salesmen for Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. This is a real opportunity to grow with a fast growing manufacturing institution, with a financial return dependent entirely upon your ability. Tell us your story in detail at once. Confidentially. Granby Photograph Corporation, Norfolk, Va.

WANTED—Sole distributor in United States for Panhellion brand of Greek and other foreign language records. Over 200,000 Panhellion records were sold last year, and our factory has since been more than doubled. Organization is expanding and this is an unusual opportunity for a progressive jobber or a responsible individual who is equipped to take care of the distributing branch of our business. Panhellion Record Co., 152 West Fourthteenth street, New York City.

WANTED—Experienced salesmen for period model phonographs. Apply Monarch Phonograph Co., 2074 Second avenue, 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.

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—Repairman and salesman. Young man with years of all-around experience on all makes, wishes work on at anytime. Box 985, care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—As manager of phonograph department. Have seven years' experience in retail selling of talking machines and phonographs. Age 28, and can give list of references. Address Box 992, care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Designer and cabinet-maker. Expert on ornamental work; original ideas. Would like to hear from high-class cabinet and phonograph manufacturers. Address Box 977, care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Victor salesman: 12 years' experience, wholesale and retail, musical instruments, sheet music and supplies; desires connection in or near New York City. Capable, young, active, energetic, first-class in character and ability. Address Box 982, care of The Talking Machine World, 373 Fourth Ave., New York City.

EXECUTIVE OPEN FOR ENGAGEMENT

An executive with broad business experience and thorough knowledge of phonograph business from executive, manufacturing and selling ends, capable of directing and getting results from selling force, desires to change from present position in banking business. Character, ability and integrity will stand most exhaustive inquiry. An American, forty-five years of age. Communications strictly confidential. Position must be capable of paying at least \$100,000 per year with possibility of increase according to results. Would prefer Eastern territory. Address "Box 979," care The Talking Machine World, 373 Fourth Ave., New York City.

SELL MORE RED SEAL RECORDS

HERE'S HOW
 My new system of classifying records will positively increase your sales. Makes a home call. No need of catalog. Trial system will be furnished on receipt of ten dollars. R. ALPHEUS, 1020 SEIBERNS AVE., NEW YORK CITY.

WANTED

1,000 Motors Will pay cash or will give cabinets or cabinet hardware in exchange.
 Chicago Phonograph Realization
 1427 Carroll Ave., Chicago, Ill.

FOR SALE

800 complete unknown phonographs at sacrifice prices. These make very good material for specials and sales.
 Chicago Phonograph Realization
 1427 Carroll Ave., Chicago, Ill.

FOR SALE

2,000 high grade solid brass tone arms and reproducers at lowest prices.
 Chicago Phonograph Realization
 1427 Carroll Ave., Chicago, Ill.

FOR SALE

18,300 Meno Gramophones, size 2 1/2x8.006 to .009x1 1/2. International Mica Co., 37th and Brandywine Sts., West Philadelphia, Pa.

CASH

For Victor, Columbia, Brunswick and Edison machines and parts. What have you? Address "Box 972," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Made close near New York, corner main street, Columbia Gramophone agency; for sale account lack of capital. Will sell fixtures and lease or whole business outright. Apply Box 974, care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

COLUMBIA GRAFTON SHOP
 An unusual opportunity. One of the finest original Columbia Grafton shops in the country, with complete stock of merchandise. Ten demonstrating sets, located in New York State. Population over 200,000. Best location in city. An amount of time interest will sell. Address Box 976, care The Talking Machine World, 373 Fourth Ave., New York City.

CABINETS

Beautiful, exclusive designs, Mahogany, Walnut or Oak, with collective burn and tone modifiers, ready for installing motors. Write today.
COLUMBIA MANTEL CO.
 173 Powers St Brooklyn, N. Y.

FOR SALE

Mr. Frank Marchant: Are you looking for a new location? A music store in town of 5,000; building, strictly modern, located in center of town, no competitors, small goods, 1921, all overhead expenses. A good opportunity for the right man. If interested write Glass Music House, Clonon, Wis.

FOR SALE

Two beautiful rooms also 8 by 9 made by Full Company, that they are made in light oak with beautiful glass panels, packed in the original cases, nice new record cabinet, small goods, 1921, for immediate sale. Present cost \$25.00. Will sell at liberal margin. Apply Harman-Loren Co., Dept. 412 N. Howard St., Baltimore, Md.

Consult Page 180 for Further Classified Advertisements

WORLD CLASSIFIED ADVERTISING—(Continued from page 179)

Sacrifice Sale of 25,000 Standard
 In stock, **BRILLIANT** **THESE** **RECORDERS**
 Very large assortment
 All quantities—see list below
 In 100 lots \$10.00
 In 250 lots \$15.00
 In 500 lots \$20.00
 In 1,000 lots \$25.00
 Terms: net 30 days
 Patton Bros., 519 531 K. Dealers, Pitts., Chicago, Ill.

CABINETS
 Beautiful new design in mahogany, oak and walnut. Send for circular.
 Everett Hunter Mfg. Co., McHenry, Ill.

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.

WANTED
 Dealers and distributors in every state to sell the Su-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 name-plates 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 today. Poperty Manufacturing Co., Dayton, O.

SPOT CASH
 We BUY
 Job Lots, Close-Outs, International Black, etc. in all lines. No quantity too large. Quick Cash for Records, Gramophones and Full Particulars. **WANTON BROS.**, 823 S. Dearborn St., Chicago

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

BUSINESS FOR SALE
 Established music store in Jersey City with three leading phonograph agencies; excellent location for sale as account of other interests; good opportunity. Address Box 986, care The Talking Machine World, 373 Fourth Ave., New York City.

RECORING MACHINE FOR SALE
 Also shaving machine and master wax. Real bargain. Address "Box 987," care The Talking Machine World, 373 Fourth Ave., New York City.

TRADE ACTIVE DESPITE THE HEAT
 New Orleans Dealers Optimistic—Gordon Powell Resigns From Maison Blanche

propositions. During his incumbency at Maison Blanche the department grew from a small affair to one of the largest of the store, and one of the most beautiful in the entire country, and the business has developed likewise. Mr. Powell has many friends here who wish him well in any work he undertakes.

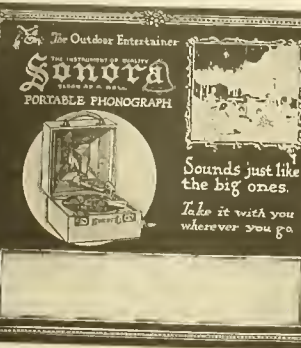
SALESMEN—Side line men, all territories. New novelty sells easily wherever demonstrated. Chance to make big money if you are a hustler. Big advertising campaign. State territory and lines carried. References. Strictly commission basis. Dancing Doll Co., Inc., 115 East 18th St., New York City.

WANTED—To hear from phonograph manufacturers and wholesalers, together with samples of record needles and anything pertaining to the phonograph business for retail trade. Chas. Koennnen, 305 East Spring street, Siacator, Ill.

MOVIE FEATURES PORTABLE
 In response to the request of Sonora dealers everywhere, the advertising department of the Sonora Phonograph Co. has prepared a movie slide, featuring the Sonora Portable phonograph.

NEW ORLEANS, La., July 8.—With cities in the North and East sweating under the rays of Old Sol, causing prostrations and other general effects of the heat, New Orleans, while no exception to same, is not hotter than usual during the daytime, and the nights are tempered by the cool breezes from the lake and river, thus making our usual warm season and enjoyable by the city's 400,000 inhabitants. The high thermometer has not lowered business activities and general indications are that commercial conditions are taking care of themselves pretty well. While talking machine sales have dropped off to some extent it is not to be unexpected at this time of the year and every dealer feels time are normal once again.

The Dwyer Piano Co.'s Victrola department is looking up well with the installation of beautiful new booths and other equipment. It will probably be another thirty days before the installation is complete and James Dwyer, proprietor, and Will Berry, manager of the Victrola department, promise one of the most attractive and best-appointed Victor shops in the South.



Sonora Moving Picture Slide
 This slide, which is shown herewith, is being used to excellent advantage by Sonora dealers, as it makes a timely appeal that is well calculated to produce portable sales.

In the way of news, Gordon Powell, for two years manager of the Victrola department at the Maison Blanche Co., has resigned his position. Mr. Powell has not announced his plans for the future, but he is considering several attractive

The Dugan Piano Co. has been featuring the new song hit, "Peggy O'Neil," very effectively in newspaper advertising, as well as in circulars and window displays, with the result that it is having quite a demand for this hit, according to Miss Bernice Jelenek, manager.

At the retail department of Philip Werlein, Ltd., Ralph Young, manager, is enthusiastic over the possibilities of the new "Self-Rex" counter, recently installed. This is the product manufactured by Beckwith-O'Neill Co., Minneapolis, to make quick record sales, and so far has proven a profitable adjunct to the Werlein retail department. The wholesale department reports the addition of quite a number of new dealers in various parts of Louisiana.

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.

- Our Specialties—**
- Phonograph Record Labels
 - Gummed Stickers of large quantities
 - Trading Stamps, etc.

KEYSTONE PRINTED-SPECIALTIES COMPANY
 321-327 Pear Street
 SCRANTON, PA.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST. E.C. LONDON

W. LIONEL STUROY, MANAGER

Important Accomplishments at British Music Industries' Convention—Trade Agreement Discussed—Gramophone Dealers' Association Discusses Problem of Record Stock—Interesting Discussion—Otto Ruhl Honorably Discharged—New Record Introduced by Wireless—A Talk on Sound Boxes—S. H. Sheard Returns From South African Trip—New Film Record Synchronization—Other News

LONDON, ENG., June 30.—The accomplishments of the British Music Industries' Convention, held at Ramsgate May 24 to 30, inclusive, which was attended by members of every branch of the industry except music publishers, is still a subject of much interest in the trade here. The president of the Federation of Music Industries, Alexander Dow, opened the convention with a brilliant address, in the course of which he reviewed general conditions and particularly urged that British manufacturers give more attention to export trade.

An interesting feature of the convention was the discussion of a proposed trade agreement, designed to eliminate a number of evils, including the practice of giving away music stools, free music lessons, etc., to influence sales, the granting of excessive commissions to teachers and professional musicians, the making of excessive allowances on instruments taken in trade and other matters of like importance. A draft of the proposed agreement, including ten clauses, was presented and adopted, and is to be forwarded to the members of various associations for ratification.

The question of manufacturers opening their

own retail shops in competition with retailers was also discussed, as was the question of establishing sole agencies for various products. The hire-purchase question also came up for consideration, and it was strongly urged that dealers stick to the terms that were prevalent during the war. It was suggested that 20 per cent of the purchase price be demanded at the outset and that the account be cleared up within the year, with 10 per cent interest charged on deferred payments. Trade credits also received much attention.

Gramophone Dealers Meet

To readers of The World probably the meeting of the Gramophone Dealers' Association will prove of greatest interest.

F. T. Stokes, in opening a discussion on "Should dealers be allowed to sell obsolete records at reduced prices?" said: "The problem of record stock is undoubtedly providing many gramophone dealers with food for anxious thought. Many phases of the problem have been referred to our committee, and various suggestions made for solving it, with requests that we give it serious consideration. I propose to give as briefly as possible a statement embodying the various communications, complaints and suggestions that have been made to us on the subject. The principal causes of anxiety to dealers appear to be:

1. The continually increasing size of record catalogs; and consequently increasing stocks dealers are obliged to carry.
2. The absence of any suitable method of disposing of surplus stock.
3. The unsatisfactory working of the two or

three to one basis of exchanging deleted and other records.

The following proposals have been made for dealing with these points:

1. To limit the size of the record catalogs by deletions more in proportion to the new records added; these deletions to be made regularly—say every three months.
2. Disposal of surplus stock. A system of exchange by which dealers are entitled to return surplus stock for full credit up to an agreed percentage of their yearly purchases, without an immediate covering order.
3. Deleted records to be returned on the same basis, the total returns of both kinds not to exceed an agreed percentage of the year's purchases.

There is certainly room for improvement in the method of conducting the record business. While the trade has grown enormously during the past few years, the same machinery for handling it has remained in use, and is proving quite inadequate for satisfactorily carrying on the business of to-day, and will doubtless prove more so for the increased record business most of us believe lies before us. Any solution of the difficulty must naturally be equally fair and equitable to all branches of the trade—manufacturer, factor, and dealer—and I personally think the above propositions, while certainly an improvement for the dealer, would not be acceptable to the manufacturers. Besides, they do not go far enough.

What, in a few words, are the conditions that want altering? The necessity of ordering on the

(Continued on page 182)



"His Master's Voice"

Cepychit

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-Akktieselskab, Pribavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Charles Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramofono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 41, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 10, Bolshaya Solovkiyevskaya Street, Moscow; 9, Golovinskiy Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michalovskaya Ulica, Eka.

INDIA: The Gramophone Co., Ltd., 139, Bellisshatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

AUSTRALIA: S. Hoffung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 103, Pitt Street, Sydney.

NEW ZEALAND: Gramophone, 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; Isaacs & Harburger, Post Box 165, Bloemfontein; Franz Mueller, Post Box 198, East London; B. J. Evans & Co., Post Box 80, Queenstown; Handel House, Kimberley; Laurence & Co., Post Box 132, Bulwer; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lorenzo Marques.

HOLLAND: American Import Co., 22a, Amsterdamskade, The Hague.

ITALY: A. Bossi & Co., Via Orfèdi 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND



YE "POPULAR" RECORDS

Double-Sided
Super Needle Cut "10 inch"
"Lateral"



LONDON'S LEADING VALUE!!!

QUOTATIONS

LOWEST in ENGLAND

FOR "HIGH GRADE PRODUCTS"

5,000 Lots and up "Your Selection" or a Sample 1,000,
made up with "One Example" from Catalogued Pairings.

Address: **SOUND RECORDING CO., Ltd.**
EXPORT DEPT., 18-19 Swallow Street
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CABLES "Grammvox"
London
"QUOTATIONS CABLED FREE"

POINTS We can give customers their own design label for large parcels or deal with any proposition for supplying master records, material or plant.

- Repertoire Approx 3,000 Titles—Covering
- Super Selection, Bands and Orchestral
- Lightning Shipments
- Packing by Experts
- Rock Quotations "Always"
- F. O. B. London
- We attend to all Insurances "If Requested" to Byers A/c
- Our Shipping Services, **Ibis Side FREE**
- Correspondence invited—any language

FROM OUR LONDON HEADQUARTERS—(Continued from page 181)

two or three to one basis against returns, often at a time when we do not want to order at all. The difficulty of disposing of unsalable stock. The gramophone dealer is in a very different position to an ordinary trader. He does not buy his goods solely on his own judgment and experience, but is compelled, to some extent, to stock what the makers publish. He cannot sell off any bad or unsalable stock he accumulates when and at what price he chooses, but must depend on the courtesy of the manufacturers for an exchange. While we will all admit, I am sure, that the leading makers and factors have always been most willing to help us as far as possible in this matter, I consider that it is not right in principle that we should have to depend on favors for what is so absolutely necessary for the proper conduct of our business, and it is not fair to the companies to have to ask them.

But the most important point is that, under the existing system, the companies cannot afford to do as far as is necessary with these exchanges—which is to delete from their lists every record that is unsalable. Returns of records which are destined to be scrapped must be very expensive transactions to the large companies, which is doubtless the reason why hundreds of absolutely dead and unsalable titles remain on the catalogs. To delete all these on the present method of a two to one or a three to one basis of exchange would be quite impossible either for the manufacturer or the dealer. A solution, therefore, that would be mutually workable and profitable to all branches of the trade should be welcomed, and I think we have one in another proposition that has been made. This is to form deleted records into a new category which shall be labeled with a special and distinctive label and sold at a reduced price—say two-thirds or half the original. Such a scheme is likely to provoke much criticism, and present many difficulties.

Anything in the nature of indiscriminate or individual reduction or price-cutting is naturally to be opposed. But this scheme does not mean price-cutting, nor the selling of records as job lots or second-hand. It means the formation of a new category of records to be sold with the definite authority of the manufacturers and under their own special label. Its success would depend upon the manner in which it was worked. A method that has been suggested is that the makers issue on each monthly record supplement any numbers which they wish to delete that month. Dealers would, on receipt of this list, send to the company a certified return of the quantity of such records they have in stock, and receive per return the requisite quantity of labels to affix to them, when they would be placed on sale in a special rack or receptacle kept for this category. It should be distinctly understood that no record was to be sold in this category without the maker's label, and this label must not be affixed to any record not authorized by the makers, who would obviously have the same

power of enforcing their regulations respecting these records as any others.

The matter was very thoroughly discussed, one of the speakers being Louis Sterling, who pointed out that, although the dealer lost through the taking back of obsolete records, the loss to the manufacturer was much heavier. They would find now that the dealer's stock was not so much in excess of what it was ten years ago, compared to the increase in the rate of business during the ten years. He believed something should be done to limit the number of records a dealer had to carry. There were about 7,500 dealers in the gramophone industry, and it was very difficult at short notice to fix any sort of a policy which would be for the good of all. He suggested that the dealers should discuss the matter more fully and then appoint a committee to meet a committee of the manufacturers, and see if they could not get some system which would be equitable to all.

Ernest Marshall thought that some scheme should be adopted whereby the manufacturers could arrange for the records to be sold cheaper, because there was no doubt the obsolete records did entail a considerable loss on the manufacturers to take back, especially if it was a one-to-one exchange.

Otto Ruhl and Fonotopia Record

Before Alderman Sir John Bell at the Guildhall, London. Otto Ruhl was summoned under the

merchandise marks act for, it was alleged, unlawfully applying a false trade-mark, i. e., Fonotopia, to records sold by him. The complainant was the Hertford Record Co., Ltd. According to counsel, prior to 1914 a number of German companies were interested in the sale of gramophone records here, and among them were Carl Lindström (London), Ltd., and Fonotopia, Ltd. An amalgamation of these two firms came about, with Mr. Ruhl as managing director. During the war, under the Trading With the Enemy Act, the assets of Fonotopia, Ltd., were sold at the instance of the Board of Trade. The purchaser was the Hertford Record Co., Ltd., who afterwards registered the trade-mark Fonotopia. As a result of inquiries, defendant was found to be selling records labeled "Made in Germany" and bearing the word "Fonotopia," which word, it was claimed, was the property of the Hertford Record Co., Ltd. Evidence was given by H. M. Lenoir, managing director of the Hertford Co.; Wolfe Linden, manager of the United Talking Machine Co., Ltd., and others.

At the resumed hearing of the case Mr. Ruhl was committed for trial, but released on his own recognizance.

The trial took place on June 10 before the common sergeant (H. P. Dickens, Esq., K. C.) at the Central Criminal Court. In reply to the clerk Mr. Ruhl pleaded not guilty.

It developed during the course of the action that after a search warrant had been issued and a stock of some hundreds of records held by Ruhl

↓ ↓
"PERFECT POINTS"
↑ ↑

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Gramophone Needle

(Guaranteed made from High Carbon Steel)

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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



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 182)

had been seized, the records bearing the same trade-mark and the name "Societa Italiana di Fonotopia, Milan," it was discovered that the defendant was acting as British agent for the Italian company and was perfectly within his legal rights in so acting. It was found that the Italian company had registered its trade-mark in England in 1907. The plaintiffs thereupon made apologies to Mr. Ruhl and agreed to reimburse him for all expense to which he had been put through the action. The jury duly acquitted Mr. Ruhl.

New Record Introduced by Wireless

A novel method of introducing a new record to a very wide public was adopted by the Standard Mfg. Co. recently when its new "Vesper" records were listened to by an audience scattered over a radius of some 250 miles. This interesting scheme was attained by the medium of wireless telephony. The records were played from the neighborhood of Blackheath, and I was invited to "listen in" at the house of M. Phillips at Wembley Park. Donning the microphone headpiece, I was first of all treated to various code signals from Marion (Mass.), Berlin, Moscow and other places, but at 9 o'clock M. Phillips (who is a wireless enthusiast and counts to his credit many inventions) attuned his instruments to catch the "Vesper" record reproductions from Blackheath. At a wave length of somewhere about 1,000 meters messages began to reach us through our phone receiver. Just as clear as though from the next room came the call, "Are you there, Phillips? I'm going to play 'Vesper' record 'In an Old-fashioned Town,' a cornet solo by Sergt. Leggart." And then very distinctly we heard the opening refrain, followed by the music of this well-known song. For two hours we listened to "Vesper" music and although occasionally a record would be "jammed" by other wireless signals attuned to the same wave length the "concert" was remarkably good.

Illness of W. Manson

At the British Music Industries convention feeling reference was made by the president to the recent illness of W. Manson, sales manager of the Gramophone Co., Ltd., and president of the Gramophone Association. We are glad to say that Mr. Manson is making such good progress as to warrant his early return to business.

New Zonophone Records

Six records of this month's program are to hand from the British Zonophone Co. A celebrity (9052) by Sir Harry Lauder crowns the list. "Sunshines 'a Bonnie" is a humorous ditty of the real Lauder style, and of his recent songs one of the best, in my opinion. In contrast, "I Wish You Were Here Again" is of rather mournful flavor, which, though not to my liking, is a class of song that usually reaches big sales; 2136 carries of "Bells of Home" and "A Little Heaven for You," both giving scope for the sweet tenor voice of Sydney Coltham. "Any Time, Any Day" and "The Best Little World," on 2137, by Herbert Payne, are of a hackneyed sentimental type. Miss Bessie Jones contributes two acceptable numbers on 2139—"The Garden of Dreams" and "My

Bridal Veil." Record 2143 should make a wide appeal to lovers of the organ and violin. This combination as played by the Misses Southgate is always good. The titles this month are "Serenade Espagnole" and "L'Inspiration," two attractive compositions, the first by Dorothy, the second by S. Southgate. Selection I and II of music from the "League of Nations," which is drawing big audiences nightly at the Oxford Theatre, is exceedingly pretty music. It figures on record 2133 by the Black Diamond Band.

Oraonla, Ltd., Meeting of Creditors

Business men acquainted with the above firm were not surprised to learn that the directors have been forced to consult their creditors. The meeting of creditors is publicly advised to be held at the offices of Percy Mason & Co., 64 Gresham street, London, at which some interesting information will be given. Oraonla, Ltd., was formerly known as Bailey's Concertophone Ltd., gramophone manufacturer, Margaret street, London, W., and with advertised offices at 200 Fifth avenue, New York.

Sound Boxes in General and One in Particular

At no time within gramophone history has the trade been faced with such a remarkable array of new reproducers as during the last two years. And further, from the viewpoint of practical results, the inventors' line of investigation seems to have been directed toward improvement of the instrument of reproduction rather than on the side of recording sound. With the latter I am not so much concerned (though most important) as with the method of reproduction.

So many inventors have given birth to new constructional ideas, each and all, of course, claiming superiority, that, to my mind, the whole lot are suspect. It is but natural that the child of one's brain be elevated to a high pedestal, but some claims are so exaggerated as to preclude a fair review in these columns. In such cases silence is really golden. The only fair review is by actual test, and that I have given to the "Voltona" sound box, which reached me this month. My test covered comparison with another reproducer of standard merit and the records played over included vocal, solo instrumental and band records. In each case, notwithstanding the varying resistance of the sound waves, the surface scratch seemed considerably less with the Voltona box; in fact, it was infinitesimal. Another point in favor of the Voltona was its melowness of reproduction, though not at the expense of body of tone. Its general fidelity for all classes of work is sound and there is a noticeable sensitiveness in detail of reproduction of band records. I conclude that the Voltona sound-box is one of real merit, not in every case superior, though certainly the equal of the best. In other words, it is really a sound business proposition that should appeal to dealers whose clientele demands quality as the only consideration.

Constructional details I cannot enter upon here; suffice to say that the Voltona is built upon unique

lines throughout, registering a great advance in many directions. The makers, Messrs. Jordan & Carpenter, Ltd., may certainly be congratulated upon the production of an article of tip-top merit.

News from the "His Master's Voice" Co.

It is made known that the offices and factories of the above firm will be closed for the annual Summer vacation from July 23 to August 8.

S. H. Sheard, the "His Master's Voice" overseas manager, has returned from a tour of South Africa, Rhodesia, Mauritius and East Africa, and in the Voice tells us something about the native ruler of Briganda, who, when last in England, paid a visit to Hayes and recorded his voice. His territory is situated in Uganda. When Mr. Sheard arrived, his dusky majesty was enjoying a game of football and had served several goals and his side won. He is described as being as good a sportsman as he is a monarch, and his interest in the gramophone is very keen.

Mechanics are still being trained in the great factories at Hayes. The opportunity given to dealers by which they or their assistants become expert in the repair and adjustment of His Master's Voice instruments means pounds in their pockets, for the owner of a machine out of repair does not spend money on new records.

New Film-record Synchronization

At the Cathedral Hall, Westminster, recently, a series of so-called "singing films," which were shown to a press gathering, in some respects appear to mark a distinct step forward. Captain Jamnik, who has been connected with the cinema world for a number of years, is at the head of a syndicate which is introducing them into this country. Sir Harry Lauder, who has seen the pictures, has already promised to sing for them. The record of the song is first made and is then played over several times to the performer, who finally repeats the song in unison with the record in order that a film may be taken of him in action. By this means the lip movements shown on the film necessarily synchronize with the sounds on the record. In order to exhibit the pictures to the public the gramophone is placed in the operating box and connected by a crank with the projector, so that the two work together. From the operating box the sound vibrations are transmitted over a wire to a small box behind the screen, on which a diaphragm recovers the electrical energy into sound, which in turn issues from a large trumpet in front, so placed as to be invisible to the spectators.

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 Rivington Street, LONDON, E.C. 2, England
 Cable Address "Lyracord, London"

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

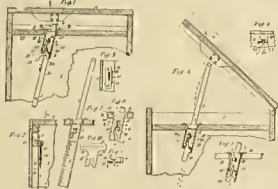
WASHINGTON, D. C., July 8.—Support. No. 1,371,514. C. Nicol, New York, N. Y. Patent No. 1,371,514.

This invention relates to supports for parts separable from one another, such as boxes, trunks, phonograph cabinets, casings, etc., provided with lids or covers or the like, and aims to provide improvements thereon.

The present invention provides an improved device for supporting separable parts, as, for example, a phonograph cabinet and its lid, in the open position of the lid. The device comprises a prop carrying a locking pin or projection thereon, a recess in which said pin engages to hold the lid in open position, and a guard, movable by said pin to cover and uncover said recess, said guard being moved to cover said recess by raising the lid (thereby causing the pin to strike against a part of the guard and move it), whereby said pin passes said recess when the lid is lowered, said pin, after passing said recess, striking a part of the guard to move the guard to a position to uncover said recess, whereby, when the lid is again raised said recess is open to receive said pin.

The invention further preferably provides means for disengaging said pin from said guard after the pin has moved the guard to a position uncovering said recess. The invention further provides means for guiding said prop, so as to cause the re-engagement of said pin with said guard, when the lid is again lifted.

The invention further provides means for stopping said pin, when the lid is lifted, in front



of said recess, so that the pin will fall into said recess when the lid is slightly lowered or released. The operation of the device takes place without requiring any special care or refinements of manipulation on the part of the user.

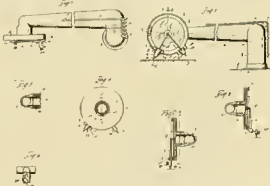
Figure 1 is a vertical sectional view through a box having a lid provided with the present improvements, the section being on the line 1—1, Fig. 2; Fig. 2 is a sectional view on the line 11—11, Fig. 1; Fig. 3 is a detail sectional view on line 111—111, Fig. 1; Fig. 4 is a view similar to Fig. 1, showing the lid in supported open position; Fig. 5 is a detail sectional view illustrating the position of the parts where the lid has been lifted (see the dotted line position, Fig. 4), to move the guard to a position covering the recess for the pin, preliminary to lowering the lid; Fig. 6 is a detail sectional view on the line VI—VI, Fig. 4; Fig. 7 is a view illustrating a modification wherein the plate corresponds in length to the length of movement of the pin, and wherein the pin remains in engagement with the plate and guard throughout its movement; Fig. 8 is a view illustrating another embodiment of the invention; Fig. 9 is a sectional view on the line IX—IX, Fig. 8; Fig. 10 is a detail view of the plate shown in Fig. 8.

Sound Reproducer. Robert W. Charlton, Pineville, La. Patent No. 1,378,835.

The present invention appertains to improvements in sound reproducers, and the object thereof is to provide a novel construction for use interchangeably with sound records of either the lateral undulating or vertical undulating types, speaking with reference to the character of the sound grooves of the record.

While it has been heretofore proposed to provide sound boxes capable of double use, it has generally been necessary to so mount the reproducer as to enable the diaphragm to be disposed in a plane substantially parallel with the face of the record when playing one type, and substantially vertical thereto when playing the other type, but in contradistinction this invention comprehends the performance of the dual function without changing the angular relation of the diaphragm to the record.

Broadly, the invention comprises a special stylus bar connected as usual to the diaphragm at one end and having pivotal connection with the periphery of the sound box intermediate its ends. More specifically, however, the reproducer consists of a duplex stylus bar or lever arrangement embodying a common connection



with the diaphragm but separate and independent pivot mountings, the one stylus carrying part to take care of proper transmission of lateral motions while the other, similarly, the vertical motions imparted thereto by the sound record.

A further object in view is to provide a movable connection for the sound box enabling either of the stylus bars to be brought into operative playing position with respect to the record and means for holding the sound box at such relative positions.

A still further object is to provide a stylus bar of the type indicated with one of its stylus carrying parts provided with two stylus holding means and to further embody with this type of sound box a means for sustaining the weight of the box during the coaction of the same with the sound record for the purpose of eliminating unnecessary wear.

Figure 1 is a side elevation of a reproducer arm having the invention applied thereto; Fig. 2 is a vertical section view taken on the line 2—2 of Fig. 1; Fig. 3 is a similar sectional view taken on the line 3—3 of Fig. 1; Fig. 4 is a transverse sectional view taken on the line 4—4 of Fig. 2; Fig. 5 is a fragmentary sectional view on the line 5—5 of Fig. 4, and Fig. 6 is a detailed sectional view of the double socket of one of the stylus parts; Fig. 7 is a two-plan view of the device as shown in Fig. 1.

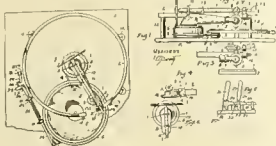
Repeating Phonograph Mechanism. Joseph M. Noel, Portage Bureau, Pa. Patent No. 1,375,927

This invention consists in the adaptation of the phonograph to the playing of a record repeatedly without manual adjustment between renditions.

With this and other objects in view, the phonograph is provided with means whereby, when the needle or other groove-engaging member has traversed the sound groove of the record from beginning to end, the sound arm is rotated on its axis for the remainder of the circle and the said member is again brought into contact with the sound groove of said record at its beginning.

In the accompanying drawings, which are merely intended as illustrative of the principles of the invention without limiting the scope of the latter to the construction shown, Figure 1 is a plan view showing a phonograph embodying the invention, the needle being shown as engag-

ing the beginning of the sound-reproducing groove of the record; Fig. 2 is a side elevation of the same, partially broken away for the sake of clearness; Fig. 3 is a similar but fragmentary view, showing the needle raised out of contact with the record, the track being shown in end

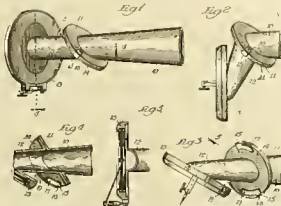


elevation; Fig. 4 is an elevation of the track end from which the needle is lowered into engagement with the record; Fig. 5 is a detail of the adjustable brake-actuating mechanism, and Fig. 6 is a detail of a modification.

Tone Arm Construction. Henry K. Sandell, Chicago, Ill., assignor to Herbert Mill, same place. Patent No. 1,376,042.

The present invention relates to improvements in tone arm construction, and more particularly to the construction of jointed tone arms, by means of which a single sound box may be adapted for use with either the lateral wave or the hill-and-dale wave type of sound record. It will be fully understood from the following description:

Figure 1 is a plan view of a tone arm embodying the present invention; Fig. 2 is a plan view through the tone arm, partially broken away, in which the section thereof attached to the sound box is illustrated in a different position from that illustrated in Fig. 1; Fig. 3 is a side elevation of



the tone arm, partially broken away, in the same position as shown in Fig. 1; Fig. 4 is a longitudinal sectional view through the tone arm on the line 4—4 of Fig. 1, and Fig. 5 is a sectional view through the sound box on the lines 5 of Figs. 1 and 3.

Disc Record Replaying Device. Ernest S. Thompson, Detroit, Mich. Patent No. 1,376,177.

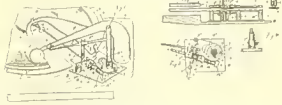
This invention relates to sound-producing devices and refers more particularly to the provision of mechanism for automatically replaying disc records or the like.

Among the objects of the invention are to provide a construction which can be attached to phonographs or other disc record playing devices so as to automatically replay the record two or more times; to provide a construction which can be used with the record-playing device as standard equipment or as an attachment without changing the construction of the other mechanism; to so construct and arrange the replaying device that it can be set to take care of records of different sizes, and the shifting of the clutch is preferably governed by movement of the needle sounding arm; to provide a construction whereby the needle at the end of the playing of the record is automatically raised, reversed to its initial position and again let down on the record; to provide a construction in which the replaying mechanism is operated from a drive

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 184)

connection to the record plate or other moving part of the record-playing device, and in general to provide a new and improved construction of the character above referred to.

In the drawings Figure 1 is a fragmentary perspective view, partly broken away, showing



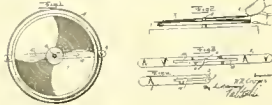
the device in use; Fig. 2 is a fragmentary top plan view partly in section of the replaying mechanism, the arm being adjusted substantially toward its inner position; Fig. 3 is a vertical section on the line x-x, Fig. 2; Fig. 4 is a side elevational view of the lifting cam mechanism; and Fig. 5 is a vertical section on the line y-y of Fig. 2.

Phonograph Attachment. Walter R. Crippen, Pelham, N. Y. Patent No. 1,377,186.

This invention relates particularly to an attachment for a phonograph of the disc record type. The object is to provide an inexpensive device which may be used to raise one edge of a record from the turntable so as to facilitate its removal, and which can be readily attached to or detached from any ordinary instrument.

In its preferred form the invention comprises a thin flexible strip adapted to fit over the spindle and lie flat across the top of the turntable. Preferably it is of metal, and has one or more ends extending beyond the edge of the table. The strip is slotted longitudinally so as to provide yielding jaws for engaging the spindle.

Figure 1 is a plan view of the turntable with one form of device embodying the invention and



showing a record in place; Fig. 2 is a side view of the same, but showing the record in section and tilted by means of the lifter; Fig. 3 is a plan view of one form of attachment; Fig. 4 is a plan view of a modified form of device having a single lifting arm.

Sound Box. John J. Seully, Bridgeport, Conn., assignor to the Columbia Graphophone Mfg. Co., same place. Patent No. 1,377,632

This invention relates to sound boxes and particularly to the manner of constructing and assembling the diaphragm container or head and the manner of securing the diaphragm therein, and has particular utility when applied to sound boxes of the perpendicularly undulating record type.

Stated broadly, one feature of the invention is the provision of a sound box comprising a body member of sheet material, preferably aluminum, and a tube of similar material, the two being secured together by tongues on the tube received in slots in the body member and bent over into clamping relation therewith.

Another feature of the invention is the pro-

vision of a sound box having a body member, a diaphragm, and means for clamping the margin of the diaphragm in position, comprising a plurality of independent clamping devices, said clamping means being preferably made of sheet material and provided with a plurality of lingers which may be bent over into independent clamping relation with said body member.

Figure 1 is a perspective top view of a sound box constructed in accordance with this invention; Fig. 2 is a longitudinal section, the thick-

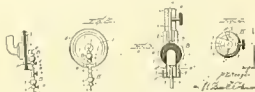


ness of the parts being considerably exaggerated for the sake of clearness.

Modifying Attachment for Sound-Reproducing Machines. Peter E. Yeager, Reading, Pa. Patent No. 1,377,652.

This invention relates to certain improvements in modifying attachments for sound-reproducing machines, and it is an object of the invention to provide a novel and improved device of this general character especially designed and adapted for use in connection with the stylus arm or lever of a sound box whereby the sounds reproduced by the machine are substantially free of scratching or other foreign noises which are often present in the sounds produced by the machines now generally in use.

Figure 1 is a fragmentary view in front elevation illustrating a sound box having co-acting therewith attachments constructed and applied in accordance with an embodiment of the invention. Fig. 2 is a view in side elevation of the structure as illustrated in Fig. 1; Fig. 3 is an enlarged fragmentary view partly in section and



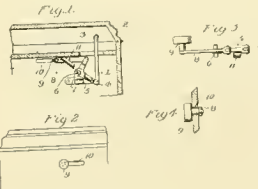
partly in elevation illustrating certain details of construction of one of the improved attachments, and Fig. 4 is a view in bottom plan of the structure illustrated in Fig. 3 with the stylus or pin removed.

Lid Operating Device. Walter M. Earhart, Hoop, Ind. Patent No. 1,377,818.

This invention relates to a lid-operating device and has for its primary object the construction of a device of this character of simple, substantial construction which may be easily operated and which includes a spring so connected and tensioned as to assist in the lifting of the lid.

A feature of the invention is the novel manner of constructing and associating the bell crank with the rod so that the pivotal connection of the bell crank with the rod will be thrown to one side of the pivot of the bell crank for mechanically holding the lid in open position.

Figure 1 is a sectional view through a portion of a Victrola showing the invention applied



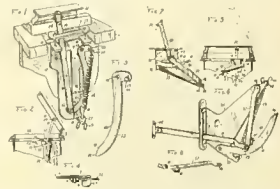
thereto; Fig. 2 is a side elevation of the Victrola; Fig. 3 is a horizontal sectional view; Fig. 4 is a vertical sectional view.

Lid Support. Elmer E. Lutzhoff, Jamestown, N. Y. Patent No. 1,378,591.

The invention relates to supports for hinged

lids of talking machines, upright pianos, chests and similar articles, in which the lid is swung upward and in which it is desirable to support at different heights; and the object of the improvement is to provide a simple and strong spring support by which the lid is firmly guided and poised in its upward and downward movement, and drops by gravity the last portion of its closure, thereby insuring the release of all strain upon the lid while in the closed position, yet permitting the automatic taking-up of the spring support when the lid is raised, said spring support holding said lid with an equalized counter-balance at any point throughout the arc of the movement of said raised lid until its gravity drops at the closure of the same.

In the drawings, Figure 1 is a perspective view of the preferred form of the lid support in the closed position as attached to a portion of the cabinet of a talking machine, and Fig. 2 shows an elevation of the lid support holding the lid in the raised position, the cabinet being in section; Fig. 3 is a detail perspective view of the crescent-shaped spring bell crank lever for the lid support; Fig. 4 is a sectional view at line 4-4 in Fig. 1 showing the construction and arrangement of the same; Fig. 5 is a sectional view of the case showing an elevation of a modification

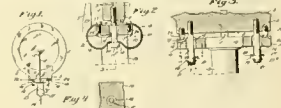


of the lid support in the closed position, the raised position being shown in dotted outline; Fig. 6 is a perspective view of said modification of the preferred form of the lid support removed from the case in order to show the conformation of the different parts, and Fig. 7 is a side elevation of said modified form with the parts in the raised position; Fig. 8 is a detailed perspective view of the pivotal link with the flanged roller attached as used in said modified form of the lid support.

Stylus Bar Mounting. Harry J. Durborow, Philadelphia, Pa. Patent No. 1,378,997.

One object of this invention is to provide an improved stylus bar mounting for sound boxes of talking machines, which will be so constructed and balanced that it will more effectively and accurately transmit vibrations from the reproducing needle to the diaphragm than other devices for this purpose which have been made prior to the present invention.

Figure 1 is a front elevation of a sound box having a stylus arm mounting made in accordance with the present invention; Fig. 2 is an



enlarged fragmentary section taken on the line 2-2 of Fig. 1; Fig. 3 is a section taken on the line 3-3 of Fig. 2, and Fig. 4 is a fragmentary section taken on the line 4-4 of Fig. 3.

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(Continued from page 187)

4353 Enallier (Intro. "Charm") "Till the Swaine River Runs Dry"—Accordion solo, Fostoria, Mario Perry 10	4357 My Sweetie's Eyes—Fox trot..... Roy Miller, Melody King and The Black and White Melody Boys 10
I Wonder Where My Sweet, Sweet Dadda Gone (Intro. Chorus, "I Like It")—Melody Fostoria..... Evelyn's Hotel Pennsylvania Orchestra 10	4359 Pining—Fox-trot..... Perry's Syncopators 10
4360 Vanlee—Fast-trot, Green Brothers' Novelty Band 10 Saxophone—One-step..... Frank Stra's Society Orchestra 10	4361 The Skanook—Selections: "The Misted Boy," "Out in the Silly Night," "Kisses of Mar- coust" ("The Irish Washerwoman," "Wearing of the Green," "Tara's Hill," "Conway's Band Irish Patrol"..... Conway's Band 10
4362 Favorite Hymns (No. 1) "Holy, Holy, Holy," "Abide With Me," "Goward, Christian Sol- diers"—Sacred instrumental trio, Dion Trio Favorite Hymns (No. 2) "Rock of Ages," "Lead, Kindly Light"—Sacred instrumental trio..... Paul Trio 10	4363 The Waltz of Love—Hawaiian guitar duet, Beretia Foucchini selection—Hawaiian guitar duet, 10
4364 Serenade (Schubert)..... Manus in G (Opus 14, No. 1) (Ederenski), Violin Solo 10	4322 Heressey's Hornpipe (Irish Dance)—Accordion solo, with piano accom. by J. J. Garry, Peter J. Conlon 10
Happy to Meet and Sorely to Part—Irish Jig Accordion solo, with piano accom. by J. J. Garry..... Peter J. Conlon 10	

MAGNAVOX AT DEMPSEY FIGHT

Once more the Magnavox proved its worth as a sound amplifier in sending out to the vast crowd at the Carpenter-Dempsey boxing match in Jersey City the announcements from the center of the ring.

W. R. Davis, sales manager of the Magnavox Co., New York headquarters at 370 Seventh avenue, in conjunction with J. O. Morris, Eastern distributor, installed the instrument in the vast arena and made arrangements for its use during the boxing match. The voice of the announcer, through the use of this instrument, was distinctly heard in all parts of the arena and this was keenly appreciated, especially by the many thousands of spectators who sat some distance from the ring.

William J. Weyland, formerly with the Acolian-Vocalion Co., is planning to establish a talking machine business in Jamaica Plain, Mass.

NEW TYPE OF CASH REGISTER

National Cash Register Co. Makes Important Announcement—New Register Will Prove of Great Assistance to Retail Merchants

Announcement has been made by the National Cash Register Co. that a new cash register designed to fill a long-felt want of thousands of merchants has been placed on the market. The new machine, which is called the Class 1100, is a low-priced, high-grade register that issues a receipt with every transaction.

In the past many merchants who were starting in business, while realizing the great value of receipt-printing cash registers, felt that they could not afford machines of that type because of their higher price. To fill the needs of these merchants, the National Cash Register Co. determined to put a receipt-printing register on the market at a price that would be within the reach of everyone.

The company's corps of inventors set to work and a model was built and given severe tests to make sure that it was up to the high standard set by other registers manufactured by the company. Then the register was placed in actual operation in stores, and met every requirement with success.

The new register is built in several different models, adapted for use in varied lines of business. At each operation of the register a receipt is printed and issued. This receipt shows the merchant's name and address, the amount and number of the transaction, and the date.

The receipt is plainly printed, and is a splendid advertisement for the merchant and his business. It assures a square deal to everyone concerned in all transactions, making satisfied customers, and thereby increasing trade and profits.

The receipt guarantees an accurate printed record of every transaction between clerk and customer. When a customer gets the receipt, with the amount in printed figures, the figures must be correct or the customer will object. In this manner the customers are protected from overcharges and mistakes in change, and the clerks are able to prove their accuracy and ability as salesmen. Correct records are enforced which cannot be lost or destroyed.

Another feature of the receipt is that it prevents the return of goods purchased at other stores. The sale number enables the merchant

to tell at about what time the transaction was made. The receipt is also a great protection when children or servants come to the store to make purchases.

The new register has other valuable features that are to be found in all high-grade cash registers. When money is registered on the Class 1100 machine the amount is immediately shown on the indicator at the top of the register. A bell also rings each time the register is operated. These two features give publicity to every transaction, enforce records and remove temptation by making everyone in sight of the register an inspector of the sale.

At the same time the register prints on a paper roll, called the detail-strip, a permanent record of every sale in the order in which it occurs. This gives the merchant a history of the day's business—a permanent record of everything that happens in his store.

Adding wheels within the register show the amount of money that has been taken in. These figures are under lock and key, available only to the proprietor, and can be reset at the end of the day, week or month, as the merchant desires.

Key arrangements of the machines vary to suit the needs of different lines of business. The number of "No Sale," "Paid Out," "Charge" and "Received on Account" transactions are recorded, together with the total number of all transactions made. These are valuable records for all merchants to have.

Printed and added records in the register show the merchant how much money should be in the cash drawer before the contents are counted. In addition, the drawer offers a safe place for the merchant to keep his money during the day, as nothing can be removed without his knowing it. The cash drawer has large compartments for coins and bills.

A modern music shop for the exclusive sale of Victor products has been opened in Chester, Pa., by Miss E. V. Martin. The store is located in the Edgemont Building, in the heart of Chester's busiest section, and is thoroughly up to date in equipment.

Arnold Croll, proprietor of the Record Service Shop at Manitowoc, Wis., recently opened a branch store in Two Rivers, Wis. He will deal in talking machines, records and supplies and has added an imposing line of these products.

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Gray Co., Walter S.	117	Pechkam Mfg. Co.	178
Gray & Dingley Co.	26	Peerless Album Co.	12
Greatest New York Novelty Co.	172		
Gretsch Mfg. Co., Fred	75		

OLYMPIC RECORDS

*ALL THE LATEST HITS
ALL THE BEST ARTISTS*

Less Surface Noise

Clearness of Diction

**Olympic Records Make the Talking Machine
Into a Musical Instrument**

LOOK FOR THIS STATUE.

Olympic Artists

- Percy Hemus - - - - Baritone
- Greek Evans - - - - Baritone
- Elliott Shaw - - - - Baritone
- Al Bernard - - - - Baritone
- Henrietta Wakefield Soprano
- Gloria Perles - - - - Soprano
- Aileen Stanley - - - Soprano
- Jane Bartlett - - - - Soprano
- Charles Harrison - - Tenor
- Sam Ash - - - - - Tenor
- Arthur Fields - - - - Tenor
- Charles Hart - - - - Tenor
- Hugh Donovan - - - - Tenor
- Victor Fletcher - Monologue
- Victor Churchill - - Baritone
- Lewis James - - - - Tenor
- Harold Wiley - - - - Baritone
- Margaret McKee - - Whistler
- Stellar Quartette - Vocalists
- Merry Melody Men - Dances



Olympic Artists

- Lanin's Roseland Orchestra
Dances
- Bennie Krueger's Orchestra
Dances
- Waldorf Astoria Orchestra
Dances
- Palace Trio - - - - Dances
- Rudy Wiedoeft's Californians
Dances
- Green Brothers' Novelty Band
Dances
- Van Eps Quartette - Dances
- Bernard Altschuler - 'Cellist
- Helen Lee - - - - Violinist
- Louise & Ferera
Instrumentalists
- Philharmonic Trio
Instrumentalists
- Earl Fuller's Orchestra Dances
- Honolulu Orchestra - Dances
- Michael Donovan - Violinist
- Emanuel Balaban - - - Piano

OLYMPIC DISC RECORD CORPORATION

1666 Broadway

New York, U. S. A.

We Are Appointing Distributors

If the Excise Tax on phonographs is increased, the price of Edison Phonographs must be advanced.

THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenberger Co., Inc.

GEORGIA
Atlanta—Photographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.
War in Lyons (Amberola only).

INDIANA
Indianapolis—Kiepp Phonographs Co.

IOWA
Des Moines—Harger & Bligh
Iowa City—Harger & Bligh

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Leeser Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit

MINNESOTA
Minneapolis—Laurence H. Lawler

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc. W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Hayes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, August 15, 1921



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

Prices Revised

Effective NOW

The cost of raw materials and labor has now been lowered to such an extent that it is possible to reduce the prices of SONORA PHONOGRAPHS without affecting SONORA quality.

The trade and public can now purchase a SONORA with a feeling of confidence that they are paying PRESENT-DAY prices.

SONORA has always given and will continue to give the very best value together with the very finest quality.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



*"The Highest Class Talking Machine
in the World"*

Sonora Phonograph Company, Inc.

George E. Brightson, *President*

NEW YORK CITY

FIFTH AVENUE AT 53rd STREET

279 BROADWAY

Canadian Distributors: I. Montagne & Co., Toronto

The Talking Machine World

Vol. 17. No. 8

New York, August 15, 1921

Price Twenty-five Cents

CONTEST PROVES DECIDED SUCCESS

Columbia Dealer in Watertown Holds Musical Appreciation Contest for School Children—Rosa Ponselle Acts as Chairman of Judges

WATER TOWN, N. Y., August 5.—The Hardiman-Woolworth Co., of this city, Columbia dealer, conducted a musical appreciation contest recently among the pupils of all the grammar schools in the city that was successful far beyond expectations. Miss Margaret Clark was the winner of the contest, her program being considered the best by the following judges: Rosa Ponselle, famous soprano of the Metropolitan Opera Co.; Percy Grainger, concert pianist; Toscha Seidel, concert violinist, and Charles Prince, director of Prince's Orchestra. All of these judges are exclusive Columbia artists who are renowned in the musical world.

The second prize was won by Pauline Richter, and the third prize by Barbara Williams. The

200 Riverside Drive
New York, N. Y.
May 25, 1921

Miss Margaret Clark
745 G. Mearns Street
Watertown, N. Y.

My dear little Prind:

Let me congratulate you on the very nice program rendered by you in the contest that we have been judging.

It shows thought and splendid music; balance and has been indeed very interesting, and is a fine example of the breadth of musical expansion and the education that can be obtained from the wonderful Columbia record library.

Yours most sincerely,

Rosa Ponselle

Letter from Rosa Ponselle to Prize-winner Hardiman-Woolworth Co. also gave prizes to the different schools as well as to the individuals, and at the close of the contest 170 programs had been submitted. A weekly announcement will be made hereafter from the lists submitted and concerts will be given in this dealer's auditorium every Friday afternoon.

With her award of ten Columbia records and a dozen cabinet photographs Miss Clark received an autographed letter from Miss Ponselle, chairman of the committee of judges, complimenting her upon the excellent program she had prepared.

Talking machine men should remember that the goods selling best now have been advertised.

VALUE OF LETTERS FROM A MERCHANDISING STANDPOINT

Some Important Suggestions About the Composition of Business Letters by Louis Balsam Which Should Interest Progressive Members of the Talking Machine Industry

The writer of successful sales letters must get himself into the position of the prospect addressed if his sales letters are to bring the returns they should, said Louis Balsam, correspondence and advertising counsel of the Direct Mail Advertising Association, in addressing that department of the recent convention of the Associated Advertising Clubs.

"There are," he said, "two kinds of false alarms that business men the world over can well afford to scrap.

"1. The bugbear 'that business is rotten' and, therefore, it is no use to spend any extra sales energy, 'which would be wasted anyhow.'

"2. The equally mistaken notion that goes to the opposite extreme in the misguided idea that 'wild,' unusual and overspectacular sales and advertising tactics are the only things that will bring in the business.

"The day of the haphazard, slipshod, indifferent letter is done.

"Now, more than ever, business men should understand that letters are not a thing apart,

"MOVIE" MUSIC IN A NEW FORM

Motion Picture Theatre Uses Magnavox in a New Way—Two Tone Arms Provide Unusual Effects That Prove Value of Device.

A theatre in southern California recently installed an efficient and clever method of supplying music to its patrons, this idea comprising a Magnavox telemeagone outfit with a second tone arm instead of a hand transmitter. Two turntables are used and the supply of records for the feature picture is laid out in advance of the performance. The records are then placed on the turntables and started, and when the scenes change appropriate music is played in accordance with the picture. This is accomplished by means of the two tone arms and the switch on the Magnavox control box, whereby either one of the records may be amplified through the apparatus at will.

In this way continuous music is heard with no breaks and in sentiment adapted to the picture as it passes through the plot. The reproducing horn is located in the extreme rear of the stage, the music passing directly through the cloth screen on its way to the audience. In this way the music is diffused and does not seem to come from any definite place. At the same time the volume is controlled by the regulator on the control box, thereby allowing the proper rendition of the various types of records in accordance with the action of the plot.

200 PER CENT TARIFF ON IMPORTS

Switzerland Places Prohibitive Duty on Talking Machines—Will Shut Out Imports

WASHINGTON, D. C., August 9.—According to advices received by the Department of Commerce, Switzerland has increased its import duty on talking machines 200 per cent. The duty on these machines is now almost prohibitive and it is expected that imports will be shut out while the tariff is in effect. Information concerning the new tariff can be obtained in the Bureau of Foreign and Domestic Commerce, where the full text is on file.

GRAPHOPHONE FACTORIES DIVIDEND

Directors of the Columbia Factories Corp. of Maryland, which is controlled by the Columbia Graphophone Mfg. Co., have declared the regular quarterly dividend of 2 per cent on the preferred stock, payable this month.

VALUE OF LETTERS FROM A MERCHANDISING STANDPOINT

Some Important Suggestions About the Composition of Business Letters by Louis Balsam Which Should Interest Progressive Members of the Talking Machine Industry

but one step in a vast merchandising process. "The miserable batch made by the average letter is infinitely more costly than a good letter could possibly be.

"One poor letter often undoes years of the finest type of advertising and sales efforts.

"What are we going to do about it? Here are four rules underlying all successful letters. If applied to your own correspondence they will turn the trick as they have for business houses that are following them:

"1. The successful letter writer is one that is in love with his work. No letter can be really successful unless it is written by someone thoroughly in earnest.

"2. Successful letters are those written by people who put themselves in the other fellow's place. In other words, the average letter is a failure because it doesn't visualize its reader.

"3. Simplicity is essential to resultful letters.

"4. The overdramatic and overspectacular element must be eliminated in sales letters." These pointers are worthy of consideration.

USE OF COLOR IN ADVERTISING

Has Real Effect in Increasing the Selling Power of Publicity, Declares Professor Wellman, Who Has Given Subject Considerable Study

That the use of color in advertising has a real and definite effect in increasing the selling power of such advertising is a fact brought out through careful and scientific investigation made by Prof. Wellman, of Dartmouth College, the results of which were presented by him at the recent convention of the Associated Advertising Clubs. In the course of his talk Prof. Wellman said:

"There have been some very interesting experiences (in the use of color) in the catalog field. The color page has established its tentative effectiveness without question. In fact, the test by departments shows a range of from ten to one hundred times as many sales from the use of a color page as from the use of black and white. While these tests were being carried on it was also discovered that sales increased proportionately as the number of illustrations per page decreased. In other words, the mail-order house discovered that one article, well designed and well illustrated, sold more merchandise than the former crowded page.

"In the direct-by-mail circular and follow-up field we find that even the addition of one color has increased the selling power from 10 per cent to figures too high for quotation purposes. Here again we find, however, that the addition of color usually implied better type arrangement and more thought in the preparation of the copy. It is a fact that the larger investment required usually imposes the preparation of a better selling appeal on the part of the copy writer.

"This field is practically wide open for direct attack with good copy."

OPENS NEW BRUNSWICK SHOP

Bungalow Shop, Exclusive Brunswick Dealer, Opens Attractive Establishment—Fenton's Orchestra Appears at Opening of Establishment

LOWELL, MASS., August 6.—The Bungalow Shop, an exclusive Brunswick retail establishment, was formally opened on Saturday, July 23. The new store, which is located in Prince's Arcade, is owned by the Prince-Walter Co. Mr. Walter is one of the best-known members of the New England talking machine trade, having spent several years as wholesale manager of the Krait-Bates & Spencer Co., Boston, Mass., Brunswick distributors.

Carl Fenton's Orchestra, exclusive Brunswick artists, and one of the country's leading dance orchestras, appeared at the opening of the Bungalow Shop, and played to capacity audiences throughout the day. The equipment of the new store is novel and unique, having been designed to duplicate the furnishings of a modern up-to-date bungalow. A complete line of Brunswick phonographs and records is on display at the Bungalow Shop, and there is every reason to believe that the new store will attain pleasing success.

W. E. DEWELL IS NEW MANAGER

BURLINGTON, IA., August 4.—W. E. Dewell is the new Pathé manager of the Churchill Drug Co., Pathé distributor of this city. He is a seasoned phonograph man, well known in the field, particularly in the Middle West. During the several weeks which he spent at the Pathé factory in June Mr. Dewell made a study of Pathé business methods and took a particular interest in Pathé dealer service. Churchill dealers will undoubtedly be greatly helped when the plans which Mr. Dewell is formulating are put into operation.

Fresh air in the lungs is good, but fresh ideas in the head pay the bills.

Music Should Be the Dominating Factor in Successful Talking Machine Salesmanship

Mr. Salesman or Miss Saleswoman, whoever you are who reads this, what is it that you are selling? "Talking machines," you will answer—"talking machines and records." Certainly you are taking customers into booths and showing them cabinets, getting out records for them and taking their orders for goods which cost fair sums of money. But that is not what we mean at all.

What is it you are really selling? Does that man or that woman who comes in and listens to your records and looks at your cabinets really anticipate paying out good money merely to get a box made of wood and varnish, glue and hardware, filled with machinery and priced up in the hundreds of dollars? Is it the machine that the customer wants? Or is it what the machines will do that the customer is thinking about? When you sell records does the customer know or care that the disc you put before his or her eyes is made of shellac and other materials, or, in fact, does the customer care one little bit what the record intrinsically consists of? Is it not what the record will do that interests the customer?

Of course, it is. You, young man or young woman, selling goods in a talking machine store, are not really selling pieces of furniture or discs of shellac. You are selling the life that is in those dead elements when they are brought together. By themselves they are nothing. Furniture is to be had at a furniture store, if it is a closet you want or a chiffonier. But bring machine and record together, and from the music springs music, glorious, splendid, laughing, solemn, majestic music. It is that, young gentleman and young lady, which you are selling. Music and all that the name implies!

Not Machinery, but Music

And that is why, when you sell these machines and these records, you are only selling elements in the making of music, means to music, the material clothing of a feeling in the heart, of a thought, of a desire. You are selling music, and you are wrong if you think that you are selling anything else.

What Is Good Music?

Now, this word music conveys a good many meanings and covers a multitude of ideas. In matters musical, if anywhere, it is true that one man's meat is another man's poison. But this

much is also true: that no music is bad which is sincere. Whether it elevates or just makes one glad, or sets one's feet dancing, or inspires one to lift up a voice, no matter how untrained, in sheer happiness and lightness of spirit, then it is good music. Mere noise, barbaric howls and raucous screams are not music and never were. But apart from that you cannot go through a talking machine catalog without seeing that ninety-nine selections out of every hundred, from nursery rhymes and negro songs to string quartets and operatic arias, are good music.

The Selling of Talking Machines and Records Means Selling Music That Is Best Sold When It Is Understood

But, just as soon as you begin to think at all about it you will see that this word music conveys so wide a meaning and covers so many different ideas that there is really no getting to the bottom of it. If ever there was a collection of organized ideas which needed expert knowledge and real experience that collection is music. Merely to go through a catalog of records is to find puzzles for the best musicians, puzzles which they will have very much trouble in trying to answer off-hand. The ordinary layman, desiring music and clean entertainment, simply does not know how to read a catalog intelligently. Can it be wondered at that such a person chooses only the selections which he or she has heard of or somehow already knows?

Satisfying a Heart-hunger

Yet, what were those other records, then, made for? Why are there these pages, by the score, of the best music put into the catalogs at all? Why are great sums of money spent in finding new voices, new talents in violin and

piano playing, new treasures of art-music, out of which to make records? The answer is simple. The record-makers know better than you, Mr. Salesman or Miss Saleswoman, that the people are hungering for good music. They know, better than you do, that great music, let it be as high-brow as it may, nevertheless alone can answer the heart-hunger of the people.

The Weak Link

Why is it, then, that so much ephemeral stuff, which is really not worth preservation, has to be recorded and sold? Because the link between the maker and the ultimate consumer is defective. Because you, young lady or young gentleman, are not on to your job! Because selling talking machines and records is selling music: and you cannot sell music rightly unless you know something about it!

The best possible way to learn something about music is to study your catalogs and make yourself familiar with the records of the best class.

Is there anything difficult about this? Hardly! The salesman or saleswoman who has the job of selling machines, or records, or both, ought to be delighted merely to have the chance to spend spare hours at the office and at home, playing over the best music and becoming familiar with it. That is not work, it is play, and the finest kind of play.

The Wonderful Pages

He or she who takes seriously the work of each day will rejoice in the opportunity to become better acquainted with the wonderful pages of the record catalog, and from that first reading will be inspired to make the closest kind of investigation of the records which correspond thereto. The shelves of every talking machine store worthy of the name are filled with magnificent recordings, with golden voices, golden strings, golden horns, imprisoned in the simple discs and waiting to be kindled into glorious life by the liberating touch of the talking machine. Not to know, intimately and with the authority that only intimacy gives, the contents of those shelves is to commit a daily crime against one's employer and against every customer who comes in hungry for musical food.

Good Music and Good Machines

The statement is as true as applied to the talk-

(Continued on page 6)

PLACE YOUR ORDER NOW AT LESS THAN PRE-WAR PRICES

THE TALKING MACHINE'S HELPMATE



Our NYACCO loose-leaf ALBUM consists of a solid wood and metal back, staples secure each two in one pocket. Leaves are detachable and the pockets lie perfectly flat when the album is opened.

Our latest IMPROVED albums have been selling in such large quantities, enabling us to purchase material cheaper for a big output and, together with our improved machinery and facilities, give us the advantage to market our albums at such low prices.

We make sets to equip any style machine. Our special set, with complete set of shelves for No. 80 Victrola, as illustrated, consists of more albums than any other album set on the market to-day and gives the dealer the opportunity to sell more records.

Shipments can be made F. O. B. New York or Chicago, as you may desire, thereby saving you freight or expressage.

We guarantee our NYACCO albums as to quality, construction and expeditious deliveries.

Jobbers and Distributors throughout the United States and Canada

Write for Quotations. Samples submitted upon request

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard Street

CHICAGO
415-417 S. Jefferson Street

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.Eyes Talking Machine Co.
Phillips & Crew Piano Co.
- Baltimore, Md.Cohen & Hughes
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 M. Andrews
Buffalo Talking Machine Co., Inc.
- Burlington, Vt.American Phonograph Co.
- Butte, Mont.Orton Bros.
- Chicago, Ill.Lynn & Healy
The Rudolph Wurliiter Co.
Chicago Talking Machine Co.
- Cincinnati, O.Ohio Talking Machine Co.
The Rudolph Wurliiter Co.
- Cleveland, O.The Cleveland Talking Machine Co.
The Eclipse Musical Co.
- Columbus, O.The Perry B. Whitist Co.
- Dallas, Tex.Sanger Bros.
- Denver, Colo.The Knight-Campbell Music Co.
- Des Moines, Ia.Nickel Bros Co.
- Detroit, Mich.Grinnell Bros.
- Elmhurst, N. Y.Elnick Arms Co.
- El Paso, Tex.W. G. Wals 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 Schneider Co.
- Los Angeles, Cal.Sherman, Clay & Co.
- Memphis, Tenn.O. K. Houck Piano Co.

- Milwaukee, Wis.Badger Talking Machine Co.
- Minneapolis, Minn.Deckwith, O'Neill Co.
- Mobile, Ala.Wm. H. Reynolds.
- Newark, N. J.Collings & Co.
- New Haven, Conn.The Horton-Gallo-Creaner Co.
- New Orleans, La.Philip Werlein, Ltd.
- New York, N. Y.Blackman Talking Mach. Co.
Emmanuel Hout.
C. Bruno & Son, Inc.
Charles H. Ditson & Co.
Kohlerbecker Talking Machine Co., Inc.
Musical Instrument Sales Co.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Fernald Co.
- Omaha, Nebr.Ross P. Curtice Co.
Mickel Bros Co.
- Peoria, Ill.Putnam Page Co., Inc.
- Philadelphia, Pa.Louis Buche Co., Inc.
C. J. Hepp & Son.
The George H. Grinstein Co.
Penn. Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
- Pittsburgh, Pa.W. F. Frederick Piano Co.
C. G. Mather 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.Roerber-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.
Hogers & Fisher.



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



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



Victrola XVII, \$350
Mahogany or oak

Victor Talking Machine Co.
Camden, N. J., U. S. A.



MUSIC SHOULD BE DOMINANT FACTOR

(Continued from page 4)

ing machine as when centered on the record shelves. Each is the complement of the other. Both go together and neither is useful without the other. The man or woman who wants to sell successfully the best and most expensive machines simply must be mentally tied up to the idea of good music. For good music and good machines go together. The man or woman who has a taste for the best in music has, or will acquire, a taste for the best in machines. For the two ideas go together, the fine music and the fine instrument whereby the prisoned tones are released into golden sound.

Taking Music Seriously

That is why the good salesman or saleswoman in the talking machine business is he or she who takes music seriously, who makes music a part of his or her life. It is useless to expect that one shall be successful if one is not interested in one's goods. Salesmanship, no matter what some fools may say to the contrary, is not hypnotism or magic. It is the result of sincerity, enthusiasm and knowledge of what one has to sell. If that which one has to sell is worthy the

sincerity, knowledge and enthusiasm the salesman gives his work, then the selling will be successfully done.

That is why every salesman or saleswoman in the talking machine business ought to be a music "fan," an amateur interested in music, using music at home as regularly as food or clothing, and consequently a person ready, anxious and able to impart something of the same enthusiasm to every person who comes within his reach.

To sell talking machines and records is not to sell machinery, furniture, prices, terms or anything of the sort. It is to sell the means toward music in the home, to sell, in a word, the loveliest thing that can be sold—pure, enduring music beauty.

Is it expecting too much to hope that the men and women who sell this should be lovers and consumers of music themselves?

Know your catalog, know your music, be able to suggest, to help, to guide your prospects. Remember that it is not the material medium but the soul of the music which they in reality want; and prepare yourself to treat them on this principle. Then you will be a real salesman, and will have mastered the real secret of success.

SIX FUNDAMENTALS OF DISPLAY

An Expert in Window Dressing Tells of Certain Essentials That Are Worth Noting

The window display manager of a large department store has placed on the wall of his office for the benefit of his assistants six of what are considered the most important fundamentals in window dressing. These are set forth so as to assist those interested in installing window displays. The six fundamentals are as follows:

1. Show windows are the best advertising space in the building.
2. Show windows should be a picture, handsome rather than pretty.
3. Space is valuable. Therefore, to use the space most economically and effectively use your own merchandise.
4. To so arrange a window that it shall be a simple arrangement of a few easily grasped facts.
5. In each window as far as possible strive to make coloring harmonious and goods convey a similar idea—in other words, harmonize ideas as well as colors.
6. Each group of windows should be so arranged that one of the two effects is produced:
 - (a) They should harmonize, or
 - (b) They should act as foils for each other, so that each will set off and emphasize the other; in other words, harmony or agreeable contrast is an absolute essential.

SCHUMANN-HEINK WILL SING

KANSAS CITY, Mo., August 6.—Among the great events of the American Legion convention in this city this Fall will be the singing of Mme. Schumann-Heink, the great contralto and Victor artist, who has announced at Manila that she had just canceled engagements in the Orient that would have netted her about \$30,000 in order to be with "her boys," as she calls them. She sang at the hospital for the soldiers at Manila before she left for the United States, in spite of the fact that she has been ill.

GEN. C. G. DAWES AS A COMPOSER

Director of the Budget Composer of Recent Kreiser Number Listed in Victor Record List

A great mystery is at last solved. Fritz Kreiser, the distinguished violinist, recently made a record which constituted a part of the July Victor list, entitled "Melody in A Major," which, it is now revealed, was written by Chas. G. Dawes, formerly a banker, later brigadier-general in the A. E. F., and now President Harding's Director of the Budget. When Kreiser heard this number, without knowing its composer, he at once fell in love with it. No one suspected that General Dawes was of a musical bent. He had rather attained a "Hell and Maria" reputation, gained in a Congressional

investigation. When the Director of the Budget was accused of grievous musical crimes he had to confess blushing that he had composed other pieces as well as the "Melody in A Major" for the purpose of beguiling his hours of ease, but this was the first number to win its way into public notice and appreciation, thanks to Godfather Kreiser. Others, doubtless, will follow in due course.

THE COMPOSITION PRODUCTS CO.

The Composition Products Co. has been incorporated with a capital stock of \$2,000,000 at Albany for the purpose of manufacturing phonograph products. Those interested are Samuel B. Howard, Robert K. Thistle and Harry C. Hand, all of New York.

Parrot Talk or Common Sense —



The name Peerless on a record album is like the word "sterling" on a piece of silver—it's a guarantee of quality.

Your customers, educated to the habit of buying only the standard, trade-marked products of a reputable manufacturer, are always 100% sold when you lift the front cover and point to the name Peerless on your album. It's the conclusive sales argument.

The genuine, trade-marked Peerless (warp-proof) Album costs no more than the ordinary kind and is easier to sell because the stamp of quality is there—you don't have to say, "Just as Good—."



Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York

Boston Office, 20 Sudbury St.

Chicago Office, 21 E. Van Buren St.



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

The Victor has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor retailers is in keeping with Victor supremacy.

"Victrola" is the Registered Trademark 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 Talking Machine Co.

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



PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, AUGUST 15, 1921

PLANNING THE SUCCESSFUL FALL CAMPAIGN

BEFORE the next issue of The World makes its appearance we will have entered on the campaign for Fall trade. The volume of business will be as we make it. In other words, there must be a rapid awakening to the necessity of educating the buying public. The American people as a whole have been practicing thrift. There has been a limited amount of buying of a voluntary character in the musical instrument field. The public must now be sold by a thoroughly up-to-date conception of salesmanship. It must be made to realize that music, and particularly talking machines, is a necessity in the home. This formula may be easier to talk about than to put into practice. The fact remains that the dealer who has not utilized his time during the inactive period in building up prospect lists and developing leads in preparation for the period when there is greater activity, and when a limited amount of time can best be devoted to actual selling, has not done his duty to himself or to the industry.

The manufacturer or merchant who is waiting for Fall trade to develop without making studied efforts to bring it about is neglecting great opportunities. There can be no resting on past laurels. There must be continued progress and achievement.

We have just closed six weeks of hot, humid weather, which has curtailed the volume of retail business materially—a period when a great number of retailers ceased their usual efforts to develop business. While a holiday period for rest and recreation is very advisable and to be heartily recommended, the time is now approaching when the vacation spirit must be replaced by the spirit of enterprise and trade building. We must perfect plans for a great volume of business this coming Fall and Winter season.

Anyone acquainted with trade conditions throughout the country can easily realize that we are facing no easy task—that it will be a continuous battle, and that the army that is best drilled and which has its plans of campaign well prepared, with forces properly equipped for the fray, is going to be the victor. Preparedness is one of the great requisites to success, and in these closing weeks of August it is time to fall into line and get into action.

PUBLICITY AS A FACTOR IN SPEEDING SALES

NO man who deserves the name of merchant can fail to recognize the force of advertising in speeding up sales. Progressive policies and modern plans of merchandising are most needful accessories to success, but unless the purchasing public is made aware of a store's progressiveness through the medium of advertising propaganda little is accomplished.

At no time in the last ten years has advertising been more necessary than to-day. Buyers and sellers are too prone to admit that business is bad and times are hard. This pessimistic wailing never gets anywhere. It is only in times of stress that strong men demonstrate their abilities to turn failure into success.

Despite the quiet conditions referred to there are talking machine dealers in this country who have done more business in the past six months than ever before in their history. They were forced to realize that it was up to them to do something out of the ordinary, and this extraordinary effort of salesmanship has brought a most gratifying reward in the way of larger sales. There are possible purchasers existent all around us, but they are not inclined to buy talking machines, records, or anything else unless they are solicited and solicited in a manner entirely out of the ordinary. Where this is being done good results are being achieved.

In the race for business the advertised product unquestionably has a distinct advantage, for the individual, whether retail customer or dealer, who is inclined to hesitate about buying is most likely to select, when he finally develops the purchasing mood, those products with which he is directly acquainted, either through personal contact or advertising.

While advertising is an absolute essential to business success at all times, it is much more essential to-day than ever before, and the dealer who maintains a forceful selling presentation of his goods continually before the public is building up a prestige and a position which is going to aid him materially in becoming a leader in his field.

Faith, courage, confidence should be the basis of dealer publicity these days. It stimulates and educates the public and helps to improve and stabilize conditions generally. It may be said the effect is more largely psychological than real; but after all the industry, like the individual, can be either buoyant and successful or grouchy and a failure. To-day the dealer who wins out is the man who puts forth all his energies in presenting his goods to the consumer by means of an attractive, convincing publicity, which shows the absolute need of music in the home and how that music may be supplied satisfactorily by means of the talking machine and its corollary, the record.

GOOD WORK ACCOMPLISHED AT CONVENTION

ALTHOUGH it is not likely that for a number of years to come the annual convention of the National Association of Talking Machine Jobbers will be held so far West as Colorado, as witness the recommendation that the next convention be held at Atlantic City, the fact remains that the Colorado Springs meeting proved an unquestionable success in every detail. To Charles K. Bennett, chairman of the Arrangements Committee, and to his able assistants, who worked so indefatigably, is due most of the credit for the success of the meeting. Not a detail was overlooked from the time the jobbers left New York until the final round of golf. Although approximately 150 people were in the party, there was not heard a single complaint, which is the best proof that could be required regarding the success of the affair. Under the direction of L. C. Wiswell, the retiring president, the business sessions were conducted harmoniously and with snap, with the result that a great amount of real work was accomplished in the three business sessions.

The World has received many compliments for its enterprise in bringing to the jobbers the first complete account of the convention up to and including the golf scores, which was adequately illustrated. The majority of the jobbers upon their return to their offices found The World with a full convention report lying on their desks. It meant the holding up of presses for a day or two, but it was felt that the results were of sufficient importance to warrant it.

DEVELOPING INTEREST AMONG SALES FORCE

IT is generally believed among business men that salesmen who work wholly or partly on the commission basis are likely to produce the best results, for a fixed commission proves an incentive to the salesman to increase the volume of his business and profit directly thereby—an incentive that is lacking in the case of the salaried man. It frequently happens, however, that even salesmen working on commission are liable to grow stale and lack interest, and the retailer is sometimes sorely pressed in the matter of developing plans for

reviving the interest of his salesmen and stimulating business thereby.

It has been found practical in many lines of business, and particularly so in the music industry, to institute various contests with prize awards to develop competition among the selling organization to the advantage of the salesman himself as well as the house for which he works. The prospect of winning a prize, even though its intrinsic value may not be much, arouses the sporting spirit that exists in the average salesman, and does more to stimulate him to greater effort than does the prospect of seeing his commission check grow. It simply means the injecting of new interest into the selling game.

Salesmen are only human, and the best and most energetic are prone at times to feel the monotony of their particular vocations. When some plan is developed for breaking this monotony, even temporarily, the stimulating effect is immediately evident and is generally more or less lasting.

Some humorist gave birth to the epigram that most men will do more for a cigar than they will for a dollar. It has been proven on numerous occasions that many a salesman will work harder in an effort to win a \$10 pocketknife than he will when the prospect of earning \$100 extra in commissions is involved. It simply means appealing to the craving for something new.

THE DEBUT OF THE PATRONAGE PROMOTER

A PROMINENT Western retail music house has just hired a competent former saleswoman to act as an official "greeter" and has by that action presented an idea that should interest other progressive concerns in the trade. The "greeter" in this particular instance is charged with seeing to it that every visitor to the store is received cordially, made to feel at home and otherwise insured of a welcome that is calculated to promote regular patronage. And regular patronage is particularly valuable just now.

Having been a saleswoman, the "greeter" in this case is qualified to meet visitors properly and, not being charged with the actual work of selling, is free to see to it that the customer is accorded the proper attention even before the salesperson can take charge. The idea is not exactly original, for similar positions are maintained in

other lines of trade, but it is new in the music trade, and should find favor, especially with those big establishments where the visitor is called upon to pass some distance into the store before coming in contact with the salesperson.

The average customer naturally likes to receive attention and if properly welcomed at the door of the store, and directed, if not escorted, to the proper section where the desired articles may be obtained, soon gets the feeling that his, or her, trade is worth while. It keeps the customer interested, too, while waiting for some busy salesperson to find time to give the visitor attention.

Another store in the West has worked along different angles. In this case a woman has been employed for some time making a close inspection of the facilities of the store where she is employed and then visiting similar establishments in the same and neighboring cities with a view to getting ideas regarding improvements that may be made in her own establishment. This is the proper idea if the retail store is to be kept well in line with the others of its class. It means knowing what the other fellow is doing and then trying to improve upon that work.

KEEPING UP EFFICIENCY STANDARDS

IT is a well-established business maxim that when business falls 20 per cent sales efforts should increase 50 per cent. That is a very good policy as far as it goes, but, like so many other ideas, it should be amplified. If a man has the power to increase his efforts 50 per cent then he has not been doing the business he should have done when times were more nearly normal. It stands to reason that there must be something wrong somewhere if a sales staff can suddenly do 50 per cent more work simply because business happens to be dull. If that increase in efficiency were put into effect when business was normal the profits of the firm would be great enough to tide over the period of depression. The merchant who allows his sales force to give him only half the service of which it is capable is losing money every day that this condition exists. The merchant who desires absolute efficiency must demand the continuance of this high sales standard when business conditions return to a normal basis.



Wholesale Exclusively

WE gun for B'ar and get results.
Let us help you get that
"Volume."

That's PEARSALL SERVICE

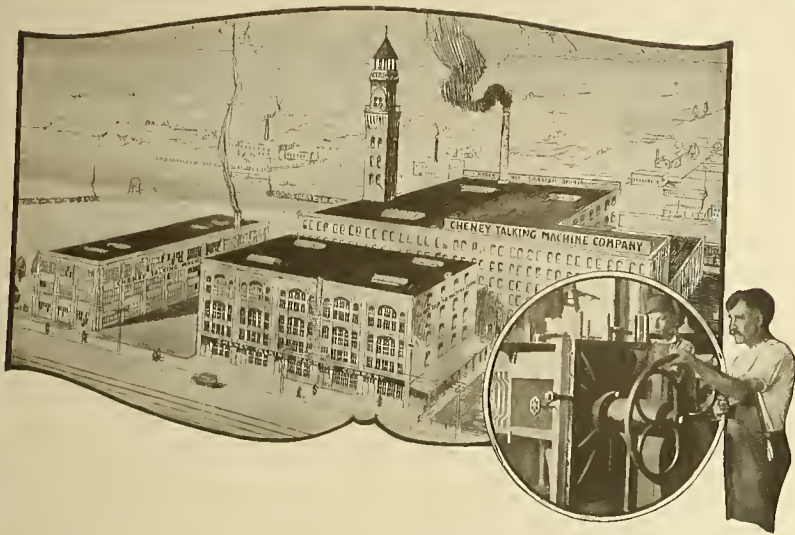
"Desire to Serve PLUS Ability."

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS



The Cheney Factories

Utmost precision of metal parts, mechanical perfection of the Cheney motor, and unusual skill and talent in the fashioning of artistic cabinets are demanded in the production of Cheney phonographs.

These standards, maintained and elevated, will keep The Cheney pre-eminent in quality.

CHENEY TALKING MACHINE COMPANY, Chicago



The CHENEY

*The Master Instrument
With the Violin Resonator and Orchestral Chambers*



The Talking Machine an Important Orchestral Factor in Smaller Moving Picture Houses

Keen observers will have noticed that music occupies a big share of the advertising of moving picture houses. Moving picture men always include the musical program in their advertising and on the printed programs. They are realizing more every day the wonderful pulling power of music and several theatres have even gone to the extent of practically featuring the music, making the show itself of secondary consideration. In large cities where there are modern theatres the following expression is the barometer of the drawing value of music: "Let's go to the Riato (or whatever the name of the show may be); it has wonderful music."

In the larger theatres, orchestras, organs and pianos supply the musical entertainment, but there exists an undeveloped field in the smaller theatres for the sale of talking machines. The talking machine with the prestige of the most renowned musicians in back of it can and should be sold to theatre owners, and the dealer who goes out after this business will not regret it.

The modern talking machine gives a perfect rendition of the artist's performance and the objection of lack of volume can be overcome by the attachment of a Magnavox, an instrument for increasing the volume of sound. Thus the music can be heard distinctly in every part of the theatre, and the patrons will derive the benefit of hearing the great artists and orchestras of the world instead of the inferior music which is so prevalent in the smaller theatres.

The dealer who succeeds in placing a talking machine in a theatre should not overlook the possibilities for publicity. Money spent for advertising that gets results is a profitable investment, and what better avenue of publicity can

be found than a place of amusement where hundreds of people go daily? Arrangements might be made by the dealer to offer the theatre management the use of one of his machines free of charge provided that proper announcement is made on the screen of the make of machine and the dealer who supplied it. Here is an advertise-

Dealers Will Find It Profitable to Tie Up More Closely With the Moving Picture Theatres in Their Localities

ment which would be read by everyone entering the theatre. Persons going to a theatre to be entertained naturally watch the screen and read the announcements, and added force would be given this form of publicity by hearing the instrument play during the show.

The small-town merchant is especially favorably situated with relation to the above. In the small town there is only one or at most two theatres and a weekly newspaper. Practically everyone in the town and the farmers from the surrounding country go to a show at least once each week. In view of these facts, which is the

better method of advertising—the weekly newspaper with its cold type or a notice on the screen with the talking machine playing throughout the performance?

Advertising of this kind will not only help the dealer sell talking machines, but will also stimulate the demand for records. A list of new records means much less to the prospective buyer than hearing the record played. Of course, the theatre program will contain a list of the selections to be played and might even carry the advertisement of the dealer. Thus when the record is played the prospect can check it on the program and the advertisement of the dealer in a conspicuous place will suggest where the record may be obtained.

NEW PERIOD MODEL WINS FAVOR

The Hyatt Talking Machine Co., of Portland, Ore., is having a great demand for the new Brunswick period model, Stratford 310, Queen Anne style. This company, by the way, furnished Clara Kimball Young, the famous film star, with Brunswick model 122 during her recent visit to that city, and received a very interesting letter of thanks in which she stated that the Brunswick phonograph was a genuine delight and praised its fidelity in reproducing the music of the record.

INCORPORATED

The Hopkins Phonograph & Piano Co., Philadelphia, Pa., has been granted a charter of incorporation in that State, with \$50,000 capital.

Remember, the man of "go" is seldom let go.

Sherman, & 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



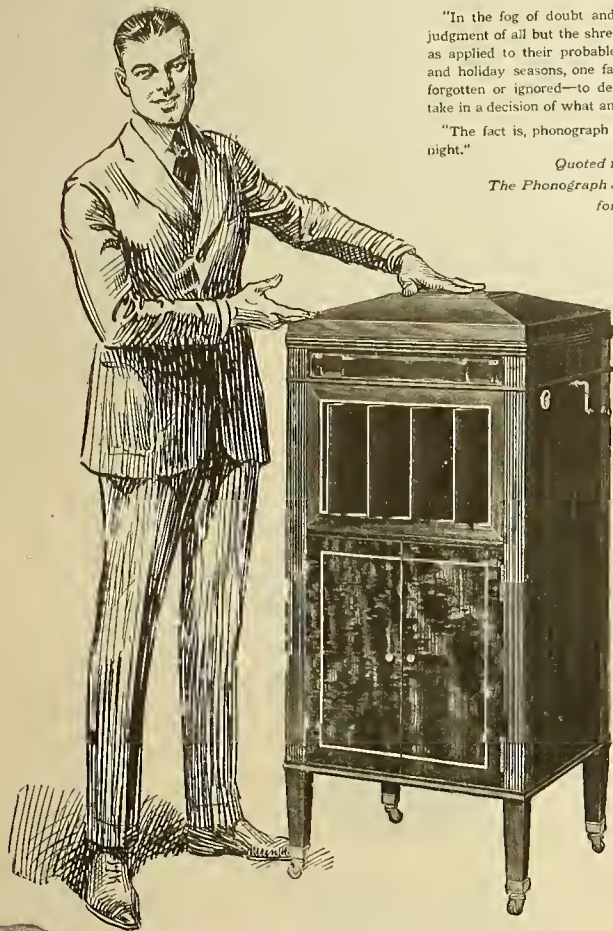
Be Prepared; Buy Now

"History Repeats Itself"

"In the fog of doubt and expectancy that beclouds the judgment of all but the shrewdest talking machine dealers, as applied to their probable stock requirements for the fall and holiday seasons, one fact remains—though it may be forgotten or ignored—to determine the correctness or mistake in a decision of what and when to buy.

"The fact is, phonograph products cannot be made overnight."

*Quoted from an editorial in
The Phonograph and Talking Machine Weekly
for July 13, 1921*




COLUMBIA

While Prices Are Down



SHREWD Columbia dealers are looking ahead to the big business that's sure to come this fall and holiday season.

They're preparing for this big business with courage and confidence.

They know that Columbia Grafonola prices have reached the low level, that they can sell the latest models with many modern *exclusive* improvements for *less money* than older designs of phonographs with none of these features. They

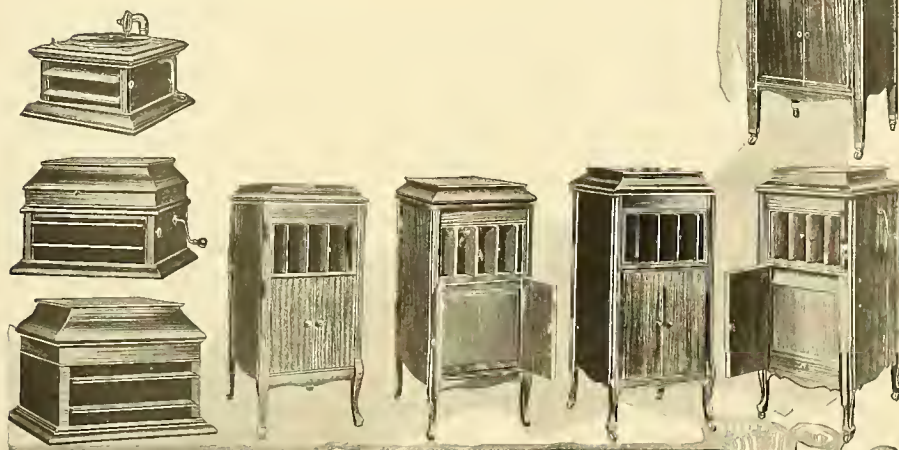
know that their percentage of profit remains exactly the same.

They know that when they want Columbia Grafonolas, they'll want them in a hurry.

They know that stocks of Grafonolas are ample now—at these big savings—and that Grafonolas cannot be made overnight.

Shrewd Columbia dealers will be prepared. From Labor Day to New Year's they'll cash in on the courage and confidence they show *now*.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK



GRAFONOLA





A Service You Have Been Looking For

Here are four products, vital to the operation of every retail phonograph establishment. We can ship them to you on 24 hours' notice* at money saving prices.

Stringbutton Delivery Bags

An assortment of quality papers and a variety of beautiful two-color designs featuring all prominent makes of records to choose from. Ten and Twelve inch, Plain* or Printed.

Stock Record Envelopes*

Choice of 110-lb. Brown Kraft or 150-lb. all-sulphite Green, tough and durable. Plain, single or double faced. Printed with ruled inventory form if desired. The best made and most serviceable stock envelope on the market. Furnished in ten and twelve inch sizes.

Corrugated Pads*

These double faced corrugated paper cushions come in both ten and twelve inch sizes, furnishing excellent protection for your customers' records.

Supplement Envelopes

Size 5½ x 7½. Made in white and colored papers, imprinted with your name and address. Choice of several attractive designs which can be changed every month. Read notice at right.

THE H-W SERVICE

is national in scope, available to dealers in every State. It is the only complete service of its kind. Our products are manufactured from the best grades of paper, and are sold at the lowest prices that can be quoted on goods of like quality. They are the result of practical knowledge of Dealers' Needs and Talking Machine merchandising.

*Items marked with asterisk can be shipped within 24 hours after receipt of order.

*Let us
address your
supplement
envelopes
each month—*

In conjunction with our supplement envelopes, we offer you another service which relieves you of all the worry and bother of addressing the envelopes by hand. The cost is very reasonable. We bond ourselves certifying that your list of names will not be used for any other purpose.

*Full Particulars Upon
Request.*



HALSTED WILLIAMS CORPORATION

815 - 819 MONROE STREET
BROOKLYN, N. Y.

Fill in the coupon—Mail it today—and let us tell you in detail about H-W Service.

HALSTED WILLIAMS CORPORATION,
815-819 Monroe Street, Brooklyn, N. Y.

Please furnish complete information regarding the H-W Service, without obligation on my part.

We carry Victor Columbia Edison Sonora Brunswick
Pathe and

Name

Address

City

Co-operation Among Talking Machine Dealers and the Benefits to Be Derived :: By D. G. Baird

The old motto, "United we stand, divided we fall," is just as true to-day as it ever was; and it has always been true. Co-operation is beneficial to all parties concerned and, if properly directed, harmful to none.

Talking machine dealers should organize in every town where there are two or more dealers. They should organize for the purpose of educating the people of their communities to a greater appreciation of music, especially the music of the talking machine. They should organize for mutual protection against crooks, dead-beats and unethical dealers. They should organize for the purpose of promoting better merchandising in the individual shops. They should organize for the purpose of forestalling any sales stunts that might be harmful to the business in general. They should organize for the purpose of securing better displays at fairs and other public places. They should organize for the purpose of promoting harmony and good will among themselves.

There may be other reasons why talking machine dealers in every town should form local associations, but these will suffice for the purposes of this article, which are merely to show the importance of such co-operation. Talking these up in order, then:

For Better Publicity

Very few dealers, comparatively speaking, are able to advertise as much as they must if they are to educate the public to the talking machine habit. The sale of the talking machine has been phenomenal, it is true, but nothing like what it could have been made. Not only so, but the first burst of enthusiasm for the talking machine is passing and we are now in the midst of a situation that calls for greater effort than the majority of dealers have been accustomed to expend in their efforts to provide music for the nation. Dealers are few indeed who are able to invest enough in newspaper advertising to make their publicity pull as it should, to say nothing of undertaking a campaign of general publicity.

By co-operative advertising, a number of dealers could run enough display publicity in the local papers each week to undertake an educational campaign, while keeping the "talker" idea in the minds of the people all the time. In this way dealers would be able to ask and get considerable assistance from the manufacturers also.

The association would, of course, have a name, such as "Associated Talking Machine Shops" or "Community Music Shops," and all publicity would be over the name of the organization and would carry the names of the individual members at the bottom of the advertisement. In order that all might fare alike in the direct benefits from such advertising, the names of the members should be arranged in alphabetical order and then rotated, the name heading the list in one advertisement going to the foot of the list in the following one, and so on. The name of no talking machine would ever be mentioned in

*Publicity; Protection;
Better Merchandising;
Credits; Displays at
Fairs—Can Be Handled
Co-operatively*

this publicity and all makes would profit alike from it.

The amount of space taken by the association would, of course, depend upon the strength of the organization, but whatever the size of the display may be, at least one advertisement each week should be run in the local papers. An association composed of, say, ten or twelve dealers, in a large town or a city, might very well run thirty inches in each paper in the city each week. Smaller organizations would be bound to use less space because of the expense.

In addition to the general advertising, individual dealers would continue their own publicity or not as they saw fit.

For Mutual Protection

Every talking machine dealer loses a considerable amount of money each year because of skips, dead-beats, returned machines and unethical dealers. They have no means of checking up on prospective customers; they know

little or nothing about the credit records of those to whom they entrust their instruments. The result is that entirely too many people are making a practice of buying a handsome machine on terms and immediately thereafter removing to another address without taking the trouble to notify the talking machine dealer from whom they have made their purchase.

Another very common practice that seems to be gaining in favor with the dead-beats is that of getting a fine machine for as small an initial payment as possible and then neglecting to pay any more on the contract. The first payment lapses for a week or so, then the dealer sends a nice statement just as a reminder. This is ignored and the dealer sends another statement and another. He goes in person to collect and is put off with plausible excuses and promises to pay. Finally he takes back his machine, after it has been used for several months, and the dead-beat goes right over to another dealer's and gets another machine and does the same thing. In a large city where there are many dealers, a dishonest person may do this for years without ever being suspected. One dealer doesn't know that the beat has already beaten one or more other dealers and has no means of finding out.

With an organization, dealers could readily check up on such crooks and save themselves immense sums of money every year by refusing to entrust their instruments to those who were known to have beaten another member of the association.

Unethical business practice on the part of any dealer or individual could be stopped. The electric specialty shops of Detroit recently formed an association very similar to the one here proposed for talking machine dealers, and one of their first acts was to put a stop to the practice of certain people who were making a business of buying up slightly used laundry equipment and advertising it for sale as new goods at cut prices. To do this, the officers of the association simply went to the newspapers and explained the situation, whereupon the papers rejected all subsequent ads of the kind.

Every day there are being advertised in the newspapers of the country supposedly new, standard talking machines at \$15 and up. An organization of dealers could stop this at once.

(Continued on page 17)



There is a "short method" for the building up of a successful retail Victor business
"Victor Exclusively"

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK

Widdicombe

PHONOGRAPH

The Aristocrat of Phonographs

Backed by a Well Financed and Long Established Organization

A message of vital importance to phonograph merchants who have a right to know the facts.

FIFTY-SIX years ago, in 1865, The Widdicombe Furniture Company was established at Grand Rapids, Michigan. It was organized by men of vision who were master cabinet makers, and who saw the growing demand for fine furniture.

In fifty-six years this organization has forged ahead until today it stands in the fore rank of this particular industry. It is known, wherever furniture men meet, for the superiority of its product, exquisite workmanship and perfect cabinet design.

Not long ago this same organization witnessed the demand on the part of America for a phonograph which, aside from being a perfect musical instrument, would be decorative as well and lend enchantment and beauty to the home.

In other words, it saw the necessity for phonographs of fine cabinet design—such cabinet design as Widdicombe placed in its well-known furniture—and the executives of the company determined to investigate the phonograph market.

Their survey proved to be a revelation. They found that phonograph merchants and music lovers received their ideas with open arms. They were more

than ever convinced that there existed a great demand for a phonograph of artistic merit.

But they did not at once put their ideas into practice. They called together experienced phonograph men from different parts of the country; men who had had long years of experience in the practical end of phonograph making.

These experts, together with the Widdicombe cabinet makers, worked for two years before the first Widdicombe phonograph (now entitled The Aristocrat of Phonographs) was completed.

When it was shown to a limited number of well-known phonograph merchants it created a sensation. It contained many exclusive features and it was the first time that a phonograph had been designed which contained beauty in appearance and exquisite musical qualities as well.

Today the Widdicombe phonograph holds a unique position in the trade. It is backed by one of the old line companies of the United States. It has unqualifiedly received the endorsement of the greatest phonograph merchants. Thousands of Widdicombe users have pronounced it the finest machine on the market, both in appearance and tonal qualities.

At present the Widdicombe franchise is being offered to a limited number of dealers; to phonograph merchants who are interested in an organization of well-established business policies and which is known throughout the United States for its integrity and sincere business qualities. To these men we are able to offer an exclusive franchise which will be a profitable, paying one. If you are interested, write us and we will give you the full facts.

The Widdicombe Furniture Co., Grand Rapids, Mich.



The New-Day Phonograph

The picture illustrates the Widdicombe console phonograph of Adam period. Merchants know that today the trend is toward better and more artistic cabinets. This development can only be expected from master craftsmen of the subtle maker's art. It is, therefore, natural that the Widdicombe Furniture Company, the furniture designers since 1865, should be the leaders of this new-day type of phonograph. Widdicombe models range in price from \$95.00 to \$275.00. Let us send you the Widdicombe catalog showing the complete line.

WIDDICOMBE FURNITURE COMPANY
Grand Rapids, Michigan

The Widdicombe Phonograph plays all records. Our tests show that it plays all records better. This is a claim that the Widdicombe can back up by actual demonstration. The new Widdicombe Vibrationless Amplifier (patented) gives the Widdicombe supremacy of tone. This tone chamber eliminates vibration and metallic harshness. It does full justice to the lower as well as the higher musical notes and reproduces with equal prominence the deeper and richer tones of orchestral records. Let us tell you more about it. Write for our new catalog.

CO-OPERATION AMONG THE DEALERS

(Continued from page 15)

Another thing the electrical dealers did was to put a stop to the practice of giving prizes with purchases. Several members of the association were in favor of giving prizes—thought it would encourage buying—but the majority succeeded in showing that there is no end to the prize-giving practice. If one dealer gives an album, another will give an indestructible needle, another will give half a dozen records and another will go them one better in some way.

It may be objected that talking machines are sold at the manufacturers' terms, but so are electric washing machines, ironing machines, vacuum cleaners and other specialties. Yet the electric specialty dealers of Detroit have found an organization essential to the well-being of the individual dealers.

For Better Merchandising

An organization of the talking machine dealers of a community would not only forestall any unethical practices on the part of dealers or individuals, but the old proverb tells us that "two heads are better than one." Each dealer has some idea that the others do not have. One may have a better method of approaching prospects, another a better method of display, another a better system of making collections, another a better system for obtaining prospects. Such ideas should be pooled in the interest of all.

When you, Mr. Dealer, pass your competitor's shop, do you take the opposite side of the street and walk with your head down or turned away from the other dealer's establishment? You should take about five minutes to step right in and say, "Hello, Bill! How're things going today? What's this new wrinkle you're trying out here?" In other words, each dealer should not only feel free to visit every other shop in his city, but he should do so. It would be well to have an agreement that every member of the association must visit the shop of at least one competitor each week. When he makes such a

visit the dealer should, of course, be perfectly frank in making criticisms or in asking for information. Pass along ideas one to another.

For Better Displays

Another thing that the electric specialty dealers already referred to have done was to obtain a fair which meets in the city each autumn. This was done for two reasons—because heretofore the dealers have been compelled to accept any kind of display space they could get, and because they wanted to take advantage of the single effect of a display of electrical goods exclusively.

At such a place as a State or county fair there are so many things to distract the attention that the individual dealer can get little interest in his particular line. Mrs. Housewife may be very anxious to have a talking machine in her home, but just as she approaches a talking machine booth she sees an electric washing machine and she immediately remembers that she needs a washer. She is not able to buy both, and the result frequently is that she buys neither.

With a separate display, talking machine dealers would have greater competition among themselves, but there would be no competition from other dealers and far more machines would be sold, thus benefiting each dealer, as he would very naturally get his share of the increased number of sales.

A Suggestive Constitution

An organization of talking machine dealers such as has been suggested would necessarily have to draw up a constitution. Each group of dealers coming together for the purpose of organizing would decide on its own constitution, but the following points might prove to be at least suggestive:

We, the undersigned individuals, firms and corporations, engaged in the retail talking machine business in Boomville, Maryland, have organized into an association hereafter to be known as the "Community Talking Machine Shops."

The primary purposes of this organization are

to promote a more universal appreciation of music as rendered by the talking machine or phonograph; to promote efficiency in the business of their distribution; to guarantee quality products, fair dealing and prompt service; and to render our customers greater service and protection.

This association shall, therefore, be governed and regulated by the following constitution:

1. The officers of this association shall consist of a chairman, a secretary, and a treasurer, elected annually by a majority vote of the members. These officers shall serve without remuneration.

(a) The duties of the chairman shall be to preside at all meetings, to appoint committees, to call special meetings, and to act in an advisory capacity in every possible way.

(b) The duties of the secretary shall be to keep an accurate record of the minutes of all meetings, to attend to the correspondence of the association, and to care for such other details as usually devolve upon this officer.

(c) The duties of the treasurer shall be to receive and disburse all money, and to pay bills at the direction of the association, and to keep the association regularly informed of the state of the treasury.

2. As this association is formed for the benefit of all, the majority shall rule. Each individual, firm, or corporation becoming a member of this association agrees to abide faithfully by this majority rule at all times.

3. Each member of this association agrees to pay his pro rata share of the expense of conducting the affairs of the organization, and is responsible for his share of the cost of the publicity campaign which is to be promoted by the organization for the general good.

4. No member shall so conduct his business or allow it to be so conducted as to be detrimental to the ideals and objects of the association or its members.

5. Each member shall endeavor to promote harmony and co-operation among the members of the association and shall submit all complaints against other members to the association.

6. A majority of the members, constituting a quorum, shall have the power to arbitrate all difficulties between members or between the association and any member, and all shall abide by the verdict so rendered.

7. By a two-thirds vote of its members, this organization may expel any member for violation of this constitution or for any other offense.

8. Applications for membership shall be passed upon by a quorum at a regular meeting. The majority shall rule and the decision shall in no wise affect those who are already members.

(Continued on page 18)

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

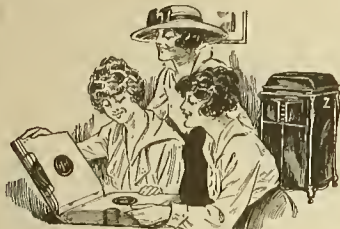
Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



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

CO-OPERATION AMONG THE DEALERS

(Continued from page 17)

9. All assessments for the conduct and maintenance of this association shall be payable weekly in advance. Members shall be liable to expulsion for non-payment of dues after due notice in writing. Any member who withdraws or is expelled shall be liable for assessments and dues up to the date of his withdrawal or expulsion and for those only.

10. This constitution may be amended or altered only by a two-thirds majority vote of all members, and then only after a public reading of the proposed amendment or alteration at two regular meetings before the vote is taken.

Done in convention by a two-thirds majority of the association, this — day of —, 1921. In witness whereof we have hereunto subscribed our names.

The Dues

Each association will determine what dues and assessments shall be made, being governed largely by the amount of publicity contemplated. A fairly strong association would do well to make the dues \$20 a week for the first four weeks and \$10 a week thereafter for all members. Almost all the money thus collected would go into publicity, as there would be little expense.

Regular meetings should be held once a week at some regular meeting place and attendance should be regular and prompt. Proprietors only should attend these meetings and discussions should be confined to subjects of common interest and helpfulness. If possible, meetings should be held elsewhere than in the shop of one of the members. Some reliable advertising agency should be given the account.

CHRISTIANSON CO. IMPROVES STORE

Establishment Modernized by the Addition of Sound-proof Booths, Record Card System and a New Piano Department

RACINE, Wis., Aug. 3.—The establishment of the Christianson Bros. Co., of this city, has just been completely remodelled, and modern methods of handling records and talking machines have been instituted.

Nine sound-proof booths have been constructed for record and machine demonstration. They are furnished with wicker settees and chairs to accommodate three persons in each. A feature of the establishment is the new card system for handling records, with facilities for handling 25,000 discs. The firm has already stocked up with 20,000 records and has arranged them along the wall directly opposite the line of demonstrating booths. An addition has also been constructed on the rear of the establishment which will furnish space for a piano department.

The Christianson Bros. Co. will celebrate its twenty-fifth anniversary this month. The business was established in 1897. H. C. Christianson is president and treasurer, and E. M. Christianson is secretary.

It is always a good selling point to presume that your competitor is cleverer than you are. When you are making suggestions never think that he may overlook their weak points.

VICTROLA SURVIVES PUEBLO FLOOD

Victrola VI Plays Perfectly After Having Been Under Several Feet of Mud and Water for Over One Hundred Hours

Neither fire nor flood, apparently, has any material effect upon the playing qualities of a well-built talking machine. Numerous cases have been cited where talking machines have been burned or soaked and yet when rescued



Its Music Can't Be Stopped

have been able to operate perfectly, even though the cases were somewhat damaged.

The accompanying photograph shows a Victrola VI which survived the recent Pueblo, Colo., flood, in a measure. The instrument was among a number in the basement of the Knight-Campbell Music Co. store in that city. It was under several feet of mud and water for over one hundred hours, but when brought out and dried off was able to play without any special adjustment. The machine was placed upon a pedestal in the Knight-Campbell Co.'s show window, with the dried mud still clinging to it, and attracted much attention.

WHO WILL "JOB" IN JAPAN?

Great Operatic Artists Score Big Hits in Flowery Kingdom—Who Will Annex Territory?

Mme. Galli-Curci, the famous soprano, and one of the popular Victor artists, is expected to sing the first two weeks of November in Tokio, Japan. In view of the fact that Mischa Elman and Mme. Schumann-Heink, both Victor artists, appeared in concert during the last few months in Japan, it is evident that there are great possibilities in the way of Victor record trade in that country. It is now up to some enterprising jobber to annex that territory. If the Oriental ear can become attuned so readily to our Western music there is no reason in the world why records should not have a tremendous market among those enterprising Yankees of the East.

An attractive talking machine establishment was added to the music stores of Newburgh by the recent opening of the Portable Phonograph Shop, on Williams street.

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

THREE RULING HITS

How to Win—Sell by System

Our sales statistics show that the three selections featured on this page are the ones most in demand. Are you featuring these? Are you well stocked in them? Are you taking advantage of their popularity? This advice is prompted by our sales reports. To tell you to order big and then have your sales force advertise them personally to every customer is the very best advice we can give you.

Three or four well-featured objects are always mental suggestors and serve as good sales leaders to your undisplayed stock. Each month you have a new release of records. They are all good. They all will sell. But it takes system and progressive salesmanship, to clear every shelf. The object is to get a man in your store and then sell him. Don't stop at one record or two; if necessary, play every record in the store. Be persuasive and satisfy. Begin by playing what you know to be a real hit. It must have the best in selling qualities or it wouldn't be the Hit. Catch your customer with a hit and then you may sell him any record in your stock.

AIN'T WE GOT FUN

VOCAL

4325 {Ain't We Got Fun. Tenor. - - - - - Billy Jones
10 in.—85c. {I Like It. Tenor. Baritone Duet. - - - Billy Jones, Ernest Hare

DANCE

4368 {Ain't We Got Fun. Fox-trot. Erdody's Hotel Pennsylvania Orch.
10 in.—85c. {All For You. Fox-trot. - Erdody's Hotel Pennsylvania Orch.

ALL BY MYSELF

4355 {All By Myself. - - - - - Contralto, Vaughn De Leath
10 in.—85c. {Who'll Be The Next One. - - - Contralto, Vaughn De Leath

PEGGY O'NEIL

4329 {Peggy O'Neil. Tenor and Quartette. - Sam Ash, Shannon Four
10 in.—85c. {The Last Little Mile Is The Longest. Tenor. - Lewis James

OKeh Records

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City





How to Increase Talking Machine Sales by the Repetition of Selling Points :: By Gerald L. Wartell

It is human nature to exaggerate a little bit. The average story which is originally told in true form scarcely resembles itself after it has been told a half-dozen times, merely because the tendency of most individuals is to add a little to what has been told. It is particularly true of a child who has seen a dozen soldiers marching. When she tells her story the first time she states she saw about eighteen or twenty soldiers, and as she repeats it the number grows until the listener believes that she saw a small army.

Exaggeration in selling is necessary, but not exaggeration. Repetition of the main talking points of an article greatly increases the opportunity for a sale, but it is absolutely essential that one should stick to the original story and not exaggerate.

The law of repetition is one of the most fundamental and important laws in selling, although it is seldom taken advantage of by the average person in selling a talking machine. The tendency is to state the dominating points of the machine to the prospective purchaser and then talk about other less important facts until the sale is either closed or lost. Many salesmen, having given all the main points at first, hesitate to enumerate them again for fear of boring the customer, thus making a common mistake.

From the report of a well-known psychologist who has worked out a chart on the laws of repetition, which chart recently appeared in one of the leading business magazines in the country, it has been shown that any short poem or statement of facts, when read to a group of people every thirty seconds, had to be repeated eleven times before it was thoroughly memorized or all the important points understood. When it was read every two minutes apart it required eight readings and when read every ten minutes it required five readings.

What has this, then, to do with the sale of talking machines? Simply this: In a sale which usually requires an hour or more it is necessary to repeat to your prospect the leading features of your machines from five to eleven times before the prospect is thoroughly familiar and understands exactly the most important points of your machine. This does not mean that the salesman should name these three or four main points to the customer. Talk about other features for about two minutes, and then repeat the

main points again in the same language as the first time, keeping this up every two minutes until it has been done seven or eight times. That would be monotonous and would probably lose the sale.

The correct way to apply the above law is to first analyze the product thoroughly. What are points about this particular talking machine which is to be sold? Let us say:

- First—The Wonderful Beauty of the Cabinet.
- Second—The Sweet and Natural Tone Quality.
- Third—Absolute Durability of the Motor.
- Fourth—Value and Comfort to Any Home.

The order of the above may be changed ac-

Repetition Is One of the Most Fundamental and Important Laws in Selling, Although It Is Seldom Applied

ording to personal opinion, but no doubt all will agree on the points themselves. Now, then, the work in hand is to impress these points on the prospect so that they are indelibly imprinted upon his mind. Saying them once or twice is not sufficient. They must be repeated again and again in different words and phrases during the sales talk before the customer really grasps their full meaning.

Let us take a concrete example, for instance, of a salesman selling a talking machine. He starts out by calling the attention of the prospect to the exquisite beauty of the cabinet. This is a point that he wants to thoroughly impress. He dwells on the grace, ornamentation and design of the cabinet. If a period style, he names it and gives a short insight of the history of the period. Then, as less important details, he may speak on the construction of the cabinet, dimensions and a few seconds' talk about the company which makes the product, its vast

resources and responsibility, the creativeness and originality of its designer. He allows this to be thoroughly imbedded in the mind of the customer and ends by leaving out small details and remarking about the general appearance of the machine.

The second important point is the tone quality which requires a demonstration. This should last long enough to substantiate the statements he is making about the tone, regarding its naturalness, volume, clearness, avoidance of scratching, and ability to control, etc. When these facts have been brought out the demonstration should cease. A few moments may then be consumed in speaking of the construction of the tone arm and reproducer, of what it consists and how the tone is produced. The main point which has been driven home is that the tone is remarkable.

The third feature is the motor, which is demonstrated as being noiseless, durable, even and true. Its mechanical parts are shown to the prospect and it is explained why it is a motor of highest quality. At this point the accessories of the machine may be mentioned, such as the value of the automatic stop, albums, or whatever "extras" the machine may have.

Last of all the salesman, having spoken in detail of the talking machine itself, starts upon the value of the machine in the home of the purchaser and the comfort to be derived from its use, playing upon the imagination of the customer and making a delightful picture of the machine surrounded and enjoyed by the customer's family. Furthermore, he calls attention to the social prestige derived from having a machine of as high a standing as the one he sells in their home.

But is the sale completed now when the selling talk is finished? Usually not; for our law of repetition shows that all that has been said by the salesman has not been thoroughly learned by the listener, since it requires repetition to absolutely impress it upon the customer and make him thoroughly understand what has been said.

Perhaps if the prospect had a liking for the particular type of machine shown to him before he came in to see it, he may buy upon the conclusion of the first talk, but if he were in an open state of mind it is safe to say that he must have more time to study it over and deliberate

(Continued on page 21)

"Read This Letter"

THE CELINA SPECIALTY CO.
CELINA, OHIO

Ashabatah, Ohio, July 6, 1921.

Gentlemen:—I received the Model "R" cabinet and wish to say that it is the best piece of furniture I ever used in this business.

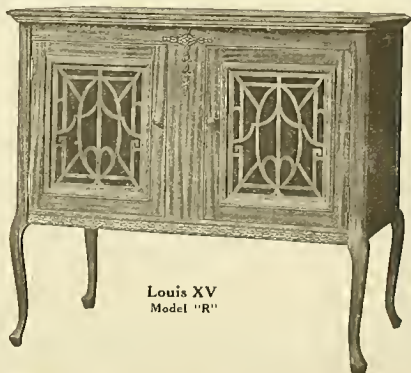
I have been in the business quite a few years, and can truthfully state that it is the nicest Photograph I ever used. I am keeping it on the floor for a sample. I intend to use another of your Console Models. Which one is the next best to the "R"?

Kindly give me this information at your convenience.

Yours very truly,

(Signed) F. R. JAMIESON.

Little comment is necessary on this letter, which points out again the quality of our cabinets. The letter is remarkable only in that it is significant of the superiority of all Celina-built cabinets.



Louis XV
Model "R"

The Celina Specialty Co.
Celina, Ohio



Queen Anne Console

After You Buy Phonographs You Want to Sell Them

This is when you most appreciate the Granby intensive Co-operative Service. This is when the value of the Granby selling franchise is demonstrated most conclusively.

As soon as you put in an assortment of our famous Period styles, you get the immediate benefit of our co-operative advertising and selling campaign.

Your sales are stimulated—more than that—the instruments are actually sold in quick time. You make your turn-over and profit right *then* and *there*.

Get the details of this unusual selling franchise and

DO IT NOW!

GRANBY PHONOGRAPH CORPORATION
☒ N O R F O L K - V I R G I N I A ☒

.. Factory - Newport News..

REPETITION OF SELLING POINTS

(Continued from page 19)

on the matter. It is here that the mistake is usually made, for the average salesman, not wishing to repeat the above sales talk, starts on some other less important phase of the talking machine instead of trying to keep the customer's mind intent upon the main points of the instrument. The correct procedure is to start over again on point 1 and take them up one by one, speaking upon the main points in general and wording the previous statements a little differently.

The four main features themselves should be talked of and no minor points or small details given as in the first talk. It will only require about one-half the time to give it the second time, and at its conclusion the prospect should again be given time to deliberate. It may be necessary to go through this procedure four or five times, but the idea is to keep impressing the main features of your machine upon your subject's mind and not give any time to ponder over small and irrelevant details, until the customer knows the main points about your product by heart and cannot entertain any thought towards any other make. It is then comparatively easy to close the sale.

In setting forth the above, the writer realizes that there can be no hard and set rule for selling talking machines. Circumstances alter cases and each customer must usually be treated and talked to a little differently than the next one. The one point to remember, however, and which absolutely holds true for all, is that you must repeat your arguments again and again, wording them differently, but driving them deeper and deeper each time, if you wish to have them impressed upon the customer and sell the machine.

EFFECTIVE EDUCATIONAL WORK

Miss Streeter, of Victor T. M. Co.'s Educational Department, Visits Southern Cities—Appears Before Important Organizations

During her recent tour of the South Miss Margaret M. Streeter, educational representative of the Victor Talking Machine Co., delivered lectures before many of the important clubs and organizations in that section. She spoke on the great civic and commercial value of good music. Among the cities visited by Miss Streeter were Mobile, Atlanta, Augusta, New Orleans and St. Augustine. Among the clubs before which she appeared were the Kiwanis, Rotary, mothers' clubs, parent-teacher associations, lodges, literary clubs and musical clubs.

As a result of her tour, many influential people in these cities are now constructively thinking and working for the advancement of music in their respective communities and, of course, have been well posted by Miss Streeter on the value of the Victrola and Victor records as a vital means to this end.

WILL INTRODUCE NEW MODELS

Serenado Mfg. Co. Will Produce New Line of Upright Models—Ready for Trade Shortly

CEBAR RAPINE, LA., August 6.—The Serenado Mfg. Co., of this city, will announce very shortly a complete new line of upright machines. This company introduced its various models several years ago, and, after a careful study of the dealers' and public's requirements, designed a new line of instruments in accordance with the data at hand.

These new designs have been inspected by many of the Serenado dealers in the Middle West, who have visited the company's executive offices in the past month, and, without exception, they are enthusiastic regarding the distinctiveness and beauty of the cabinets. The Serenado Mfg. Co. expects to start shipping its new models about the middle of this month.

Economy is simply a study of the problems of income and expenditure.

50-50 ON TELEPHONE DIRECTORY

Peerless Phonograph Shop, Colorado Springs, Holds Four Out of Total of Eight Listings Under Heading "Phonographs" in Directory

The Peerless Phonograph Shop, Colorado Springs, Colo., a modern establishment that would do credit to a number of larger cities, attracts attention not alone from the fact that it has handsome quarters, but from the more



Exterior of Peerless Phono. Shop

important fact that of the eight listings under the head of "Phonographs" in the local telephone directory the Peerless Phonograph Shop holds four, or an even 50 per cent. First comes the "Brunswick-Columbia-Victor agency," then the Columbia and Victor names listed first, and finally the Peerless Phonograph Shop itself—a clever stunt.

THE MERCHANT'S OPPORTUNITY

The present attitude of the customer is the live merchant's opportunity. It gives him a chance to prove his right to the place he holds in the chain of distribution. It puts him on his mettle. It forces him to plan and to work. It keeps him moving.

Business is made—not born. It is a human achievement, the fruit of human intelligence latched by human endeavor. It is reared story by story like the buildings which house it.

When business builders cease striving business halts, wavers and declines. Conditions may help or hamper its advance, but the human element eventually makes or mars its steady progress.

HOW TO INCREASE RECORD SALES

Ruth C. Davis Gives Her Ideas, Thanks to Enterprise of John Elliott Clark Co.

Ye Terrier is the title of a very well-edited four-page monthly which the John Elliott Clark Co., Victor wholesaler, Salt Lake City, Utah, is issuing. It has many stimulating and educational articles which must have a strong and favorable influence. In the July number Ruth C. Davis, of the Glenn Bros.-Roberts Piano Co., Ogden, is announced as the winner of a prize offered for the best paper on "How Best to Increase Red Seal Sales," which is worthy of reproduction:

"First of all know your records and be able to intelligently pronounce both the name of the artist and the record. Be able to bring out the smallest details which might be of interest to the customer. Catch the customer's interest at the start, perhaps by dwelling on the artist who makes the record, or by calling to his attention a certain passage in the number which is particularly beautiful. In selling Red Seal records to a person who has not been in the habit of purchasing them I think it is best to start with something light, such as 'At Dawning,' by McCormack; 'Four-leaf Clover,' by Williams, and 'Mighty Lak a Rose,' by Farrar. When your customer learns the beauty of Red Seal records and understands the wonderful artists who make them it is easy then to lead up to the sale of the opera records and something in the symphonies. In the sale of opera records the salesperson cannot know too much about the different operas. I would recommend very strongly for all persons engaged in the selling of Victor records to study thoroughly the Victor book of the opera. The more you know about the opera the more intelligently you can sell Red Seal records. But, again I say, the important thing is to know your records."

FILE PETITION IN BANKRUPTCY

A petition in bankruptcy has been filed against Bessie R. Lubin, doing business as the Lexington Grafonola Shop at 173 Lexington Avenue, New York, by J. F. Rothschild, on a claim of \$600. It is stated the liabilities are at \$3,500 and assets about \$2,500. Susan Brandeis has been appointed receiver.

Will B. Hill, who handles the Columbia line in Bowling Green, Ky., is enjoying a trip to Europe.

Four Vital Points

INTELLIGENCE, sincerity, skill, and an organization trained in analyzing problems from the Dealer's viewpoint are distinct "constituents" of the C. C. Mellor Company's conception of service for Victor Dealers. Can you think of any way in which such service would be beneficial to *your* business these days?

C. C. MELLOR COMPANY

Victor Wholesalers

1152 Penn Avenue
PITTSBURGH, P. A.



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The July Convention of the National Association of Talking Machine Jobbers at Colorado Springs, as seen by that watchful and opportune reporter of The World—Old Man Kodak. 📷 📷 📷 📷



- AI-2 Panoramic picture of the members of the National Association of Talking Machine Jobbers taken on hotel grounds at Colorado Springs.
- BI-2 Talking Machine Jobbers snapped in Kansas City while on their way to the convention.
1. The new officers—Louis Bucha, president; A. A. Trosler, vice-president; Chas. E. Bennett, secretary; and Geo. A. Mairs, treasurer.
 2. Jerome Harris and J. J. Davis snatching polo game—rafts in the shade were a quarter extra.
 3. Mr. and Mrs. F. E. W. Carlson and the youngest delegate.
 4. C. B. Miller, D. Z. Phillips and the Victor dog who met the jobbers in Pueblo.
 5. The Fussy Four—Furman Welein, A. A. Trosler, Kenneth Reed and E. C. Routh.
 6. One of the cars that climbed the Peak.
 7. C. S. Andrews, W. D. Andrews, V. W. Moody and J. B. Moore on Pikes Peak.
 8. Chas. Jacob, Mrs. Jacob and I. Son Calen at Pikes Peak.
 9. Tom Green in a food company between two breakers and a cop.
 10. L. C. Wisnerll and his family.
 11. Glen Cora Inn, 11,500 feet above sea level, near where the highway was held.
 12. E. C. Wier and Louis Bucha and Geo. E. Michel on Pikes Peak.
 13. Louis Burbin in action.
 14. Miss Dolger, of Boston, throwing snowballs on Pikes Peak in July.
 15. At the alpine hole.
 16. Giving the totals, the once over.
 17. Chief Manifest at Care of Winds.
 18. H. I. Freeman, A. A. Trosler, C. G. Campbell, H. A. Beach and party arriving at top of Pikes Peak.
 19. J. S. Macdonald takes his getting seriously.
 20. Hatsh Freeman makes a nasty drive.
 21. Kansas City Guardians (Left to Right)—Sergt. J. B. Merritt, Harry S. Barker and W. E. Russell.
 22. H. E. Freeman, Mrs. Campbell, Mrs. Freeman and C. G. Campbell on observatory on Pikes Peak—as high as possible.
 23. The crew that brought the jobbers' special lute Colorado Springs; Conductor J. P. Cavalier in charge, with W. I. Chandler, Pullman conductor.
 24. The "Owl Trio" looking on: T. T. Evans, P. W. Simon and Lester Borenfeld.



AEOLIAN JOBBER EXPANDING

Musical Products Distributing Co. Increases Scope of Activity—B. D. Colen Is President of Company—Has Strong Executive Force

The Musical Products Distributing Co., New York, which was formed recently, is meeting with gratifying success as wholesale distributor in the metropolitan territory for Aeolian-Vocalions, Vocalion records and Mel-O-Dee music rolls. The company recently increased the scope



B. D. Colen

of its activities, and at the present time is serving a large number of Vocalion dealers in this important territory.

B. D. Colen, president of the company, is well known in the talking machine field, having been secretary of the Emerson Phonograph Co. for a number of years. He has made a thorough study of the selling problems of the dealer, and his intimate familiarity with the wholesale division of the industry is reflected in the practical co-

operation this company is giving Vocalion dealers.

Associated with Mr. Colen is M. Mitchell Gruhn, who is secretary of the company, and the following sales staff, all of whom are competent, experienced talking machine men: L. Graham, J. Brown and S. Present, formerly associated with the Emerson Phonograph Co.; J. M. Wale and D. C. Feuler, formerly connected with the Aeolian Co.

TWO PATHÉ DEALER-COMPOSERS

New Yorkers Display Their Ability in Field of Composition—Win Fame and Compliments

The ability to excel in more than one line of endeavor seems to be an attribute of the Pathé dealer. Two prominent metropolitan Pathé retailers have recently achieved prominence in the field of songwriting.

Arthur Kurtz, manager of the Gotham Shop, a Pathé store at 171 Broadway, New York, has written a new fox-trot called "Mirandy." Mr. Kurtz has the unusual faculty of being able to do more than one thing well. Another Pathé dealer, William Lewis, of the Symphony Music Shop, 1355 Broadway, New York, is responsible for one of the most popular fox-trot hits of the day, "Open Arms." This new song was composed by Mr. Lewis in collaboration with Mr. Naukivel. Mr. Lewis' patrons will receive an unusual treat by being privileged to hear it played at his store by an orchestra under the direction of Mr. Naukivel. "Open Arms" is one of the new Pathé releases, being paired with "The Last Waltz" on record 20580.

VAN OLINDA JOINS THOMAS STORE

ALBANY, N. Y., August 1.—Edgar S. Van Olinda, well-known local musician, has become associated with the Thomas Music Store, Inc., 101 North Pearl street. The establishment handles pianos, Victrolas, sheet music and other musical instruments and supplies.

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

ARTISTIC VICTOR WINDOW DISPLAY

Unique Window Prepared by Victor Advertising Department—Suitable for Use the Year Round

The advertising department of the Victor Talking Machine Co. has prepared a very unique window for Victor dealers to use during the month of August. It is of such a design that it can be used at almost any other time of the year.

In the center of the window, raised about a foot from the floor, on a red velvet or plush draped base, is set a slipping case of a floor model Victrola. Toward the street appears the side of the case which shows the Victor trademark. Over the case is suspended a card which reads: "There is a Victrola for you in this box. Come in and let us tell you how easy it is to own it." On the left a card is suspended which reads: "With the popular-priced Victrola, the music of all the world is yours." On the right is a card which reads: "No other instrument is so worthy of the hours you, your family and friends will spend with it."

Behind each card is pasted a large red arrow, and in each case the arrow points at the Victrola case. On the floor at the left and right of the case are three records mounted on small stands. At night time a spotlight can be used to illuminate this display.

WIDE-A-WAKE DEALERS

are increasing their profits through the sale
of De Luxe Needles

Before you place your next order write to
us for samples and full particulars about

DE LUXE NEEDLES

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

Three for 30 cents (40 cents in Canada)

Medium Tone

Gennett

RECORDS

"The difference is in the tone"



Music

throbbing with the very life and soul of the artist, is the contribution the new Gennett Records offer to music lovers. To hear these records on any phonograph is to realize that a new standard of record perfection has been attained. Hear these Gennett Records. Hearing is believing.

A FEW FROM THE NEW AUGUST LIST

<p>4731 ALL BY MYSELF (Solo) - Soloists, with Ork. .85 MORTENSE (Young-Lottie Tomblin) - The Bert with Ork. accom. - The Bert 4732 AIN'T WE GOT FUN? (Whitlin) - Kalm-Kalm Five .85 JUST LIKE A RAINBOW (Carl) - The Latin Orchestra .75 PDET AND PEASANT OVERTURE, Part I (Vinc) - The Latin Orchestra 4733 PDET AND PEASANT OVERTURE, Part II (Vinc) - The Latin Orchestra .85</p>	<p>4735 CUBIST (Gibelle), Novelty Piano Solo - Frank Banta .85 WILD CHERRY RAG (Boatler), Novelty Piano Solo - Frank Banta .85 ONE, TWO, THREE, FOUR, (Novelty Trio), Novelties by Harcellus Guitlan 4736 .85 HONOLULU BAY (Forest) - Hawaiian Guitlan .85 SERENADE (Soloists) - Violin Solo, with Piano - Solange Light 4737 .85 AVE MARIA (Novelty) - Violin Solo, with Piano - Solange Light .85</p>
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Gennett Records better all Phonographs, but are best when played on a Starr Phonograph

GENNETT RECORDS
 Manufactured by
THE STARR PIANO COMPANY, Richmond, Indiana

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



Van & Schenck's great "Wang Wang Blues" and "Ain't You Coming Out Malinda?" are these comedians' cleverest hits. They'll take like measles in a seminary. A-3427.

**Columbia Graphophone Co.
NEW YORK**

BECKHARDT NEW CREDIT MANAGER

Assumes Important Position With the Granby Phonograph Corp., of Norfolk

NORFOLK, VA., August 7.—The duties of a credit manager of a large organization require the services of a man of exceptional ability. In the Granby Phonograph Corp., of this city, I. Beck-



I. Beckhardt

hardt, one of the leading officials of the corporation, occupies this important post. Mr. Beckhardt became associated with the Granby institution in its very beginning. He was originally with this organization as an auditor, and now does all the purchasing of finished and raw material and in addition has charge of the financial end of the American Cabinet Mfg. Co., which is allied with the Granby Corp.

Mr. Beckhardt is technically trained for his duties and is a graduate of the College of the City of New York. The Granby Phonograph Corp. is noted for the strength of its personnel and I. Beckhardt is a typical executive of this rapidly growing organization.

TO REMODEL LAZARUS STORE

Contract Placed With Van Veen & Co. for Complete Interior Equipment

Leon Tobius, secretary of Van Veen & Co., Inc., has announced that Sol Lazarus, enterprising New York talking machine retailer, has recently placed a contract with Van Veen & Co., Inc., for a complete equipment of Van Veen booths, record rack system, arch column treatment and the renovation of his old equipment. It is predicted that when the work is completed Mr. Lazarus will have one of the most beautiful retail talking machine warehouses in New York City. The entire installation will be treated with Adam carved composition ornamentation throughout and finished in ivory and blue.

OLDENDORF'S NEW MUSIC STORE

Buys Emmons Music Store in Lawrenceville, Ill., and Will Continue Mt. Carmel Store

Oldendorf's Music House, of Lawrenceville, Ill., has purchased the entire stock and good will of the Emmons Music Store, in that town, of which George Oslwald will be the manager. The Packard and Hobart M. Cable pianos will be handled, and the New Edison phonograph, Columbia Grafonolas, as well as a full line of musical merchandise, will be carried.

The Oldendorf Music House has also continued for a long time past an establishment in Mt. Carmel, and this store will be continued under the management of Charles Oldendorf, one of the most successful music men in that section, having been in business over thirty years.

PROVIDES MUSIC FOR MARCHERS

Columbia Dealer Takes Place of Bands in Emergency—Uses Grafonola and Magnavox

COLUMBUS, Wis., August 6.—During a recent civic demonstration in this town it was discovered that there was a shortage of bands when the line was formed for parade. In fact, the plans called for a certain amount of marchers and floats, but the enthusiasm became so great



New Type of Band for Parades

there were three times the number of marchers and floats over the contemplated amount.

The entertainment committee was at a loss to know what to do. They were offering all kinds of suggestions to each other when C. P. Ziegler, the Columbia dealer in this town, stepped into the breach and put over an idea that saved the day. He came forward with his car beautifully decorated with flowers and on the back seat of the car he had mounted a Magnavox, the electric power for which was supplied by the storage battery of the auto. By means of a Columbia Grafonola, a Magnavox and a selection of Columbia march records he saved the day and provided the necessary music for the rest of the parade. The accompanying illustration shows a son and daughter of Mr. Ziegler, together with the Magnavox and "Note the Notes."

A chain is as strong as its weakest link—so is a business organization.



SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS
and RECORDS



GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE

TENNESSEE



IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Oké Records

POPULARIZE DANCE RECORDS

Enterprising Columbia Dealer Has Exceptional Facilities for Stimulating Demand for Dance Records—Sends Orchestras to Schools, Colleges and Country Clubs—A "Live" Move

NEW HAVEN, CONN., August 6.—Edward Wittstein, of this city, one of the exclusive Columbia dealers in Connecticut, has unusual facilities for featuring new dance records as they are released from time to time. He has from sixty to eighty men that he uses for dance work and concert work through the entire East. He has orchestras that he sends to fifteen different colleges from Maine down to Delaware, and twenty-two prep schools in addition. Whenever a record comes out he usually sends the orchestration to the orchestras, and ties up his window with beautiful window displays. Among the colleges that Mr. Wittstein supplies with music are Yale, Trinity, Williams, Amherst, Brown, Vassar, Smith, Polytechnic, Union Course and several others; and also the leading prep schools, such as Pomfret, St. George's, Westminster, Frait, Andover, Hotchkiss and many others.

When the "Moonlight" record was released Mr. Wittstein immediately had it featured at the Rialto Theatre, where he has an orchestra, and in addition placed it out among his other orchestras. Also he featured a window which was an exact copy of the title page of the "Moonlight" song. This window was made up of beaver boards which were cut out so that the light could be seen through, representing the water, stars and the moon, making a very pretty effect. In front of the window there was an electric-driven turntable on which reposed an A-2 Columbia Grafonola Summer model. The effect of the light streaming through the stars and moon down on the water was greatly accented and brought out when the window lights were turned out.

Whenever a special or good dance record is released Mr. Wittstein is quick to take advantage of the fact, as he is a musician and also a member of the board of directors of the New Haven Symphony Orchestra. He immediately gets busy on a special or on a good dance record. Mr. Wittstein is a great believer in advertising, and does not hesitate to take plenty of time and work to put over the message through his window displays. In addition, he has his orchestras at such well-known clubs as Stanford Yacht Club, Madison Country Club, Hartford Golf Club, Norfolk Country Club, Misquamicut Golf Club of Watch Hill, R. I., and many of the other leading clubs in the East.

RECORD MAKERS HOLD OUTING

Members of Recording Staffs Visit City Island—Hold Interesting Athletic Games

Recognizing the truth of the old proverb, "All work and no play makes Jack a dull boy," about fifty members of the recording staffs of the leading record manufacturers arranged recently for an informal outing, which was held at City Island, N. Y. The first section of the party left New York at nine o'clock in the morning, after assembling at the Oké recording laboratories at 145 West Forty-fifth street.

Fred Hager was a prominent factor in the day's entertainment, being ably assisted by his brother Jimmy. Upon reaching City Island, breakfast was served at Tauber's Hotel, and a series of athletic games was then started. The Emerson baseball team defeated the Pathé roosters by a score of 21 to 5, and Del Staiger won the 500-yard dash. A delightful shore dinner was a fitting finale to a most enjoyable day's outing—we were going to say that it was a record day for record men.

GRUNEWALD HAS THE VICTOR LINE

Prominent New Orleans Merchant Augments Lines in Talking Machine Department

NEW ORLEANS, LA., August 1.—The L. Grunewald Co., Inc., the old-time progressive music house of this city, has recently completed arrangements to install the Victor talking machine line. This concern will handle all styles of Victrolas from the popular portable instruments up to the most expensive styles, as well as a complete line of foreign and domestic Victor records and accessories of all kinds. This gives the Grunewald department a complete Victor and a complete Columbia (which they already handle) line of machines and records.

The store equipment of the Grunewald Co. enables quick service for the large number of visitors, not only through the services of the sound-proof rooms but also through the use of a novel counter—the Selrec—which enables the listener to hear the records through ear pieces which, being an inch or two from the ears, are absolutely sanitary.



Packed in rust and dust proof numbered cartons.

Exclusive selling rights open for a few Western and Southern Jobbers.

A FEW OF THE SIZES WE CARRY:	Prices in Assorted Lots of			
	6	12	25	50 100
No. 32 1" x .020 x 13 1/4 feet. For small Victor, pear shape hole	\$.54	\$.52	\$.50	\$.48 \$.45
No. 48 1" x .020 x 15 feet. Bent arbor for Victrola No. 4A	.65	.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 hole	.95	.93	.90	.85 .80

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



SELVIN'S DANCE ORCHESTRA

of the Moulin Rouge, Manhattan

MAKES

VOCALION RECORDS

Ask to hear these late Selvin Orchestra Recordings

Oh Me, Oh My!— <i>Fox-trot</i>	}	No. 14209 - - \$.85
Ti-O-San— <i>Fox-trot</i>		
All By Myself— <i>Fox-trot</i>	}	No. 14210 - - .85
Mimi (Mee-mee)— <i>Fox-trot</i>		
Moonlight— <i>Fox-trot</i>	}	No. 14182 - - .85
Cherie— <i>Fox-trot</i>		
Daisy Days— <i>Fox-trot</i>	}	No. 14180 - - .85
Paper Doll— <i>Fox-trot</i>		

LOOK FOR THE RED RECORD

THE AEOLIAN COMPANY

Makers of the Duo-Art Reproducing Piano - Foremost Manufacturers of Musical Instruments in the World

AEOLIAN HALL, NEW YORK CITY

LONDON

PARIS

MADRID

MELBOURNE

SYDNEY

GREAT EDUCATIONAL CAMPAIGN

Something of the Splendid Work for Music Being Done by Mrs. McClusky in Portland and Throughout the State of Oregon

PORTLAND, ORE., August 3.—Evelyn McFarland McClusky, educational director of Sherman, Clay & Co., Victor distributors, who was recently transferred from the retail to the wholesale department, is recognizing the study of musical appreciation in Portland and the whole State of Oregon.

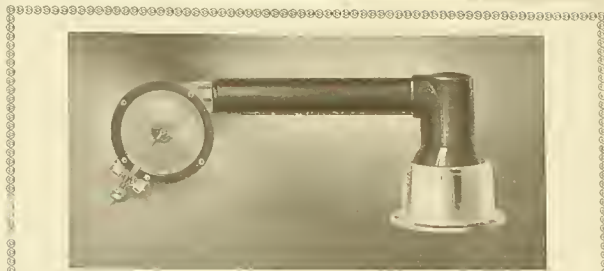


E. McF. McClusky

She is the prime mover and educator along this line and is an energetic worker, entering heart and soul into her work, nothing being too hard for her to tackle. In connection with the Portland Summer session of the University of Oregon Mrs. McClusky has just been giving a course in "The Teaching of Musical Appreciation in the First Six Grades" at the Central Library to large classes. A Victor machine was used in all of her demonstrations

and her course covered a wide and varied scope. Among studies on her program were: "A Realization of Past Neglect and a Vision of Future Possibilities Through Directed Cultural Listening in Childhood"; "The Place of Lullabies in Child Culture"; "Rhythm"; "Free Expression"; "Suggested Expression"; "Loosely Organized Games"; "Highly Organized Games"; "Dramatic"; "Poetic"; "Birds and Folk Songs"; "Instrumental Music"; "Descriptive"; "Fanciful Concepts" (classified under—calm, capricious, cheer, courage, evening, fairies, etc.); "Pure Music"; "Nature Studies and Art Pictures"; "Primary Stories and Poems and Their Relation to Musical Appreciation"; "Concentration"; "Drills"; "Songs in Various Keys"; "Individual Instruments" (percussion, string, flute, trombone, etc.); "Systems of Classification and Indexing"; and "Care of Records."

This course has been carefully studied out by Mrs. McClusky and her presentation of each one in its turn is a masterpiece. Several test lessons were given throughout the course and at the end a most exhaustive test was made covering the entire course. Mrs. McClusky, however, does not devote her whole time to this one thing and is called upon almost every day to address various meetings. Among those most recently given are: "The Country's Need of Music Educationally Taught," at the Riviera school during the county Parent-Teachers' Association meeting; "What We Expect to Do With Music Next Year," given at the Woodstock school before a group of parent-teachers, who were very active in the recent music memory contest put on by Mrs. McClusky; "Future Composers," given at the final luncheon of the season of the Musicians' Club of Portland;



Scottot Tonearm and Superior Reproducer

Illustrating STYLE 1 FINISH
A combination of Japanese and Plated Parts
Sample Prepaid, \$7.00 Nickel—\$9.00 Gold
Quantity Prices on Application



Superior Specialists for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Third Streets CHICAGO

"The Need of Listeners," given at the Oregon State Music Association luncheon; "Our Privilege as Musical Merchants in Supplying One of the Nation's Greatest Needs," given at the Oregon Dealers' Association meeting.

On July 1 Mrs. McClusky left for a hurried trip to Seattle to organize a Summer music memory contest, which is to be under the auspices of the Frederick & Nelson store and Sherman, Clay & Co. wholesale. While in Seattle she will address the various musical clubs and will leave complete outlines with all of the Seattle music stores as to how to present the

fifty records on the memory list. She will also arrange to have the papers run daily stories in connection with the work going on during the six weeks' period allotted to the contest. Mrs. McClusky expects valiant assistance from George Guppy, manager of the wholesale branch of Seattle. The recent contest held in Portland under the management of Mrs. McClusky was one of the biggest things done in the history of the Portland schools and it has been decided by the school board to make the music memory contest an annual affair, so valuable are the results.

MICHIGAN TO CELEBRATE A STATE-WIDE MUSIC WEEK

Robert Lawrence, of the National Bureau for the Advancement of Music, Completing Plans Whereby Thirteen Cities in Michigan Will Hold Music Week Festivals Beginning October 16

All preliminary arrangements have been completed in the leading thirteen cities of Michigan for the first State-wide Music Week in the history of this or any other country, according to Robert Lawrence, of the advisory staff of the National Bureau for the Advancement of Music, of the Music Industries Chamber of Commerce, organizing director of the event, who returned to New York recently after an exhaustive preliminary survey of the field.

For four weeks Mr. Lawrence traveled over the State organizing activities for Music Week in the following cities: Detroit, Grand Rapids, Lansing, Saginaw, Highland Park, Bay City, Port Huron, Flint, Battle Creek, Kalamazoo, Jackson, Ann Arbor and Pontiac.

On August 28 Mr. Lawrence will return to Michigan with an assistant organizing director and three instructors to open an eight weeks' campaign of instruction for song leaders and otherwise prepare the State for the big Music Week, which will open October 16, with all

schools of the thirteen cities co-operating.

The assistant organizing director will be Miss Alice Pollock, secretary of the community center department of the public schools of the District of Columbia, who was secretary of the recent extraordinarily successful Music Week in Washington.

STEELE-RIKE PIANO CO. FORMED

NORFOLK, VA., Aug. 4. The Steele-Rike Piano Co. was formed here recently by Leon C. Steele and E. G. Rike. The new music house is an outgrowth of the Columbia Co., Inc., which was purchased by Mr. Steele in 1919. The two firms have been merged and a full line of re-producing, grand and upright pianos has been added to the talking machine supplies. The establishment has been equipped with piano display rooms designed to create the impression of home surroundings that will add much to the comfort of patrons.

The Needle of The Century

A Near Permanent Needle

A CACTUS NEEDLE THAT SELLS ITSELF

Produces clear, 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

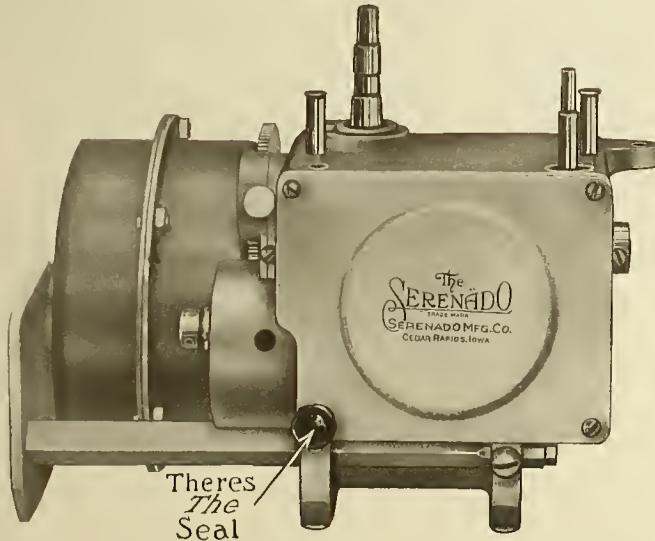
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4215 TERRACE ST.,
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The
SERENADO
TRADE MARK
 SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

A MOTOR WORTHY
 OF ITS GUARANTEE



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

Business Success Is Absolutely the Result of Human Activity and Endeavor :: By J. J. Rockwell

[The following paper by J. J. Rockwell, counselor, Reicke Ell & Co., was prepared for a meeting of the Victor dealers, held under the auspices of the National-Cannibal Music Co., Denver, entitled, "Are We Working or Waiting?" It is a constructive, helpful article, worthy of close study by readers of The World.—Editor.]

An eminent publisher used to say that one of the easiest things in the world is to "get unanimous consent to do nothing."

A lot of us seem to have an idea that business is some mysterious force that creates or destroys itself through some occult action of those things we call "conditions."

As a matter of fact, business is simply the result of human activity and endeavor and its volume increases or decreases chiefly because of the amount of human energy that is put into its creation. In other words, upon the amount of that time-honored and always effective fuel that we call "work."

I saw a sentence the other day which impressed me very strongly. It was this: "The reason most men do not accomplish more is because they do not attempt more."

I feel quite satisfied that the reason a great many of us are not selling more of our products is because we are not trying to sell more. We are drifting and waiting for some wonderful change in this mythical thing that we call "business conditions," as though these and not our own efforts were the controlling factor in our progress.

This whole situation reminds me of a personal experience some ten or twelve years ago. I called on a large manufacturer in a certain line of business and set before him certain facts and data with regard to the great and rapid progress of his chief competitor as compared with the progress of his own concern.

This manufacturer told me that all I said was true, and I asked him how he accounted for the fact that his competitor had forged ahead so rapidly as compared with his own relatively slow progress.

He said, "Why, my competitor is using advertising in a big way and spending a lot of money on it."

I said, "Is there any law preventing you from pursuing essentially the same policy?"

He said, "No; we are going to do it, but I am waiting for certain changes to be effected with regard to our manufacturing facilities."

I howed, took my hat and left with the resolve that I would bother the gentleman no more, because I fully realized that if, as he himself had stated, he saw that his competitor was using a great force in his business which could be equally well turned to account in the first man's program, and the first man was finding excuses for not doing it, he never was going to do it—and I was right; he never has done it.

The tremendous changes and violent fluctuations which have occurred in business conditions within the past few years have dazed a great many of us and we are imagining difficulties in

"The Reason Most Men Do Not Accomplish More Is Because They Do Not Attempt More" Is Well Said

the way of steady business development that really do not exist.

A very keen observer of business and of the art of salesmanship once said: "One of the greatest stumbling blocks in the path of the average salesman is his voluntary black list—his idea of certain people with whom he is in touch and who ought to be his customers, but who he thinks he cannot sell to and therefore quits trying."

One of the ablest sales managers I have ever known used to make it a practice when he hired a new salesman to turn his green man loose on a list of prospective customers which, in that particular line of business, were known as "tough nuts." Nobody could sell them the particular commodity that this sales manager's concern had for sale.

As the green man grew in experience he developed his own leads for business and ignored the list of "tough nuts." But one day that con-

cern hired a new man and, as usual, the list of hard cases was given to him. Within a limited amount of time he came back with orders from a very respectable proportion of the entire list.

He did not know that these people were hard to sell, so he sold them.

He made his calls with confidence and enthusiasm and with a strong idea of the value of the commodity which he was offering, and it never occurred to him to think out reasons why these people he was selling on should not buy—he was thinking why they should buy and putting these reasons before them.

A great many business men, especially in retail lines (and we find this particularly true among Victor dealers) are pointing to the number of people out of work as one of the reasons why business is slow.

The best statistics available show that there are from three to five million wage earners out of work in this country, and the merchant points to this and says, "There you are—of course business is slow." Now, as a matter of fact, three to five million wage earners represent roundly one in eight or ten of all the wage earners of the country, so that at worst the purchasing power of the wage-earning body is decreased about 12½; and at best about 10 per cent.

In other words, there is from 88 to 90 per cent as much business as ever to go after, from this standpoint.

Now, it is perfectly true that we have a very different outlook on things when demand is 10 or 15 or 20 per cent over supply than we have when supply is 10 or 15 or 20 per cent over demand. But the big point is in just that—our viewpoint—our outlook—and it is what we think and do in either case that determines our progress very much more than the relatively slight change in the percentage of conditions.

There is plenty of business for those who go after it and keep after it. We may have to work and probably do have to work a little harder to get it, but working and getting it is a whole lot better than waiting for some magic change in conditions and not getting the business.

For several years, up to a period of a few months ago, the average Victor merchant, like the average merchant in any other line, was not worrying so much about how or where he was going to sell goods as he was about how or



DETERMINE



THE ECLIPSE MUSICAL CO.
Wholesale Only **Cleveland, Ohio**



Columbia Arterial Window Displays sell "Catalog Records"—all the good standard numbers from Children's Songs to Novelty Records, from favorite dances to old familiar melodies. Get one and watch it rejuvenate your catalog.

**Columbia Graphophone Co.
NEW YORK**

SUCCESS THE RESULT OF ENDEAVOR (Continued from page 31)

where he was trying to get goods, and under these conditions in a certain sense we lost somewhat the art of and the incentive for selling.

Today these conditions are decidedly changed. If we want business we have got to go after it, and if we go after it we'll get it.

The average merchant has probably not been very much concerned as to making any analysis of his selling efforts to determine where he was weak and could strengthen himself. He has not been making any particular effort to add new names to his list of prospectives that he could keep vigorously in touch with, either in person or by mail. With people coming in and calling for goods, he has not very greatly concerned himself with the better education of his clerks and his sales force—to teach them methods that would sell more goods to the same customers—he has not been watching for new plans, and new ideas, because he has not needed them for selling purposes.

That need is here. The merchant who wants business to-day in sufficient volume to make greater profits must work and study and analyze and search eagerly for new plans, new methods, new ideas of selling.

These things are all around him. He will find them both in expected and unexpected places, but he must be alert and on the jump not only to see them but to seize them and to put them to work.

If you feel that what I have so far said is of a more or less general character—merely obvious matters of fact—let us turn for a moment to the authority of cold statistics and actual figures. And permit me to quote as my parting thought for you from an article by Roger W. Babson, the eminent business statistician, an article published in the 100 Per Cent Magazine for June. These are definite figures and pertinent facts to which I think every one of us can afford to give serious and thoughtful consideration:

"The wheel has turned and we face a new set of conditions. You can sit and wait for it to turn again or you can adjust yourself to conditions as they are and do business—and make money just as several thousand other far-sighted business men are making it today.

"Statistics show that sales in our principal cities for January, February and March this year totaled \$103,998,812,000 as compared with \$125,536,797,000 for the same period of 1920. A decrease of 17 per cent, to be sure, but the point is this—over 103 billions, or 34 billions a month, were spent this year. Latest figures from my sales research department forecast 75 per cent of last year's business for the three Summer months this year.

"Some 30 billions will be spent each month and the man who goes after the order is the man who will get the business.

"What are you waiting for?"

MODEL SHOP LIKED IN NORTHWEST

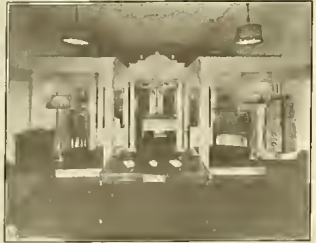
Dealers Greatly Interested in Model Shop Installed in Columbia Wholesale Quarters

MINNEAPOLIS, MINN., August 6. An innovation in dealer service has been introduced by the Columbia Graphophone Co. in the form of a Model Shop, installed complete in the Columbia wholesale headquarters at 18 North Third street, this city. T. W. North, Dealer Service supervisor of the local branch, makes his headquarters in the Model Shop and is rendering splendid service to Columbia dealers along practical lines.

The Model Grafonola Shop is a full-sized store—in fact, larger than a great many departments which are established in this territory. It is beautifully decorated and lighted in conformity with the very latest and best ideas. Hearing rooms have been installed, and raised display platforms are provided for the display of Grafonolas. Each platform is lighted by overhead reflectors, thereby setting the instruments off to the very best advantage. An ornamental cornice

is built around the display corners and arched across the aisle between the hearing rooms, giving a most pleasing appearance to the whole installation. Standard record racks and wrapping counters are installed to bring to the attention of the dealers the most efficient and economical method of handling their record stock and wrapping up the purchases when they have been completed.

The Model Shop represents the concentrated ideas and experiences of thousands of Columbia



View of Columbia Model Shop

dealers, located throughout the United States and Canada, combined with the experience of the Columbia Graphophone Co. in merchandising Grafonolas and records. Every part of the equipment of this shop has proved, in actual operation in retail departments, to be practical and economical and productive of increased sales.

Every article of dealer service which is issued by this company is thoroughly tested and tried out in the Model Shop before being passed on to the dealer, as the Columbia Co. practices what it preaches and backs up the material which is issued from time to time by using it in its own stores first throughout the country. This has proved of great value.

MASTER WAX

BUSINESS BLANKS

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.

The Wax and Novelty Company

67-69 Paris Street, Newark, N. J.

F. W. MATTHEWS, Prop.

Telephone Mulberry 1176

ADVERTISING AND THE VICTOR

Ralph L. Freeman Shows How Constructive Publicity Has Helped the Victor Products to Attain and Maintain Their High Place

Under the heading of "What Advertising Has Done to Make 1921 Victor's Best Year," appeared in a recent issue of *Printers' Ink* an interview by Roland Cole (a member of that publication's editorial staff) with Ralph L. Freeman, director of distribution of the Victor Talking Machine Co. This article is one of the most interesting and informative that have appeared in *Printers' Ink* in recent years and has attracted wide attention throughout the country.

In this article Mr. Freeman states that the present satisfactory condition of Victor business is due in a large measure to the conservative policy of the company, its knowledge of the field and the quality of its product. He states that sales for the first five months of 1921 were considerably greater than any corresponding period in Victor history and that the advertising appropriation for 1921 is far in excess of that for 1920, which was the largest advertising year for the company.

Mr. Freeman gives a brief résumé of the important part which the Victor Talking Machine Co. played in the world war, emphasizing the fact that when the armistice was signed in November, 1918, the output of Victor talking machines was only about 12 per cent of the customary peacetime production. In 1919 the company was able to obtain releases from Government contracts and by October of that year the Victor Co. had succeeded in bringing its production of talking machines up to a normal pre-war volume, so that the sales totals for 1919 were in excess of those for 1917. The sales during 1920 continued to increase and the total for that year showed an increase of approximately 40 per cent over the sales for 1919.

At the present time the Victor factory is working a full forty-eight-hour week. Although the number of employes has been reduced about 20 per cent during the past six months Mr. Freeman states that this has been due to the return of many skilled workmen, who left the company during the war period for other work.

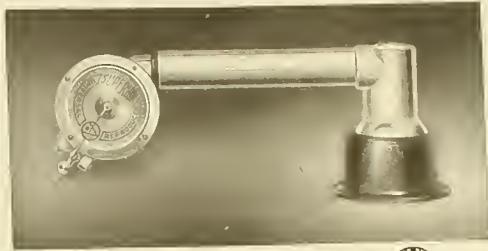
In this article Mr. Cole pays a well-deserved tribute to Victor advertising, pointing out the individual characteristics of Victor publicity and expressing the opinion that the logic of the Victor advertising policy is inescapable.

One interesting paragraph contains the following comment by Mr. Freeman, which is indicative of Victor strength and prestige: "Conditions among our distributors and dealers are particularly gratifying. Stocks of cabinets and records are low. We have not had the problem of unusual credit demands to deal with. Our inventory on finished instruments and records comprises only the last few days' output, now in process of being shipped. Our cash on hand has increased by \$2,500,000 since January."

PATHE PHONOGRAPH MOVIE

Latest Sales Help for Dealers "Put Across" the Pathé Story Effectively

A Pathé movie is the latest sales help made available for Pathé dealers. The film is forty feet long and as a co-partner to Pathé movie slides promises to "put across" the Pathé story in a very effective way. It starts showing a living room, with father, mother and little child sitting near a No. 17 Pathé phonograph. The lady rises and puts on a record and returns to her seat. Out of the grille come flying notes that go to the top of the screen and break into letters to form the wording, "The Pathé Plays All Makes of Records." The Pathé rooster comes on the screen, goes to the phonograph and jumps on it, flaps his wings and crows, and out of the crow come flying letters forming the reading, "Play Pathé Records With Scaphire Ball." The film is supplied to Pathé dealers by Wright & Wilhelm Co., Pathé distributor, at Tenth and Jackson streets, Omaha, Neb.



Scottford Tonearm and Superior Reproducer

Illustrating STYLE 2 FINISH
A combination of Japanese and Plated Parts
Sample Priced, \$7.75 Nickel—\$10.00 Gold
Quantity Prices on Application



Superior Reproducing Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

WILBUR TEMPLIN FORMAL OPENING

**Great Send-off for New Store in Mishawaka—
Branch of Templin Store in Elkhart**

MISHAWAKA, Ind., July 29.—The new Wilbur Templin music store, 117 Lincoln Way East, was formally opened last Saturday with an elaborate musical program, attended by close to 3,000 people. The store is a branch of the Templin Music Co., of Elkhart, Ind., and is under the management of P. B. Lynch, who is assisted by E. D. Duke, salesman; Miss Beecher, pianist, and Mrs. Walter Jieffer, saleswoman.

A number of employes from the Elkhart store assisted in receiving the guests. Each guest was given a favor in the shape of a rose. Those who contributed to the musical program were Dick Lucke, of Elkhart, xylophone; Miss Eileen Webster, soprano soloist; Miss Hildred Ehm,

piano accompanist, and Miss Esther Templin, violin soloist. Mrs. Margaret Corcoran presided at the piano.

The Templin store has been established in Mishawaka about two years. The firm handles fifteen lines of pianos as well as various makes of talking machines and other musical instruments. It previously occupied part of a building at 134 Lincoln Way, East.

MAKE FIRST SALE TO YOURSELF

If you are a salesman the first thing you must do is to sell your own goods to yourself. You do not convince other people unless you are in earnest. Salesmanship requires sincerity. If you really think that the price of your own goods is too high you will not do very well as a salesman. We can seldom make anyone else believe a thing unless we believe it ourselves.



PERIOD MODELS

Queen Anne and Louis XVI
A High Grade Phonograph and Library Table Combined

Two-thirds of top is stationary. No need to move anything when playing phonograph. Fully equipped to play all disc records. Your satisfaction guaranteed. Large percentage of recorders and cates satisfied dealers. Write for Prices and Discounts.

**Immediate
Delivery in
Mahogany
Burl Walnut
Golden Oak**



No. 2207 Patent applied for. To retail at \$250
Special discount to dealers.

48" long, 28" wide, 31" high. Finished all around
Oak, Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

Pacific Coast Representative—J. W. ROE, 1711 E. Harrison St., Seattle, Wash.

SEES NO SIGN OF BUYERS' STRIKE

Sales Manager Lusk, of Sereñado Mfg. Co., Points Out Fallacy of Popular Theory—Emphasizes Logic by Pertinent Comparisons

"We hear a good deal about a buyers' strike, no money and poor business conditions in general," says M. E. Lusk, sales manager of the Sereñado Mfg. Co., Cedar Rapids, Ia. "Is that complaint warranted? Is there no way over, under, round or through? The thing that I can't understand is if conditions are as bad as some people say they are, why do others smile and continue to put money in the bank?"

"We have a letter this morning from one of our small dealers in the State of Texas, Mrs. E. M. Rector, located in a town too small to have a post office, right in the middle of the cattle section, which is supposed to be hard hit, and where others are talking about everybody going bankrupt. Mrs. Rector orders about a thousand dollars' worth of machines, and tells us to rush the shipment, as they were all sold out."

"Mrs. Rector is not complaining. She spends her energy doing business and she is doing it out of all proportion to what any of us have a right to expect. And yet a big, strong business man bemoans his fate and conditions in general when, if he would just do a little sweating of his brain and body, he could, to a large extent, make his own conditions."

"Conditions are not going to get normal, if by that we mean that business will come at high prices without hard work on our part. But isn't the normal condition one of hard work? Isn't the normal reward going to those who do that work?"

"There are salesmen on the road, and salesmen in the stores, who have never known 'normal' conditions when merchandise must be sold, not just offered for sale, and those who are accommodating themselves to the more nearly normal conditions which exist now, instead of talking hard times, will be on the top of the heap when the shakedown is complete."

ANNOUNCING ENLARGED QUARTERS —

More space will enable us to give maximum service—central location will prove of great convenience to our many out-of-town friends.

A large line of samples displayed—quantity inquiries from manufacturers and wholesalers everywhere solicited.

Our direct factory connections permit attractive quotations on any item of phonographic interest

D. R. DOCTOROW

Tel. Vanderbilt 5462

VANDEBILT AVENUE BUILDING

opp. Grand Central Terminal
51 E. 42nd STREET, NEW YORK CITY

"I went fishing the other morning, at the proverbial early hour, in order to be there at good biting time, and so as to get back when the business day began. There were two men with me and I could not help but observe the difference in tactics and results. We did not know the lake—had never fished there before, but thought there might be some bass to be had and decided to try it out.

"The first cast brought a 'strike' and a nice bass. Also the second, and then the difference between tactics became noticeable. The one man got excited, began to cast fast and furiously, so that pretty soon his line was in a tree thirty feet in the air. Then, when he had secured it, he began to still fish, and from that time on just sat there and watched his cork.

"But the other man went calmly on, casting first in this hole, then in another, but always consistently working, continually striving to accomplish the thing he set out to do, and he caught fish.

"We have all of us heard about spitting on our bait, and we have probably all done it as kids, until we came to realize that it didn't add one bit to the bait appeal; but there is this psychological fact that when a man is nervous and high string saliva does not flow and he cannot spit. So be sure to spit on the bait! really means take it easy—don't get excited.

"If we would all of us keep ourselves in that

psychological condition which will enable us to spit on the bait and calmly, persistently go after the thing we want to accomplish, instead of getting ourselves all excited and nervous and tired out, so that all we can do is to sit and watch our cork, business will come in sufficient volume to be mighty appealing to all of us."

SECURES PRACTICAL POINTERS

R. H. Baker, of Little Rock, Visits Pathé Plant and Laboratories and Equips Himself for His Managerial Duties

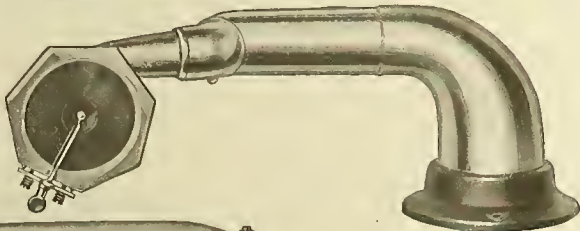
Robert H. Baker, new Pathé manager of Fones Bros. Hardware Co., Pathé distributor at Little Rock, Ark., recently spent several weeks at Pathé headquarters in Brooklyn. Mr. Baker's plan is to become thoroughly acquainted with every feature of Pathé manufacturing and merchandising so that he can take up the duties of his new position fortified for any eventuality.

It is expected that the information and enthusiasm which Mr. Baker is accumulating will do much to boom Pathé business in his section of the country. He also spent several hours at the Pathé recording rooms, 18 East Forty-second street, New York City, where Samuel's Music Masters were at the time playing one of the forthcoming Pathé hits, and was impressed by the efficient operation of the organization.

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"



The Empire Universal
Pivot Base Tone Arm
and Reproducer

Made in Several Lengths.



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 PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Two More Great Artists

now record

Exclusively for Brunswick

Florence Easton



In some respects the most unique artiste appearing at the Metropolitan Opera House of New York. Critics declare her one of the "operatic aristocrats" of today. Her versatility is as remarkable as the resources of her glorious voice. After a noteworthy career abroad, Miss Easton has become recognized in America as a soprano equally effective in concert as she is in grand opera.

For her introductory record she selected Bach-Gounod's "Ave Maria," which gives her at her highest artistic moments and reveals new accomplishments in recording. The violin obligato is played by Mr. Max Rosen.

Giuseppe Danise

His was a name to conjure with in Europe long before he came to New York as Premier Baritone of the Metropolitan Opera Company. He made his American debut last November with such supreme success that no less conservative and exacting a critic than Henry T. Finck, of the New York Evening Post, congratulated him in print on having a voice that "is not only sonorous, virile, vibrant and appealing, but a use of it which avoids all operatic claptrap."

Signor Danise chose the great aria "Di Provenza il mar" from Verdi's "La Traviata" for his first Brunswick record, and it gives a striking example of the art which has given him fame and fortune on the operatic and concert stage.



THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 623-633 So. Wabash Ave., Chicago

Branch Houses in Principal Cities of United States, Mexico and Canada

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.,
Ja La Calle de Capuchinas No. 25,
Mexico City, Mexico

Brunswick

PHONOGRAPHS AND RECORDS



McMENIMEN'S PLANS FOR FUTURE

Well-known Talking Machine Man Opens Offices as Consulting Engineer—Well Qualified to Cooperate With Manufacturers in Industry

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., Brooklyn, N. Y., for the past six years, resigned from the com-



H. N. McMenimen

pany's service a few weeks ago and opened offices as a consulting engineer at 2 Rector street, New York. Mr. McMenimen will maintain a modern and thoroughly up-to-date laboratory at his estate in Scotch Plains, N. J., which he has owned for the past three years. As a consulting engineer Mr. McMenimen will concentrate his activities on every phase of the talking machine industry, including recording, plating and

pressing; motor, tone arm and reproducer design; patent and model development and sales promotion and advertising plans.

Mr. McMenimen is one of the best-known members of the talking machine trade, having been associated with the industry for twenty-eight years. His first position was that of an experimenter with the National Gramophone Corp., which subsequently became the Victor Talking Machine Co. He later manufactured the Missie Master horn, attaining phenomenal success in the production of this device. Mr. McMenimen was associated with Thos. A. Edison, Inc., for a number of years, and for six years was managing director of the Pathé Frères Phonograph Co.

During his twenty-eight years' experience in the talking machine field Mr. McMenimen has acquired an intimate knowledge of every phase of the industry, which should enable him to give invaluable assistance and advice to talking machine and record manufacturers. He has devoted many years to the study of acoustics, and his familiarity with the technical end of the business is equaled by very few members of the trade. In recent years Mr. McMenimen paid considerable attention to the development of sales promotion and advertising plans, and his activities for the Pathé Frères Phonograph Co. gained for him the esteem and friendship of talking machine men from coast to coast.

N. F. MILNOR VISITS NEW YORK

N. F. Milnor, formerly manager of the San Francisco branch of the Columbia Graphophone Co., and for a number of years sales manager of the Dictaphone division, arrived in New York recently after making a tour of the world. Mr. Milnor, who was accompanied by Mrs. Milnor on this tour, visited some of his many friends in the trade and then left for San Francisco, where his home is located.

If you let your business become the football of circumstances beware of hard times.

SONORA PRICES REDUCED

Material Reductions Announced by the Sonora Phonograph Co.—Upright and Period Models Reduced—The Buying Public Being Advised

The Sonora Phonograph Co. announced recently a reduction in the prices of Sonora phonographs. Considerable publicity was used in all of the leading newspapers advising the public of this reduction in price, and Sonora jobbers and dealers throughout the country are enthusiastic as to the sales value of this important move at this time.

In its announcement the Sonora Phonograph Co. stated that it was reducing its prices in view of the lower cost of raw material and the reduced cost of labor. The average reduction is in the neighborhood of 30 per cent, and the new prices of the standard Sonora models are as follows: Portable, \$50; Melody, \$60; Baby Grand, \$200; Elite, \$265; Grand, \$325, and Invincible, \$350.

Material reductions have also been made in the prices of the Sonora period models, and some of the more popular models in the period line have been reduced sufficiently to place them as leaders in the sales campaign of Sonora dealers.

L. L. SPENCER BACK AT HIS DESK

Lloyd L. Spencer, sales manager of the Silas E. Pearsall Co., New York, Victor wholesaler, returned recently from a Western trip which included a visit to Kansas City, Mo., Chicago, Ill., and Rushville, Ill. At the latter city Mr. Spencer spent a few days with his grandparents, taking a well-deserved rest after his indefatigable activities incidental to the jobbers' convention held at Colorado Springs. As a member of the arrangement committee Mr. Spencer was in charge of the railroad accommodations, and the remarkable success of his work was reflected in the enthusiastic approval voiced by every jobber who visited the convention. He won his spurs as a railroad man.

Not Hits — Record Winners

The Norfolk Jazz Quartette



The Norfolk Jazz Quartette is only one instance of the splendid force that is back of Okeh Records. This negro quartette doesn't represent ordinary negro jazz music. It is greater than that. It is an appeal to the white people to revive negro minstrelsy. It is the old-fashioned folk music of this country. And they are responding. They are buying eight to one of an average popular hit. These are records worth selling. They are interesting to the buyer as well as entertaining.

Sterling Roll & Record Co.

BIG DISTRIBUTORS OF

Okeh Records

Pittsburgh, Pa., 434—4th Avenue

Cincinnati, Ohio, 137 West 4th Street



CRITONA RECORDS

FIFTY CENTS EACH RETAIL

ADJUSTING THE PRODUCT TO MEET THE
NEEDS OF AN INDUSTRY

THE PRODUCT

CRITONA RECORDS are of standard size and are designed and recorded under an entirely new system of recording to meet the needs of the trade for records of highest quality.

CRITONA ACHIEVEMENT

- 1—Fidelity of Reproduction.
- 2—Full Value of Overtones.
- 3—Natural Volume of Sound.
- 4—Correct Balance between Voice and Orchestra.
- 5—No Blasts.
- 6—Elimination of all "Metallic" and "Tubby" tones in Orchestration and Voice.
- 7—Surface Noises reduced to minimum.

THE PRICE

CRITONA RECORDS retail at Fifty Cents each, and meet at this price the great need of the trade.

YOUR OPPORTUNITY

The demand for a ten-inch record of the highest quality to sell at the popular price of fifty cents per record presents a remarkable opportunity for a dealer in each locality to put over a great selling campaign.

ACTION

Send us shipping instructions and we will forward you immediately a sample line of twelve records covering complete examples of all types of CRITONA recording. Full and complete information upon request.

CRITERION RECORDS, Inc.

1227 Broadway

New York City

The Importance of Keeping the Customer Interested Until His Demands Are Satisfied

One of the fundamentals of good salesmanship is the rule of keeping the customer interested in the store until such time as the salesman is in a position to give the proper attention to the customer's wants. There is nothing more exasperating than to walk into even the busy store and be expected to stand around from five to ten minutes before receiving at least some attention from the salesperson.

Anyone who during the past few years has been successful in accumulating sufficient wealth to warrant the purchase of a good pair of shoes may, perhaps, have taken a leaf from the book of the shoe salesman. No matter how busy things may be in the shoe store the customer hardly gets in the door before he is ushered to a seat, the shoe removed and inquiries made as to the particular style of footwear he favors. It looks like simple courtesy, but it's really good business, for the customer feels he is getting attention, and with his shoe actually off will wait a considerable time without becoming impatient, and only as a last resort will he put his shoe on again himself and walk out.

The same plan can be, and for that matter has been, worked in the talking machine store, providing there is still left one machine not in actual use. The salesman can find time to

put a record on the machine and leave two or three other records with the customer for inspection and trial until such time as he can give personal attention to the customer's wants. The customer can be kept in good humor and

It is a Fundamental of Good Salesmanship to Hold a Customer's Interest Until His Wants Receive Attention

be made to feel that he is receiving attention, even under difficulties.

It is very rare, indeed, to find a customer demanding such constant attention that the salesman cannot find a second or two to receive properly the latest entrant into the store. As a

matter of fact, the average talking machine owner would much prefer to judge the quality of the record at leisure and without having his salesman inject his opinion at every few bars.

Meeting the new customer at once has other advantages, for it sometimes happens that the newcomer is in search of some accessory or some particular type of machine or record that the house does not carry and at the same time makes it quite evident that he will not be sold any substitute. When such a situation arises it is much better to enable the visitor to go on his way at once than to have him stand around, help crowd up the store and discourage the passer-by who might perhaps enter if there were any prospect of quick service.

To the average customer it is just as desirable to have prompt service in the talking machine store as it is in the barber shop, and it is a very rare thing for a man to enter a barber-shop when he sees a half-dozen others waiting for attention. The talking machine dealer cannot be expected to yell "next" when he is finished with each customer, but he and his salesmen can arrange it so that the passer-by gets the impression that those inside are being waited on and will soon depart so as to make room for him.

ORIGINAL BERT WILLIAMS DISPLAY

MARION, IND., AUGUST 5.—The Butler Music Co., Columbia dealer in this city, recently introduced a unique and original window display that won



A Clever Window Display

considerable praise from the local newspapers. During Bert Williams week this enterprising dealer introduced an effective window display that featured this famous Columbia artist in a distinctive fashion. The unique use of the figure caused general comment, and the Bert Williams poster as a centerpiece in the window not only attracted attention but stimulated materially the sale of Bert Williams records.

While quality and price are among the most important elements in holding trade permanently, a poorly equipped sales force will do much to undermine trade. Needless errors, tricky methods, slow delivery, insolence, discourtesy and ignorance of goods will take business away from a store faster than low prices or high quality will bring it in.

COTTON FLOCKS
.. FOR ..
Record Manufacturing
THE PECKHAM MFG. CO., 239 South Street
NEWARK, N. J.

CONCERTS AS A SELLING MEDIUM

J. Anenberg, of Middletown, Tells of His Success in the Territory Which He Controls

J. Anenberg, who conducts the Pathé shop in Middletown, Conn., is an up-to-date merchant. In a recent letter addressed to the Pathé Frères Phonograph Co. he strongly advocates concerts and demonstrations as the ideal means for selling phonographs. He speaks from experience, as he has received excellent results from demonstrations which he has conducted in a large number of the smaller towns and cities around Middletown. Mr. Anenberg states that it is his custom to secure one of the concert halls and to well advertise the event beforehand through the medium of newspapers, billboards

and special personal invitations. In this respect he has made good use of the twenty-four sheet posters issued by the Pathé Co., to which he adds a special printed streamer at the bottom announcing the event. Demonstrations are given throughout the entire day and evening, with an hour's special program in both the afternoon and evening. Other programs are arranged for school children. Mr. Anenberg states that among the many advantages is that these demonstrations enable him and his staff to get personally acquainted with a large number of prospectives, who, in turn, get to know his shop and his sales staff by name.

It is often wise to start advertising when the other fellow quits. The wise dealer, or manufacturer, knows why.



BABY GRAND
DESIGN
PHONOGRAPH
PATENTED
MODEL E

The BABY GRAND DESIGN PHONOGRAPH

leads in Design, Style and Tone which adds beauty and dignity to the Home—and it is today the best constructed and best finished instrument made.

PATENTED and fully guaranteed.

Write for Catalog and Prices

KROLL & HOROWITZ FURNITURE CO., Inc.

Eastern Distributors

258 CANAL STREET

NEW YORK

Service



Consolidated Talking Machine Co.

— They Sell —

OKeh Records

The Service that satisfies

Ours is the service that helps you to readily meet all early requests for new records. There is no waiting for delayed and slow deliveries when Consolidated is serving you.

If you are considering an agency communicate with us. We shall be glad to give you advice and help. We can show you how to make an agency a producer of big profits. We are doing it every day and shall do it for you.

The Record that satisfies

The policy behind Okeh Records is making it the finer Record. The progressive policy is felt in the variety of feature selections issued monthly. Features that are "money-getters." The most celebrated, the most novel and the most popular hits are monthly released on Okeh Records.

The popular demands are studied and given careful consideration in the laboratory. As a result, Okeh is releasing today several distinctive types of music that give a dealer the opportunity to satisfy requests for unusual music. He is protected by these features being exclusively Okeh.

Artists who may be heard on Okeh

John McCormack, Frieda Hempel, Alessandro Bonci, Jan Kubelik, Emmy Destinn, Riccardo Stracciari, Hermann Jadowlker, Marina Campanari, Billy Jones, Mamie Smith, Sam Ash, Lewis James, Vaughn De Leath, Norfolk Jazz Quartette, and all popular orchestras.

OKeh Record Distributors

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

HAS AGGRESSIVE YANKEE SALESMANSHIP GONE TO SEED?

A Straight-from-the-shoulder Analysis of the Importance of Salesmanship as a Business-promoting Factor by Wm. Maxwell, Vice-president, Thos. A. Edison, Inc., in Printers' Ink Monthly

During the past five years the sales sense of the nation has gone to sleep. Our national indifference toward our foreign trade, hostility toward efficient business methods manifested by numerous legislators, the reliance of portions of the public on half-baked schemes of buying and selling—all are symptoms of our decadence as salesmen.

During the next twenty years, at least, salesmanship is going to be the most important of all professions. The very salvation of the world depends upon better salesmanship, and the nation that serves best and sells best will be the most prosperous in this new world.

If we are to be that nation we must begin at the bottom, and it is up to us as individuals.

We can't pass the buck. Even though Congress and the executive offices of the Government were filled with experienced sales managers they could not accomplish a great deal unless the general public developed a higher degree of sales sense than it now seems to possess.

Yankee salesmanship used to be on a par with Yankee inventiveness. Too much Government in business, the ease with which merchandise sold itself during the inflation period and numerous other causes seem largely to have robbed us, as a people, of our sales instinct, and to have obscured in the public's mind the importance of salesmanship to our national prosperity and the well-being of the world.

Unless the big-scale production of our factories is sold somewhere, by somebody, neither will labor get its wages nor capital its reward and we will slip back into some other less satisfactory system of civilization. And the individuals who should be developing the better sales sense are proving deficient.

Most of the sales managers and salesmen who received the bulk of their training during the past five years have a great deal to learn and

perhaps even more to unlearn. If I were hiring a sales manager or salesman to-day I should pay very little attention to his achievements from 1916 to the Spring of 1920. If I were looking for a sales manager, merchandising manager or an advertising manager I should try to get a man whose experience began prior to 1907.

The so-called buyers' strike has been greatly prolonged by inexperienced and unskilled salesmanship, first on the part of manufacturers and jobbers and later by stupid retail merchandising. It would be a fine thing for the country if the principles of salesmanship and merchandising could be effectively taught in the high schools and colleges. It is easy to teach merchandising to a man or woman who understands salesmanship, but it is very difficult to teach real salesmanship.

One of the chief difficulties is encountered in the individual's resentment of the high personal criticism and minute direction to which he must submit if he is to be thoroughly trained. If a salesman would accept instruction and constant rehearsal with the same good grace that the traditions of the stage require from the actor it would be comparatively easy to develop any intelligent person into a good salesman.

I am interested directly and indirectly in about 25,000 salesmen. I am trying to take my own medicine and develop sales sense in this, my particular cross section of the American public, by organizing and operating what is virtually a traveling school of salesmanship. This year I expect to meet 5,000 of these salesmen.

[Reference is then made to the four-act comedy with a cast of professional actors, which was the principal feature of the recent Edison Caravan Convention, held in New York, Chicago, New Orleans and Vancouver, and which depicted more or less humorously some of the difficulties which attend the teachings and prin-

ciples of salesmanship. Through this play it was hoped to overcome, to some extent, the prejudices which so many salesmen entertain against any form of instruction, and it is this very prejudice which keeps so many of them from developing a general sales sense.—Ed.] The article then continues as follows:

Every manufacturer this year should try to make his sales convention a clearing house of real ideas, a place of new enthusiasms and broader vision—but, above all, a place where a better sales sense may be born in the individual salesman.

For unless we who are supposed to know salesmanship do our utmost to develop this sense among our own associates we cannot expect to see it grow without cultivation or effort.

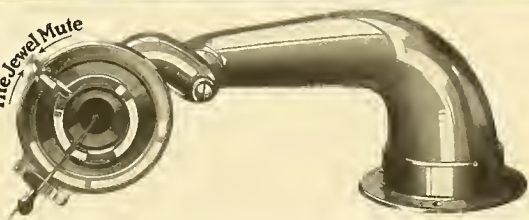
The years of 1921-1941 are the biggest potential years in the history of the world—they aren't over yet. And during these years salesmanship will be the most important profession in the world. Without it initiative, invention and civilization will go to seed. With it will be brought about a closer understanding between the peoples of the world, a higher standard of living for every individual and a period in which the arts and sciences will develop and life itself be made more livable.

INSTALL NEW RECORD CARD SYSTEM

PORTLAND, ORE., AUGUST 2.—The new Vocalion period model 1627 has won a great deal of favor in the Meier & Frank talking machine department in this city. Manager D. C. Peyton has just installed a new card system for the stock of Victor, Columbia, Vocalion and Edison records handled. Buttons are being used to indicate surplus stock, and ordering is being done by card only, which insures greater accuracy and thoroughness. A flag system is being used to indicate the different stars which will enable the salesman at a glance to find the Caruso and other noted artists without referring to a catalog.

The father of success is work; the mother ambition, and the son common sense.

The Jewel Mute



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

KNOWN 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 thumb screw 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

The Dealer Who Sells Sonora Phonographs Gets Sonora Service

He gets the most whole-hearted co-operation of the entire Sonora organization. Every representative throughout the country should associate the Sonora name with "SONORA SERVICE."

There is nothing "impersonal" about the "SONORA SERVICE." Your problems are Sonora problems and will promptly receive the most careful consideration. "SONORA SERVICE" will help you with your problems to "get business." Store window display, general advertising or any other problems that are peculiar to your business.

This is the first of a series of talks about "SONORA SERVICE." We will take up in detail in future announcements the extensive service organization that is placed at your disposal.

The "SONORA SERVICE" is a purely personal service that will co-operate with any dealer at any time.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Prices Revised!

The Sonora Phonograph Company announces a new schedule of prices on most models of Sonora Phonographs and accessories.

The recent decline in manufacturing costs has enabled us to offer these reductions.

This has been done in order that the trade and the public may participate in the recent lowered cost of production.

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.

Sonora Distributing Co. of Texas,

Dallas, Texas.
Western part of Texas.

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.

The Magnavox Co.,
616 Mission St., San Francisco, Cal.

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

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.
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.

Strevel-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.

Greater City Phonograph Co., Inc.

311 Sixth Avenue, New York
All of New York City except that lying east of Broadway, Brooklyn; counties of Westchester, Putnam and Dutchess, south of Poughkeepsie and all Hudson River towns and cities on the west bank of the river, south of Highland.

Long Island Phonograph Co.

461 1/2 Fulton St., Jamaica, N. Y.
All of Long Island and Brooklyn, north of Broadway.





Prince's Dance Orchestra keeps up the pace with two more sure-fire twelve-inch waltzes. "Peggy O'Neil" and "The Last Waltz" are just the music dance lovers are looking for. Make sure that they'll find it in your store. Order today. A-6188.

Columbia Graphophone Co.
NEW YORK

AN ACTIVE BUNCH OF DEALERS IN DENVER TERRITORY

Trip Through Colorado, Nebraska, South Dakota and Northern Wyoming Gives Convincing Evidence That the Talking Machine Dealers in These States Are Going After Business

DENVER, Colo., August 3.—The great event of the month in this city was the large assemblage of dealers who attended the convention held under the auspices of the Knight-Campbell Music Co., Victor wholesaler, which was attended by prominent Victor officials who had just been in session at the jobbers' convention in Colorado Springs. The account of the meeting will be found in a separate story in another part of The World.

Despite rather unfavorable trade conditions Klein & Morgau, Victor dealers at Kimball, Neb., are keeping their sales up to a satisfactory mark. Mrs. E. F. Klein is in charge of the talking machine department.

Under the management of F. A. Barger the A. Hospe Co. store, at Scottsbluff, Neb., is doing a flourishing business. This concern employs five outside salesmen and uses advertising of all descriptions consistently. Mr. Barger recently succeeded A. E. Chiles as manager of the store. It is understood the latter has been made manager of the piano department of the Hospe store in Omaha.

Harry Thiele, a new Victor dealer at Alliance, Neb., is planning a number of improvements to his store, including booths and a modern display room. Ably assisting Mr. Thiele is H. L. Sims.

Aggressive sales methods employed by Beans & Lindeman, Victor dealers at Crawford, Neb., are bearing fruit abundantly. Manager Lindeman reports business as good.

E. L. Thompson, manager of the Compton Drug Co., Victor dealer at Chadron, Neb., reports big sales of Red Seal records. A considerable portion of the demand for these high-class records comes from the faculty and students of a State normal school, located in Chadron.

At this season of the year Sam Christensen, veteran Victor dealer in Hot Springs, S. D., enjoys a rushing business, due to the presence of numerous tourists in Hot Springs, which is a famous health resort in the Black Hills.

With the great Homestake Mine at Lead, S. D., working full time, the two Victor dealers at that point, the Thorpe Piano Co. and the Hearst Mercantile Co., are enjoying a good run of business. Many employees of the mine who left during the war have returned to Lead, and the town shows every sign of prosperity. Elmer Thorpe is the aggressive talking machine department manager of the Thorpe Piano Co., and N. C. Bell heads the talking machine department of the Hearst Mercantile Co.

Victor dealers who have not allowed business depression to discourage them or stop their sales

are W. B. Lown & Sons, of Spearfish, S. D. W. E. Lown, manager of the talking machine department, believes in advertising, and has proved that it pays.

Nick Nelson, manager of the talking machine department of the A. L. Cummings Music Co., of Sheridan, Wyo., finds that outside work and advertising space in newspapers are the most satisfactory means for increasing his sales of Victrolas and Victor records. Mrs. Nelson is associated with her husband in the department, having charge of records.

When W. C. Ball, of the W. C. Ball Furniture Co., Red Lodge, Mont., hears of a Victrola prospect he does not wait for the would-be customer to come into his store, but goes directly to the prospect's home. This method has been instrumental in making a number of sales that otherwise probably would have been impossible to make.

Tourists en route to Yellowstone Park swell the Summer business of O. F. Koenig, proprietor of the Postoffice Store in Cody, Wyo., who has sold the Victor line for a number of years. Mr. Koenig has erected signs along the roads leading into Cody, reminding automobile tourists that in his store they can purchase the latest Victor records, as well as portable Victrolas, to make their stay in the famous National Park more enjoyable. The results obtained from these signs have been very gratifying. Mr. Koenig recently distinguished himself by catching a twenty-pound trout with light tackle in a mountain stream near Cody.

The Powell Drug & Jewelry Co., under the management of T. A. Hoops, is placing the Victor line on the map in and around Powell, Wyo., by means of an aggressive advertising campaign.

The ranks of Victor dealers in northern Wyoming have been strengthened by the addition of The Fisk Pharmacy, which a few weeks ago received its initial shipment. This concern plans a modern department, including booths and other up-to-date equipment. Walter Fisk, head of the concern, and H. C. Scarborough are in charge of the Victrola department.

One of the most attractive Victrola shops in the West is to be seen at Thermopolis, Wyo., in the music and jewelry store of H. E. Rothrock. Everything about the shop is modern, as are the methods of the proprietor. Mr. Rothrock, in his advertising, uses some unusual road signs, which draw a considerable amount of automobile tourist trade.

A recent report from G. E. Richter, head of the Richter Music Co., of Casper, Wyo., is to the effect that Summer Victrola business is highly satisfactory. This firm carries a large stock.

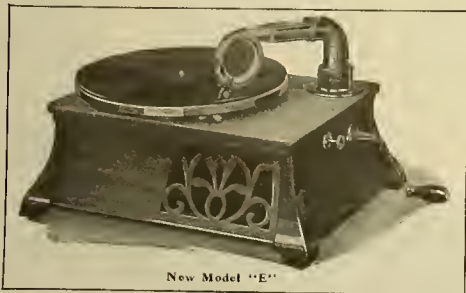
Two booths have been installed by Daniels & Rogers, Victor dealers at Douglas, Wyo., to care for their talking machine customers.

A balcony has been built by Dr. F. W. Huffman, proprietor of the Pioneer Pharmacy, Victor dealer at Wheatland, Wyo., for the talking machine department. Mrs. Huffman is in charge of the record stock.

Among the recently installed Victor dealers

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

is the Heidepriem Co., of Custer, S. D. Fred Heidepriem, who has charge of the talking machine department, plans to install booths and otherwise fit the store for the handling of Victrolas and records. The concern is carrying out a strong advertising campaign.

Everybody in Rapid City, S. D., is a booster, and the W. A. Polzin Furniture Co., Victor dealer at that point, is no exception. This firm issues a monthly talking machine house organ which has proved to be an admirable advertising medium. Mrs. W. A. Polzin is manager, assisted by James O'Grady.

Hard work is the recipe used by Dick Stone, Victor dealer at Gillette, Wyo., for obtaining Victrola business, and it has proved to be very effective. Mr. Stone's store is one of the most attractive and best equipped in the State.

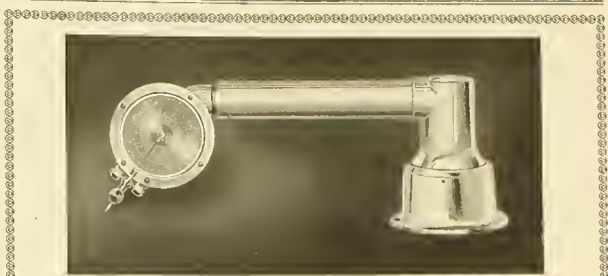
ATTRACTIVE SUMMER WINDOW

Goldsmith's Music Store Co. Prepares Effective Summer Display—Features Victrolas IV and VI

COLUMBUS, O., August 6.—Goldsmith's Music Store Co., of this city, Victor dealer, recently



Goldsmith's Cleverly Arranged Window prepared an artistic window display which was sufficiently original to give the company effective publicity in the Columbus Dispatch. This window, which is reproduced herewith, was featured for an entire week and attracted the attention of hundreds of passers-by.



Scottford Tonearm and Superior Reproducer

Illustrating STYLE 3 FINISH
All Parts Blated

Sample Prepaid, \$8.50 Nickel—\$11.00 Gold
Quantity Prices on Application



Superior Specialist for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

Several of the plants in the window were artificial, but the middle plant was a natural fern that showed up to splendid advantage. The wicker cabinet at the end contained a Victrola VI, and on the table was a Victrola VI and a Victrola IV was on the floor. The background was made of green Japanese rope, and the floor was covered with lake sand and pebbles. The window as a whole gave an excellent impression of an outdoor scene and suggested Summer Victrolas to the prospective purchasers.

George M. Cook, president of the Michigan Phonograph Co., Grand Rapids, Mich., accompanied by Mrs. Cook, recently made a short vacation trip to Belvidere, Ill. Mr. Cook reports a very satisfactory demand, considering the times, for Lauson phonographs, and expects a brisk demand for these instruments during the Fall and Winter seasons.

E. F. CARSON IS GENERAL MANAGER

Assumes Important Post With Granby Phonograph Corp.—O. F. Jester Joins Sales Force

NORFOLK, VA., August 6.—The Granby Phonograph Corp., of this city, has announced the appointment of Edward Fraser Carson as general manager. Mr. Carson was formerly manager of the copy and plan department of the Frederick McCurdy Smith Advertising Agency, of New York City. Previously he was general sales and advertising manager of the White Hickory Motor Corp., of Atlanta, Ga., also sales and advertising manager of the Acheson Graphite Co., of Niagara Falls, and advertising manager for the Pyrene Mfg. Co., of New York City. He will have charge of the advertising and sales department of the Granby Phonograph Corp.

J. G. Widener, president of Widener's, Inc., of Boston, spent several days recently at the office of the Granby Phonograph Corp. in this city. As reported recently, Widener's, Inc., is handling the Granby line in the many cities in which it is located. Mr. Widener also spent much of his time at the Granby factory at Newport News, Va.

E. C. Howard, director of sales of the Granby Phonograph Corp., left his cares behind him and started on July 19 for the first vacation that he has had for several years. Mr. Howard is an ardent follower of Izak Walton and will spend several weeks in the woods of Michigan with rod and line.

O. F. Jester, who for some years has been connected with the Philadelphia office of the Columbia Co., has resigned and accepted a position to represent the Granby phonograph in eastern Pennsylvania. His headquarters will be in Philadelphia.

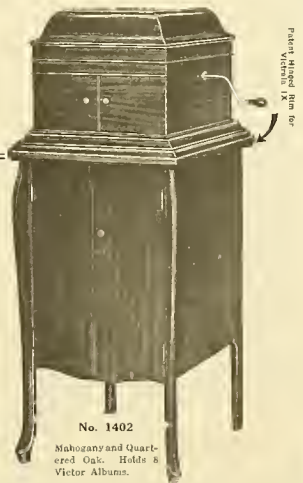
THE FIGURES TELL THE TALE

There are no such words as "Summer dullness" in the lexicon of Ormes, Inc., Victor wholesalers, New York City. Clarence L. Price, head of the Ormes organization, reports that its business for the month of July is not only greater than the months previous, but surpasses the business done during July, 1920. "We are pleased with these results," stated Mr. Price to a representative of The World, "for they prove false the idea that the Summer months must necessarily be dull. While the expected Fall business may not come with a rush, but may be gradual, I expect that the Victor dealer will find it a good and profitable season in every respect."

What you find in the mind of the man with whom you are doing business, or with whom you want to do business, depends a whole lot on what you have in your own mind when you are dealing with him. Your thought will beat your words in finding its way into his brain. Think right and then the sales will take care of themselves.

—this Record Cabinet goes to the dealers for the next thirty days for \$13.50.

THERE'S easy and extra profit for talking machine dealers in handling Udell Record Cabinets. Write us and let us tell you what the other dealers are doing.



Write today for the Udell Blue Book and other information

The UDELLWORKS

Indianapolis, 1255 West 28th Street

Emerson Records

Emerson Wholesale Distributors

Alexander Drug Co.
Oklahoma City, Okla.

Carpenter Paper Co.
Omaha, Nebr.

Collins Talking Machine Co.
418 N. Capitol Ave.
Indianapolis, Ind.

R. K. Currie & Co.
Detroit, Mich.

Emerson Phonograph Co.
206 Fifth Ave.
New York City

Emerson Philadelphia Co.
Philadelphia, Pa.

Emerson Phonograph Co.
315 So. Wabash Ave.
Chicago, Ill.

Emerson Ohio Co.
Columbus, O.

Heasig-Ellis Drug Co.
Memphis, Tenn.

Lansing Sales Co.
Eliot and Warrenton Sts.
Boston, Mass.

Marshall Wells Co.
Duluth, Minn.

Murmann Phonograph Co.
St. Louis, Mo.

Rountree Corporation
Richmond, Va.

Southern Drug Co.
Houston, Tex.

Southern Sonora Co.
Atlanta, Ga.

George W. Stolte Co.
Dallas, Tex.

Strvell-Paterson Hard-
ware Co.
Salt Lake City, Utah

Tri-State Sales Co.
Kansas City, Mo.

The complete September release including
Special Mid-Summer Timely Hits is
listed below:

September Emerson Releases

DANCE

10338	ALL BY MYSELF (Wm. Berlin). Fox-trot	The Great Lakes Orchestra
	I'M NODDYY'S BABY (Davis-Saety-Ager). Fox-trot	Planifallion Dance Orchestra
10444	AIN'T WE GOT FUN? (Richard A. Wallins). Fox-trot	Joseph Knecht's Wonder-Astoria Dance Orchestra
	(ILO Johnny S. Black). Fox-trot	Max Falls' Vanderbilt Orchestra
10395	MON HOMME (My Man) (Maurole Yvelin). Fox-trot	Billmore Hotel Orchestra
	JUST A LITTLE LOVE (Young-Osseen-Squiers). Fox-trot	Green Brothers' Novelty Band
10328	THE LAST WALTZ (Dear Strauss). Waltz	Billmore Hotel Orchestra
	OPEA ARMS (Wm. J. Lewis). Fox-trot	Joseph Sommut's Music Masters
10400	MY CHERRY BLOSSOM (Ted Snyder). Fox-trot	Little Club Orchestra
	WHERE? (Herald Robt). Fox-trot	Lanin's Roseland Orchestra
10412	STOLEN KISSES (Ted Snyder). Fox-trot, with vocal chorus by Arthur Fields	Little Club Orchestra
	I'M HIBBING YOU (Ware-Harding-Wilcox). Fox-trot	The Great Lakes Orchestra
10401	BIMI (Medley) (Conrad-Mogus-Bizemom-Evrt). Fox-trot	Merry Melody Men
	POOR ME (Hobby-Agers). Fox-trot	Merry Melody Men
10411	SALLY, WON'T YOU COME BACK? (Medley, from "Zigzag's Fallin'") (Slomow-Friml). Fox-trot	Lanin's Roseland Orchestra
	LEARN TO SMILE (Medley, from "The O'Brien Girl") (Louis A. Hirsch). Fox-trot	Bennie Krueger's Orchestra
10413	A BABY IN LOVE (From "The Last Waltz") (Goodman-Benatzky). Fox-trot	Billmore Hotel Orchestra
	EVERY NIGHT (Bibo-Natry). Fox-trot	Billmore Hotel Orchestra
	SWAHLE ROSE (George Gerzhwin). One-step	Van Eps Spinally Four
10415	JUST BECAUSE (Stevens-Frestal). Fox-trot	Van Eps Spinally Four
10402	IT MUST BE SOMEONE LIKE YOU (Frost-Bright-Darpy). Fox-trot	Lanin's Roseland Orchestra
	LISTENING (Joe Solman). Fox-trot	Green Brothers' Novelty Band

SONG HITS

	ANNA IN INDIANA (D. and E. Gorman-Rose). Comedy Song, Orchestra Accomp.	Eddie Conder
10392	OH! THEY'RE SUCH NICE PEOPLE (Brown-Welsh). Character Song, Orchestra Accomp.	Billy Jones
	WOLLY OH A TROLLEY (By Golly, With You) (Jerome-Schwartz). Comedy Song, Orchestra Accomp.	Fred Ellendor
10403	WHO'LL BE THE NEXT ONE (To Cry Over You?) (Johnny S. Black). Baritone Solo, Orchestra	Baritone Solo
	LOVE WILL FIND A WAY (Miller-Lylo-Sisto-Blake). Belled, Piano Accomp. by Eubie Blake	Sisto-Blake
10338	ORIENTAL DUES (Miller-Lylo-Sisto-Blake). Blues, Piano Accomp. by Eubie Blake	Sisto-Blake
10404	SUNNYSIDE SAL (Kendis-Drockman). Baritone Solo, Orchestra Accomp.	Arthur Fields
	ONE KISS (Surtmatt-Arabin-Wood). Tenor Solo, Orchestra Accomp.	Irving Kaufman
10418	AIN'T YOU COMING OUT, MELIHOUT (Sterling-Merna-Vin Titlow). Novelty Song, Orchestra Accomp.	Al Bernard-Ernest Haro
	DAISY DAYS (Bleustee-Cooke-Kahn). Baritone Solo, Orchestra Accomp.	Arthur Fields
10412	YOU MADE ME FORGET HOW TO CRY (Abrahams-Lewis-Yeans). Tenor Solo, Orchestra Accomp.	Vernie Dalhart
	I'M LOOKING FOR A BLUEDIRO (To Chase My Blues Away) (Morrill-Rich). "Blues" Novelty, Orchestra Accomp.	Al Bernard
10405	I WANT MY MAMMY (Luigi Brown). Tenor Solo, Orchestra Accomp.	Vernie Dalhart
	DON'T BE CROSS WITH ME (Van Alben-Gillogie). Tenor Duet, Orchestra Accomp.	Harrison-Clark
STANDARD, HAWAIIAN AND OPERATIC SELECTIONS		
10406	LA FLEUR QUE TU M'AVAIS JETEE (This Flower You Gave to Me) from "Carmen" (Georges Bizet). Tenor Solo in French, Orchestra Accomp.	Merton Brantill
	SALUT! GEMERE CHASTE ET PURE (All Hail! Thou Dwelling Pure and Lowly) from "Faust" (Gloria Bauer). Tenor Solo in French, Orchestra Accomp.	Merton Brantill
10400	MOLLY GRANNICAN (C. Villiers Standert). Tenor Solo, Orchestra Accomp.	Hugh Osawaan
	THE FOGGY DEW (Milligan-Fox). Tenor Solo, Orchestra Accomp.	Hugh Osawaan
10407	ANNIE LAURIE (Adam Dalbel). Male Quartet	Critteren Male Quartet
	SALLY IN OUR ALLEY (Carry-Smith). Male Quartet	Critteren Male Quartet
10409	SILVER THREADS AMONG THE GOLD (Restard-Banks). Tenor Solo, Violin, Piano and Cello Accomp.	Walter Vauphin
	WHEN YOU AND I WERE YOUNG, MAGGIE (Johnson-Butterfield). Tenor Solo, Violin, Piano and Cello Accomp.	Walter Vauphin
10410	KANERAMEHA MARCH. Hawaiian Guitars.	Ferre-Franzhal
	UA LIKE NO A LIKE. Hawaiian Guitars.	Ferre-Franzhal
10414	THE LAMP LIGHTERS (Medley). Medley of Irish Reels.	Samuelis-Bents
	LARD OF SWEET ERIN (Medley). Medley of Irish Reels.	Samuelis-Bents

Play EMERSON RECORDS on

THE Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

EMERSON PHONOGRAPH COMPANY, Inc.

IMPORTANT N. C. R. CHANGES

John H. Patterson Resigns as President of National Cash Register Co. and is Elected Chairman of Board of Directors—F. B. Patterson Elected President and J. H. Barringer Appointed General Manager of the Company

DAYTON, O., August 2.—Announcement has just been made of three important changes affecting leading executives of the National Cash Register Co. John H. Patterson has resigned as president and general manager of the company, but will continue actively in directing its affairs. As chairman of the board of directors he will advise the directors and help formulate the policies of the company. His son, Frederick B. Patterson, was elected to succeed him as president, while J. H. Barringer was made general manager.

John H. Patterson was head president of the National Cash Register Co. for thirty-seven years. He is regarded as one of the world's greatest business leaders. The institution he has built in Dayton is regarded as the world's model factory. He built it from a workshop of one room with two employes to an organization employing more than ten thousand men and women in all parts of the world.

Frederick B. Patterson is twenty-nine years old. His first work was on a farm. He attended school for two years in England, and has been connected with the N. C. R. for eleven years. He has been taught the principles of business by his father, learning the N. C. R. business from the ground up. He started in as a workman in the foundry. In the interests of the company he has visited all of its agencies, except Africa, Australia, India, Russia and Mexico. He was manager of the foreign department for two years, and until he entered the service of his country in 1917. In the late war he rose from a private in the ranks to a commission in the air service.

This change in the official family of the N. C. R. places more responsibility on F. B. Patterson. The N. C. R. business is one of the largest businesses in the world. There are many problems to be solved. He has stated time and again that the policies of his father are the ones which will govern him in all that he does. This means that the world situation will take much of his time and attention in an effort to help bring order out of chaos.

J. H. Barringer, the new general manager, was promoted from the ranks. He started with the company fourteen years ago, holding a minor position. He earned promotion very rapidly and in 1918 was made first vice-president and assistant general manager. Mr. Barringer is only thirty-eight years old. It is a remarkable tribute to his perseverance and ability that he has been chosen to manage one of the world's greatest industrial institutions.

MME. MATZENAUER MARRIED

Madame Margaret Matzenauer, distinguished prima donna contralto and Pathé artist, recently surprised her many friends and admirers through her unexpected and romantic marriage in Europe to Floyd Goltzbach, a prominent Western business man. Mme. Matzenauer was called to Europe through the serious sickness of her mother, and met on shipboard Mr. Goltzbach, whom she had known in the West. On the way over he showed her every attention in an effort to mollify her grief, and, on arriving, he threw his business engagements to the wind, escorting her to her destination. Her mother passed away a few hours before she reached home, but her anguish was assuaged by the devotion of her companion, and the wedding followed a few weeks later, thus ending this unusual and entirely interesting romance.

Miss Mary R. Mayer, chief catalog editor for the Brunswick Phonograph Co., has been spending the Summer on Byram Shore, near Portchester, N. Y. Miss Mayer is one of the youngest women employed in this sort of work.

THE HOUSE-TO-HOUSE CANVASS

This Method of Developing Business Discussed Interestingly—County Fairs Also Come in for Consideration as Sales Promoters

Almost an entire page in a recent issue of Pathé News is devoted to the subject of developing business through the medium of house-to-house canvass. A number of specific instances are reported that prove the great advantages that are accruing through this energetic method of developing business. The article is illustrated by a number of photographs which depict the efforts of dealers situated in far, widely separated points.

Much space is also devoted to the subject of county fair exhibits. These annual fairs have been used for exhibit purposes by Pathé dealers with exceptional results in the past, and Pathé News recommends that this excellent form of publicity be used even to a greater extent in the future. This article is also illustrated with photographs from last season showing the excellent

displays made by a number of Pathé dealers. Excellent sales and demonstrating ideas are presented. An announcement has been made of a handsome pocket mirror souvenir for distribution at county fairs and warehouses which is for sale by all Pathé distributors and which is produced by the Pathé Frères Phonograph Co. Attention is also called to the ten-foot Pathé muslin banner for use at the exhibits.

LHEVINNE'S TRIUMPHANT TOUR

Joseph Lhevinne, Pathé artist, recently returned from a triumphal tour through Mexico. Thirteen concerts were given, totaling in actual money \$13,846.90. The populace bombarded Mr. Lhevinne with flowers, and in one city carried him from the hall to his hotel. Mr. Lhevinne and David Bispham, also a contributor to the Pathé repertoire, are conducting master classes at the American Conservatory in Chicago.

To get workers on the high gear give them a word of cheer.

**Thousands of Dealers
have solved the problem of
children's records with
BUBBLE BOOKS
"that Sing"**

THERE is no phonograph record or a dozen of them on the market today that attract children as the three records in the Bubble Books do. Bubble Books enable the child to read, see and hear. Each book is beautifully illustrated by Rhoda Chase. The fairy story running through the entire series is vividly written by Ralph Mayhew and Burgess Johnson and the three records, equal in quality to any record on the American market, sing the songs in a clear, understandable way.

Selling one Bubble Book means a steady customer for the entire series. Invariably they come back for more.

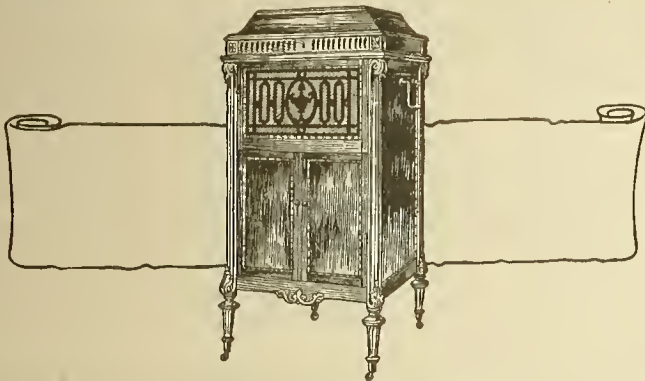
When You Sell One You Sell A Habit

Get your share of these sales by writing today for our 1921 proposition.

HARPER & BROTHERS
Bubble Book Division

130 WEST 42nd STREET

NEW YORK



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 rubber markings. Any chosen record fits 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.



Sell the dance records you have in stock by means of the Columbia Dance Record Aircraft Window Display. You'll see the power of suggestion powerfully demonstrated the moment you place it in your window.

**Columbia Graphophone Co.
NEW YORK**



ARE YOU READY FOR TALKING MACHINE MEN'S OUTING?

Annual Outing of the Association to Be Held on August 17 at Terra Marine Hotel, Huguenot Park, Staten Island—Program Provides Entertainment for Entire Day

A last-minute call has been sent forth by the arrangements committee of the Talking Machine Men, Inc., for the annual outing of the association to be held Wednesday, August 17, at Terra Marine Hotel, Huguenot Park, S. I. Reservations have been received from dealers and their friends throughout the metropolitan territory, and, judging from all indications, the 1921 outing will set a new record for attendance.

Before selecting the Terra Marine Hotel for the outing of the Talking Machine Men, Inc., the arrangements committee carefully inspected

of the party will leave at 10 o'clock from Battery Park for Midland Pier, arriving there at 11.30 a. m. Automobile buses will take the party on a ten-mile ride through beautiful country to the Terra Marine Hotel, where luncheon will be served. At 1.30 p. m. the athletic games will start and the official program provides for a ball game between the dries and the wets, a 100-yard dash for junior members, a 100-yard dash for senior members, a fat men's race with lady partners, a young ladies' race, a 100-yard dash for guests, and a boys' race with girl partners.

R. F. REID'S IMPORTANT POSI

Appointed Sales Manager of New York Album & Card Co., With Headquarters in Chicago

The New York Album & Card Co., of New York and Chicago manufacturers of Nyacco albums, have announced the appointment of R. F. Reid as sales manager of the company. Mr. Reid was formerly production manager of the Cheney Talking Machine Co., of Chicago. His connection with the phonograph industry dates back to January, 1915, when he joined the Cheney organization, until July, 1920.

Mr. Reid will make his headquarters at the Chicago offices of the company. The New York Album & Card Co. also maintain a factory in

The Tanks

Bathing

Games

Refreshments

"Ain't We Got Fun"
by Ginges

Strolling

Fishing

Sailing

Baseball

Footwork

Full protection guaranteed our guests by Fred & Jim.

every detail of the facilities available, and the accompanying illustration will give some idea of the pleasure that is awaiting the talking machine dealers, their families and friends. Bathing, fishing, athletic games and dancing are all on the program, together with luncheon and dinner menus that will tempt the most discriminating epicure.

According to the official program the members

At six o'clock dinner will be served to the accompaniment of entertainment and dancing, and at 9.30 p. m. the automobiles leave for Midland Pier with everybody set for a moonlight sail home.

Someone has remarked that a strong selling force can get business without advertising—but why work a willing horse to death?

Chicago from which the trade in the Central and Western territory is supplied. Mr. Reid's return to the industry after a year's absence is the result of a recent trip made by Max Wilinger, president of the New York Album & Card Co., to Chicago. The connection of Mr. Reid with the company will be of material aid in the extensive sales campaign which is in contemplation.



The

MAGNAVOX

IS IDEAL FOR DANCING THIS SUMMER

Read These Letters—Names on Request

"I have been using your MAGNAVOX for a year at my Amusement Park, running it 12 hours a day during the season, and it has never yet failed to deliver the goods, and works perfectly for dancing in my outdoor pavilion."

"We find that the MAGNAVOX is just the thing we have been looking for for dance work and school purposes, as the phonograph is hardly loud enough where there is a large crowd assembled."

"The MAGNAVOX outfit received today, and as I said in one of my letters that I could decide in fifteen minutes, when I was trying to arrange for one. Why, man, it did not take three, and will say it bears out all claims, and more."

"At one time there were three May Pole sets of little tots—about seventy-five in all—dancing to the clear bell-like music of the MAGNAVOX. For school work and dancing purposes the MAGNAVOX is a complete success."

"I allowed the manager of the dance hall to use the MAGNAVOX that night to dance to. It was so superior to his old phonograph that I signed him up for a machine."

"You are overlooking a good bet if you do not sell a MAGNAVOX to every live wire talking machine shop in the country, and here's hoping you do."

They Were Pleased—So Will You Be—If You Will Write for Dealers' Proposition

The Magnavox Company

2701 East 14th Street

Oakland,

California

The Magnavox Company

Penn Terminal Bldg.

370 7th Ave.,

New York City

Magnavox Telemefafone Distributors

I. MONTAGNES & CO.
Toronto, Canada

J. W. SANDS CO.
123 East 5th St., Dayton, Ohio

KIEFER-STEWART CO.
Indianapolis, Indiana


SOUTHWESTERN DRUG CO.
Wichita, Kansas

TELEPHONE MAINTENANCE CO.
17 No. La Salle St., Chicago, Illinois

SONORA DISTRIBUTING CO.
Dallas, Texas

MINNEAPOLIS DRUG CO.
Minneapolis, Minn.

THE RESURRECTONE
—Invent and
Inexpensive
Adjustment



Patented
Jan. 17, 1919
June 22, 1915

Patents Pending
FREE OF BLAST
CLEAR AND SMOOTH SOUND

Under a sample loan. Subject to return if not satisfactory.
"Send Us Little a Pleasure" Write for Quantity "Hobby"
WOLFF PHOTOGRAPH CO. 33 Fourth Ave., New York City
Makers of the "Air-Mitch" Tone Arm and Hobby Phonograph.

NEW CHASE-HACKLEY RETAIL HOME

Move to Ground Floor of Recently Constructed Occidental Hotel Building

MUSKEGON, MICH., Aug. 5.—The retail business of the Chase-Hackley Piano Co. in this city, was recently moved to new quarters. The new location is on the ground floor of the recently constructed Occidental Hotel Building, of Muskegon, and the home of the Chase-Hackley now boasts of one of the finest showrooms, not only in Michigan, but in the entire country.

The policy of this company, for a long time past, has been along the plan of the general music store. It has special departments devoted to pianos, Victrolas, sheet music and musical merchandise, and has experts in charge of each of these branches.

ISSUE MUSIC WEEK PROGRAM

National Bureau for Advancement of Music Distributes Copies of Washington Music Week Program—An Impressive Showing

The National Bureau for the Advancement of Music has just sent out to the trade copies of the program of the recent Music Week activities in Washington, D. C., which offers most conclusive proof of the elaborate character of the celebration. The story of the Washington Music Week has already been told with considerable detail, over 50,000 children having participated in the great chorus in the Ellipse alone. In one single day there were forty-four scheduled musical events.

Accompanying the program is a booklet of views of the various events during the Washington Music Week, a number of them showing President Harding taking an active part in the different exercises.

RECEIVER IN EQUITY APPOINTED

Judge Hand Places A. R. Memhard in Charge of the Masterphone Corp. in the Suit Brought by a Creditor of that Company

Judge Learned Hand on July 25 appointed Allen R. Memhard receiver in equity for the Masterphone Corp. of America in a suit brought by Harry L. Rashbaum, a creditor. The liabilities are stated to be \$18,000 and assets in excess of that amount, but the corporation is said to be short of liquid assets to meet maturing obligations. The corporation was organized last February with an authorized capitalization of \$150,000 to exploit a patented device which is said to amplify and improve the sound of phonograph records.

NEW PATHÉ NUMERICAL LIST

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has just issued a catalog containing a complete numerical list of all the Pathé Sapphire and Actuelle steel needle records up to and including the records in the September, 1921, supplement. This book will also prove a decided help in keeping an accurate inventory of all records in stock. The catalog is large in size and presents in visible form the great number and wide variety of selections available in Pathé records. Beginning with October it is planned to issue a separate hanger for Actuelle records.

IMPORTANT POST FOR C. H. MURRAY

Popular Advertising Manager Has Been Appointed Assistant to the President of the Pathé Co.—George W. Lyle Resigns

C. H. Murray, advertising manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has been appointed assistant to the president of that company. Mr. Murray has been assigned an office directly adjoining that of W. W. Chase, president of the Pathé Frères Phonograph Co. In a letter to Pathé jobbers, announcing the ap-



C. H. Murray

pointment of Mr. Murray as his assistant. Mr. Chase states: "In recognition of the services rendered to the company during the past two and one-half years, and my faith in his co-operation with our organization, I have appointed Mr. Murray as my assistant." Mr. Murray will have charge of the sales as assistant to Mr. Chase and will also continue his excellent work as advertising manager of the company.

In the same communication Mr. Chase announces the resignation of George W. Lyle, who was general sales manager. Mr. Lyle found it was impossible to reconsider his resignation, and for the present Mr. Chase has announced there will be no successor appointed.

The Thos. Goggin Music House, of Houston, Tex., reports an excellent demand for the new portable Victrolas, of which an excellent window display was made recently. This little instrument has greatly stimulated business with this house.

SIXTEEN POINTS OF CHEER

A Double Octave of Reasons Why Talking Machine Manufacturers, Jobbers and Dealers Should Be Optimistically Inclined

Here are sixteen reasons for the belief that great headway has already been made toward normal business:

The depression has been under way for the last seven months and, theoretically, the country's business is just that much nearer normal.

Deflation of inventories which has been going on for the last six months. Having converted a large percentage of high-priced inventories into finished materials for the market, manufacturers are now in position to take advantage of lower prices for raw materials.

The tendency toward easier money and continued recovery in exchange, and increase in purchasing power of the dollar.

Reduction in commercial discount rate. Gold imports of more than \$325,000,000 since the first of the year, with exports of only \$6,000,000.

Strong Federal reserve bank position. Unfilled orders of United States Steel down to 5,845,224 tons, very close to low record, based upon capacity of corporation.

Surplus copper being gradually worked off as a result of a drastic policy of curtailment.

Many manufactured products selling at cost or below.

Gradual restoration of confidence and no longer any fear that the country is facing financial and business disaster.

Promise of good crops.

Wage reductions accepted without protest by employees of nearly all industries.

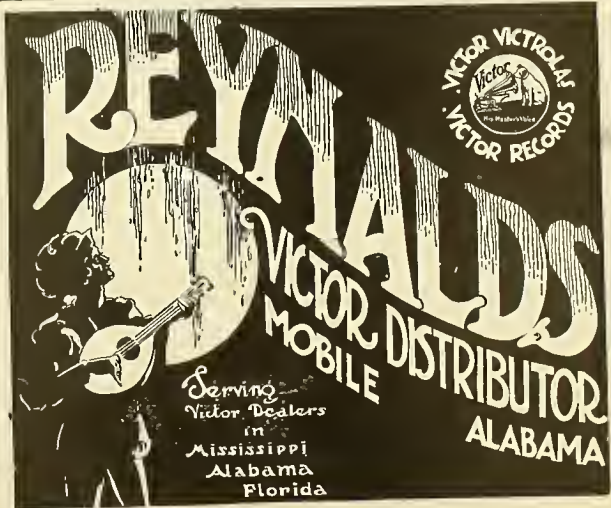
Signing of reparation agreement which will facilitate international trade.

Determination of present administration to protect manufacturers against invasion of foreign goods.

World shortage of goods. Lack of credit largely responsible for curtailment of buying.

Determination of the Administration to give the railroads a square deal. Incidentally nearly one-half the population of the United States, either individually or through insurance companies, savings banks, etc., are interested as shareholders in the railroads.—Wall Street Journal.

Good will is the guaranteed link between maker and buyer. It is the most valuable asset that any firm can possess.



RECORDS

VICTOR RECORDS

MOBILE DISTRIBUTOR

ALABAMA

Serving
Victor Dealers
in
Mississippi
Alabama
Florida

BUILDING UP THE WEAK POINTS

Knowing the Store's Weaknesses So as to Eliminate Them Most Effectively

Advertising to find a store's weak points was the very novel policy recently pursued by a Canadian concern. It carried an advertisement which read: "We wish to discover our store's weaknesses—then eliminate them. We strive to give perfect service, but our people are human and fall short. Won't you help by telling us when anything goes wrong? If goods are not what you thought they were, please tell us. If salespeople are not polite and efficient, please tell us. If goods are not delivered promptly and in good order, please tell us. Whenever for any cause you feel dissatisfied with this store in any way, please tell us.

"For something is wrong that we want to cure, but we cannot know until our friends tell us about it. We thank you quite sincerely if you have any thought on your mind of what this store should do to be a better store. Won't you please take a few minutes to write and tell

us what you think is wrong and what we might do to make this a more satisfying store to you?" This is a rather clever way of getting close to the public and some wide-awake talking machine man may be able to utilize or adopt the idea to good purpose.

EXHIBIT OF RAINBOW RECORDS

OCEAN GROVE, N. J., August 1.—The Rodeheaver Co., of New York City and Philadelphia, manufacturer of the Rainbow record, has obtained prominent display space on the popular North End Pavilion. Owing to the many religious services held here, Ocean Grove has among its visitors a very large portion of church-going people. The Rainbow records are devoted entirely to religious selections and it is believed that this exhibit will do much toward placing them before prospective purchasers. Much interest was shown in the display and demonstrations given

The man who doesn't believe in advertising when he needs business hasn't learned that it's a tool and not a toy, wisely remarks "Class."

INCREASED DEMAND FOR RECORDS

USUALLY BEGINS IN SEPTEMBER

NOW IS THE TIME

to prepare for the increased

business, which is coming

NOW IS THE TIME

to order your supply of

COTTON FLOCKS

YOU WANT THE BEST WE MAKE IT

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

NEW RICHARDSON BRANCH

Victor Dealer Opens Artistic Branch in New Ambassador Hotel, Los Angeles

LOS ANGELES, CAL., July 28.—The original store of Richardson's, Inc., at 727 West Seventh street, Victor dealer, is of such an artistic nature and has attracted so many persons that imita-



Entrance to Richardson's, Inc., New Branch firm—the sincerest form of flattery—has appeared in many places. And now, as though to "out-Richardson Richardson," the branch store in the Ambassador Hotel is, if possible, more beautiful still. It is a jewel in a handsome setting—Richardson's in the Ambassador. The illustration shows the beautiful front entrance, the architecture throughout being Spanish.

OKEH RECORDS IN SPORTING EVENTS

Fight Fans From Middle West Entertained on Special Train by Okeh Records—Music Substitutes for Bennie Leonard

Okeh records have figured prominently during the past few weeks in several sporting events that have attracted considerable attention. Preliminary to the Dempsey-Carpentier fight two special trains left Chicago for the fight containing some of the leading fight fans in the Middle West. The members of the party were entertained all the way from Chicago by Okeh records, which added materially to the pleasure of the trip.

At Benton Harbor, Mich., recently, Bennie Leonard, lightweight champion, was scheduled to fight, but, owing to illness, did not appear. The rest of the program was carried out, however, and the entire audience was entertained with Okeh records, the volume of which was augmented by the use of a Magnavox.

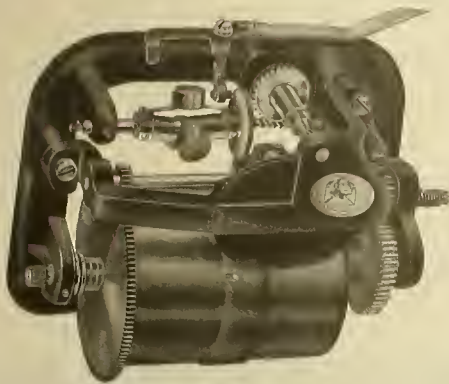
At the Twenty-third Regiment Armory in New York recently Miss Vaughn DeLeath, well-known contralto and exclusive Okeh artist, gave a comparison test which met with unusual success. Miss DeLeath sang several selections and immediately afterward Okeh records of the same selections were played for the audience. The comparison served to emphasize the fidelity that characterizes the Okeh reproductions of Miss DeLeath's voice and the 1,500 people in the audience were enthusiastic regarding the test.

DELAWARE CONCERN GETS CHARTER

A charter of incorporation has been granted to the Consolidated Music Stores in Delaware for the manufacture of talking machines. The new concern is capitalized at \$6,000,000.

As a matter of fact, it's usually true that the man who says "I can't" is quite right—that is, if he thinks he can't.

The SPHINX MOTOR



MOTOR REFINEMENT

Better Designed
Better Built
Better in Operation

SPHINX GRAMOPHONE MOTORS, Inc.

21 EAST 40th STREET, NEW YORK

OKeh Records

September Bulletin

- | | |
|--|--|
| <p>50101 { THE WEDDING OF FIGARO (Figaro's Hoch-zeit) (O saume langer nicht)—Mozart—Soprano (in German) with Orchestra, Frieda Hempel
12-in. \$1.50</p> <p>50401 { MIGNON (Knowest thou the land?)—Thomas—Soprano (in German) with Orchestra, Emmy Destinn
12-in. \$1.50</p> <p>52101 { PAGLIACCI (Prologue)—Leoncavallo—Baritone (in Italian) with Orchestra, Riccardo Stracciari
12-in. \$1.50</p> <p>72101 { FAUST-DIO POSSENTE (Even bravest heart)—Gounod—Baritone (in Italian) with Orchestra, Riccardo Stracciari
10 3/4-in. \$1.25</p> <p>72201 { L'ELISIR D'AMORE-QUANTE E BELLA! (How lovely!)—Donizetti—Tenor (in Italian) with Orchestra, Alessandro Bonci
10 3/4-in. \$1.25</p> <p>4371 { STRUT MISS LIZZIE—Baritone with Orchestra, Al. Bernard
10-in. 85c.</p> <p>4375 { ANNA IN INDIANA—Tenor with Orchestra, Billy Jones
10-in. 85c.</p> <p>4379 { MOLLY BRANNIGAN—Tenor with Orchestra, Liam O'Kennedy
10-in. 85c.</p> <p>4380 { CORNFIELD BLUES Norfolk Jazz Quartette
10-in. 85c.</p> <p>52301 { CADENZA FROM CONCERTO IN D MAJOR—Paganini—Violin Solo with Piano Accompaniment, Jan Kubelik
12-in. \$1.50</p> <p>72301 { SERENADE—Drda—Violin Solo with Piano Accompaniment, Jan Kubelik
10 3/4-in. \$1.25</p> <p>4382 { HAWAIIAN HOTEL—Hawaiian Guitar Duet, Ferera-Franchini
10-in. 85c.</p> <p>4383 { HONOLULU RAG—Hawaiian Guitar Duet, Ferera-Franchini
10-in. 85c.</p> <p>4368 { ALL FOR YOU (Intro. "Without You")—Medley Fox-trot, Erdody's Hotel Pennsylvania Orchestra
10-in. 85c.</p> <p>4384 { AIN'T WE GOT FUN—Fox-trot, Erdody's Hotel Pennsylvania Orchestra
10-in. 85c.</p> | <p>4381 { AMERICAN GUARD—March Conway's Band
10-in. 85c.</p> <p>4369 { PAINTED DOLL—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys
10-in. 85c.</p> <p>4370 { I LOVE YOU, WONDER GIRL—Fox-trot, Natzky's Hotel Biltmore Orchestra
10-in. 85c.</p> <p>4371 { PULLMAN PORTER BLUES—Fox-trot, Joseph Samuels' Jazz Band
10-in. 85c.</p> <p>4372 { OH! BOY (I've Found the Baby for Me)—One-step Joseph Samuels' Jazz Band
10-in. 85c.</p> <p>4372 { THE LAST WALTZ (From the Operetta, "The Last Waltz")—Waltz, Natzky's Hotel Biltmore Orchestra
10-in. 85c.</p> <p>4373 { THE CRITERION WALTZ—Waltz, Frank Stretz's Society Orchestra
10-in. 85c.</p> <p>4373 { STOLEN KISSES—Fox-trot, Bennie Krueger's Orchestra
10-in. 85c.</p> <p>4374 { JUST A LITTLE LOVE—Fox-trot, Green Brothers' Novelty Band
10-in. 85c.</p> <p>4374 { YOKOHAMA LULLABY—Fox-trot, Joseph Samuels' Jazz Band
10-in. 85c.</p> <p>4376 { LISTENING—Fox-trot, Green Brothers' Novelty Band
10-in. 85c.</p> <p>4376 { SWEETHEART—Fox-trot, Bennie Krueger's Orchestra
10-in. 85c.</p> <p>4377 { MY CHERRY BLOSSOM—Fox-trot, Erdody's Hotel Pennsylvania Orchestra
10-in. 85c.</p> <p>4377 { IN A BOAT (For Two)—Fox-trot, Green Brothers' Novelty Band
10-in. 85c.</p> <p>4377 { IN MY TIPPY CANOE (Intro. "Hunika")—Medley Waltz . . . Green Brothers' Novelty Band
10-in. 85c.</p> <p>4378 { NEAR ME—Fox-trot, Harry Raderman's Jazz Orchestra
10-in. 85c.</p> <p>4378 { JUST BECAUSE—Fox-trot, Harry Raderman's Jazz Orchestra
10-in. 85c.</p> <p>4383 { KILDARE FANCY—Irish Hornpipe, Tom Ennis (Irish Pipes)-John Muller (Piano)
10-in. 85c.</p> <p>4383 { FRIEZE BREECHES—Irish Jig, Tom Ennis (Irish Pipes)-John Muller (Piano)
10-in. 85c.</p> <p>4323 { GORDON'S REEL—Accordion Solo, Piano Accompaniment, Peter J. Conlon (Accordion)-Joseph J. Garry (Piano)
10-in. 85c.</p> <p>4323 { PADDY O'RAFFERTY'S JIG—Accordion Solo, Piano Accompaniment, Peter J. Conlon (Accordion)-Joseph J. Garry (Piano)
10-in. 85c.</p> |
|--|--|

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.



ADVERTISING THAT PAYS

Obsolete Methods of Advertising Still Practiced by Numerous Dealers Give Poor Results

Many an advertising campaign has failed dismally because the ad man overlooked presenting the matter from the customer's viewpoint. It is almost an impossibility to construct an advertisement which will get sure-fire results unless the appeal is based upon a knowledge of human nature and its desires.

The talking machine dealer can make his advertising pay big dividends just as soon as he gets away from the usual haphazard method of listing his wares in an unattractive manner and inserting the whole in the local papers. By far the greater portion of the people in any community are music lovers and in order to arouse their interest in your establishment it is essential that the advertisement makes a strong appeal to this natural love of harmony. Merely placing the names of various instruments in your ad without supplementary data will not do this.

When the industry was still in its infancy advertising was also in a crude state. While other merchants were sticking to the antiquated methods, a few of the more progressive dealers saw an opportunity of boosting their businesses by centering their advertising around the appeal to the love of music. Their ads dealt with the pleasure of harmony in the home, the restfulness of it and the advantage of good music to children and adults alike. Their efforts were richly rewarded and many merchants have followed their example. But it is surprising how many dealers still use the old obsolete methods, which, at this time more than ever before, fail to give adequate results.

MUSIC CONDUCTIVE TO HAPPINESS

This Point Emphasized by Ross Crane in His Recent Lecture in Cleveland in Which He Was Aided by the Pathé Phonograph

CLEVELAND, O., Aug. 1.—Much interest was taken in talking machine music as being conducive to the comfort and happiness of every-day home life at the Furniture Show Week which recently closed in Cleveland and which was conducted under the auspices of the Retail Furniture Dealers' Association. Ross Crane, head of the extension department of the Art Institute of Chicago, delivered a number of lectures with demonstrations. For these demonstrations Pathé phonograph period models were used, which were supplied by the Fischer Co., Pathé distributors of this city. Unusual interest was awakened by Mr. Crane in these lectures, and in the musical part of the program he paid a high compliment to the Pathé, saying that he considered the instruments replicas of the art periods they represented and emphasized the thought that no home was complete without the charm of music.

One can learn more from listening than from talking.

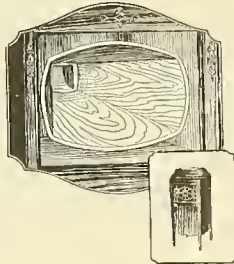
ROTTEN STONE

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

HARPONOLA

the Phonograph with the "Golden Voice"



Freedom from Trouble

Most any talking machine can play a tune sweetly and can look pretty. It's the machine that continuously operates without trouble and with a minimum of repairs that is profitable for the dealer to sell.

Write for the Harponola Proposition

THE HARPONOLA COMPANY

101 MERCELINA PARK

CELINA, OHIO

Edmund Brandts, President

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

J. H. RUDDY A VISITOR

Columbia Dealer Calls at New York Executive Offices on Return From European Trip

J. H. Ruddy, of J. A. Ruddy & Son, Paducah, Ky., Columbia dealer, was a recent visitor to the executive offices of the Columbia Graphophone Co. in New York. Mr. Ruddy was on his way home after spending several weeks in Europe as a member of a party representing the National Retail Dry Goods Association. Sixty-five members of this association were the guests of the British Drapers' Association, and they visited every large department store and the great majority of smaller retail establishments throughout England, Scotland and Wales. They were royally entertained by the British merchants, and wherever they visited were given an enthusiastic reception.

After spending four weeks in Great Britain, Mr. and Mrs. Ruddy visited the Continent, and in the course of their trip spent several weeks in France, Belgium, Switzerland and Holland. Mr.

Ruddy is returning to Kentucky greatly impressed with the spirit of good will and co-operation manifested towards the American retailers by the British merchants.

LOUIS BUEHN BECOMES A DIRECTOR

By virtue of his election as president of the National Association of Talking Machine Jobbers, Louis Buehn, of the Louis Buehn Co., Inc., Philadelphia, Pa., becomes a member of the board of directors of the Music Industries Chamber of Commerce, succeeding L. C. Wiswell, of Lyon & Healy, the former president. Mr. Wiswell while president of the Jobbers' Association was an active and interested worker in the Chamber and came to New York from Chicago to attend several meetings of the directors.

Sig. Mnratore, the great tenor with the Chicago Opera Co. and noted Pathé artist, is the author of a scenario in which his wife, Lena Cavalieri, is the principal figure.

To uphold the distinguished Sonora name it is a foregone conclusion that the Sonora Piano must of necessity be an ultra-quality instrument.

Possessing a rich, resonant tone, a touch of unusual resiliency and responsiveness that fulfills the most exacting demands of the finished musician, the Sonora is presented as a piano of the highest artistic class.



Judged by all standards of piano quality, a musical instrument of superior merit worthy of a place in the inner circles of the Sonora family and deserving of the name that has come to be recognized throughout the world as the synonym of superiority.



Piano and Player Piano

Presented by the Makers of

*"The Highest Class Talking Machine
in the World"*

Due to the great success achieved by the manufacturers of the Sonora Phonograph in producing the highest class talking machine in the world, it was frequently said that a piano of the same standard of quality, sponsored by the same manufacturers, would find a very ready sale.

This belief finally became a demand which could not be overlooked, with the result that Sonora now presents the Sonora Piano and Player-Piano.

The name Sonora stands for quality in the estimation of the public, and this fact alone will unquestionably have a favorable influence on prospective piano buyers, requiring very little salesmanship to sell them. One large dealer has already demonstrated this to his satisfaction by selling several the first day they were displayed.

If you are interested in selling this high-grade line we will gladly send you additional information on request.

SONORA PHONOGRAPH COMPANY, Inc.

GEORGE E. BRIGHTSON, President

New York: 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto

JONES PIANO CO. ADDS VICTROLAS

Ohio Firm Remodels Talking Machine Department—Coulter Jones Assumes Management

MANSFIELD, O., August 2.—A Victor talking machine department was recently added to the music business of the Jones Piano Co., of this city. The company, which occupies two floors of the building in which it is housed, has remodeled and redecorated its talking machine department. Several demonstration booths have been constructed. The new Victor department will be in charge of Coulter Jones, son of W. E. Jones, proprietor. A complete line of high-grade pianos and musical accessories are also carried in stock.

The establishment, which is considered one of the largest in this section of the State, contains every comfort for patrons and lovers of music. A rest room for visitors and a room in which music instructors may meet for conferences are features of the store.

PREPARING FOR CHRISTMAS NOW

SHREVEPORT, LA., August 6.—The Union Furniture Co., of this city, Columbia dealer, is now preparing for its Christmas Club plan. "Forewarned is Forearmed," said Manager J. R. Buswell, "and we are now preparing for the time when Grafonolas will mean so much."

The sale completed only recently resulted in putting in homes thirty-three Grafonolas, comprising two table instruments and thirty-one cabinets. This enterprising Columbia dealer is doing a "land-office" business and simply proving that hard times are going and easy times coming.

INSTALL DEMONSTRATING BOOTHS

RACINE, WIS., July 31.—A piano department has been added to the establishment of the Christianson Bros. Co., of this city. The store has been completely remodeled and a full line of pianos will be handled in addition to talking machines and records. Nine sound-proof record demonstration booths have been installed, as well as a card system with facilities for handling 25,000 records.

GREAT HONOR FOR RUDOLPH GANZ

A high honor was paid to Rudolph Ganz, popular pianist-composer and exclusive Pathé artist, through his appointment as conductor of the St. Louis Symphony Orchestra.

CHILDREN'S PARTY BRINGS SALES

Brandeis Store Sells Bubble Books as Result of Children's Party—June Sales Very Gratifying

OMAHA, NEB., Aug. 6.—The popularity of Bubble Books among children throughout the country is reflected in the great showing made by the Brandeis store in this city in the month of June. This live talking machine dealer recently gave the children of Omaha a Bubble Book party which was attended by more than a thousand children during the two afternoons and evenings in which it was given.

Despite the general belief that Bubble Books are hard to sell in the Summer months, this large store showed an increase in sales during the month of June and was a leader in the sale of Bubble Books throughout the country.

RECEIVES RECORD LABEL ORDERS

SCRANTON, PA., August 6.—The Keystone Printed-Specialties Co., of this city, manufacturer of record labels, has recently received several large orders calling for immediate deliveries of record labels. With its new facilities the company is giving its clientele splendid service, especially as the executives of the concern have made a careful study of record label production. As a result of its familiarity with this field, the Keystone Printed-Specialties Co. has received several letters from record manufacturers commending it for the efficiency of its service and the uniformity of its label production.

STEWART CO. ERECTING NEW PLANT

CLEVELAND, O., August 1.—The Stewart Phonograph Co., manufacturer of the Stewart phonograph, is establishing a plant at St. Clair avenue and East Forty-ninth street, this city. While the firm has branches in New York and Chicago it is planned to make the factory now under construction the main plant, according to a recent announcement made by the officials of the company.

CONCERTS BOOST BUSINESS

MANCHESTER, CONN., August 1.—Thomas Graham, manager of the Sonora Talking Machine Co., of this city, is boosting business and gaining publicity through the medium of talking machine concerts. Several concerts in which the Mag-navox was used have proved so successful that Mr. Graham is planning to continue them.

H. N. McMenimen

Consulting Engineer

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

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.

Tel. Fanwood 123

Offices:

2 Rector Street, New York

Tel. Rector 181

HEALTHY SMALL-TOWN BUSINESS

Columbia Dealer Builds Up Profitable Business in Town of 2,000—Installs Up-to-date Equipment, Which Has Helped the Business

The Morrall Furniture Co., of Bensford, S. C., Columbia dealer, in its usual progressive way, has just completed the installation of one of the most modern and up-to-date Grafonola departments in this State for the purpose of handling its growing Grafonola and record business. The department consists of beautifully



One of Morrall Co.'s Demonstrating Rooms equipped hearing and display rooms, where the customers can hear the records which they prefer without in any way disturbing each other. Referring to general conditions, this dealer writes as follows:

"Regardless of the dull times that we have been experiencing we have noticed approximately 50 per cent increase in record and talking machine business since putting in these listening rooms. The writer feels sorry for the small-town dealers, like ourselves, who try to do a Grafonola business without these silent salesmen."

PROVING A BIG POPULAR SELLER

Talking machine jobbers and dealers have been giving a great deal of publicity during the past month to the new portable talking machine just put out by the Victor Talking Machine Co. Its artistic appearance and its superb musical qualities have made a great appeal to the purchasing public, and its portability, particularly when cased, has aided in its popularity.

Ukuleles Are Big Sellers This Year



And alert Music Dealers will be prompt to go after these profitable sales. There's no technical knowledge needed! A few Ukuleles in your window with the prices shown big is all you need. *They Really Sell Themselves!* And at a profit for you that's clean velvet.

Write Today for Ukulele Window Card In Colors—It's Free.

A postcard request will bring you promptly our new Window Card, richly printed in colors. It's a big help in selling Ukuleles. And with the card will come our latest revised price list of Ukuleles. You'll find it easy to select some fast-selling numbers, priced at new low figures that give you a splendid margin of profit. Your card is waiting your request. Won't you drop us a postal today?

The FRED. GRETSCH MFG. CO.
Musical Instrument Makers Since 1833
60 BROADWAY - - - BROOKLYN, N. Y.

LATEST

ORDER NOW



SAPPHIRE

and

Actuelle Needle Cut

Size 10
85 cents

RECORDS

NOTE—Actuelle Records are all prefixed with 0.

STANDARD VOCALS

- | | | | | |
|--------|----------|---|--|--------------------------------|
| 20587 | Vixen | { | Lassie o' Mine (Bowles-Walt), | Charles Harrison, Tenor |
| 020587 | | | Sleep and the Roses (Bowles-Tate), | |
| 20588 | Vocal | { | Bring Back My Bonnie to Me (Old Scotch Melody)..... | Glady's Rice, Soprano |
| 020588 | | | From the Land of the Sky Blue Water (Eberhart-Cadman)..... | Glady's Rice, Soprano |
| 20604 | Bomespar | { | O Wert Thou in the Cauld Blast (Burns-Mendelssohn)..... | Florence Mulholland, Contralto |
| 020604 | | | Loreley (Slicher)..... | Florence Mulholland, Contralto |
| 20605 | Bonanza | { | Off in the Stilly Night (Moore-Stevenson), | Alice Godillot, Soprano |
| 020605 | | | Long, Long Ago (Hayly)..... | Alice Godillot, Soprano |

SACRED

- | | | | | |
|--------|--------|---|--|---------------------------------------|
| 20586 | Vivify | { | Shall We Gather at the River? (Lowry), | Cathedral Male Quartet, Unaccompanied |
| 020586 | | | Abide With Me (Lyte-Monk), | |

STANDARD QUARTET

- | | | | | |
|--------|--------|---|------------------------------|-----------------------------|
| 20585 | Vivary | { | Soldier's Farewell (Kunkel), | Shannon Four, Unaccompanied |
| 020585 | | | Sweet Adeline (Armstrong), | |

INSTRUMENTAL

- | | | | | |
|--------|------------|---|--|---------------------------------|
| 20589 | Vocalion | { | Si Mes Vers Avaient Des Ailes (If My Verse Had Wings) (Mouton). Violin, Flute and Piano..... | Longo Trio |
| 020589 | | | En Mer (By the Sea) (Holmes). Violin, Flute and Piano..... | Longo Trio |
| 20590 | Vocation | { | Beautiful Isle of Somewhere (Pounds-Fearis) | Jules Levy Jr.'s Brass Quartet |
| 020590 | | | Rock of Ages (Toplay-Hastings), | Jules Levy Jr.'s Brass Quartet |
| 20591 | Vociferate | { | Funeral March of a Marionette (Gounod). Bassoon Solo..... | Leopold Bucci |
| 020591 | | | The Elephant and the Fly (Kling). Bassoon and Piccolo Duet, | Leopold Bucci-Nicholas Laucella |
| 20592 | Voicing | { | Valse Ma Jolie (Lewis). Saxophone Solo, | Nathan Glantz |
| 020592 | | | Where the Lazy Mississippi Flows (French-Freyne). Violin Solo, with Piano...Rac E. Ball | |

DANCE

- | | | | | |
|-----------|----------|---|---|----------------------------------|
| 20593 | Voivode | { | The Sidewalk (Gay). Fox-trot, | Nicholas Orlando's Orchestra |
| 020593 | | | Molly on a Trolley (Schwartz). Fox-trot, | Nicholas Orlando's Orchestra |
| Volador | | | | |
| 20594 | Volant | { | My Sunny Tennessee (Kalmar-Ruby-Ruby). | |
| 020594 | | | Sunnyside Sal (Kendis-Brockman). Fox-trot, | Merry Melody Men |
| Volatile | | | | |
| 20595 | Volcanic | { | One Kiss (Burnett-Arnheim). Fox-trot, | Casino Dance Orchestra |
| 020595 | | | Jealous of You (Freedman-Ingham-Johnson). | Waltz.....Casino Dance Orchestra |
| Volomite | | | | |
| 20596 | Volery | { | Saturday (Mitchell-Brooks). Fox-trot, | Bennie Kruger and His Orchestra |
| 020596 | | | Sally, Won't You Come Back? Intro: "Bring Back My Blushing Rose," from "Ziegfeld Follies 1921" (Stamper-Friml). Fox-trot, | Bennie Kruger and His Orchestra |
| Volition | | | | |
| 20597 | Volley | { | Why, Dear? (Cohen). Fox-trot. Intro: "Idling," | Casino Dance Orchestra |
| 020597 | | | Ti-O-San (Traveller-Case). Fox-trot, | Casino Dance Orchestra |
| Volplane | | | | |
| 20598 | Voltage | { | Ain't We Got Fun? (Whiting). Fox-trot, | Joseph Samuels' Music Masters |
| 020598 | | | Where (Robe). Fox-trot, | Joseph Samuels' Music Masters |
| Volite | | | | |
| 20599 | Voluble | { | Learn to Smile (Harbach-Hirsch). Fox-trot, | Piedmont Dance Orchestra |
| 020599 | | | Second-hand Rose, from "Ziegfeld Follies 1921" (Clarke-Hanley). Fox-trot, | Piedmont Dance Orchestra |
| Voluntary | | | | |

POPULAR VOCAL

- | | | | | |
|--------|-----------|---|---|--|
| 20600 | Volunteer | { | I'll Forget You (Burns-Ball)..... | Billy Jones, Tenor |
| 020600 | | | Stand Up and Sing for Your Father (Burr-Perkins)..... | Billy Jones, Tenor |
| 20601 | Volva | { | When? (Benham)..... | Lewis James, Tenor |
| 020601 | | | Swanee River Moon (Clarke), | Lewis James-Elliott Shaw, Tenor-baritone |
| 20602 | Vomer | { | If You Only Knew (Fleeson-Von Tiltzer), | Ernest Harc, Baritone |
| 020602 | | | My Sunny Tennessee (Kalmar-Ruby-Ruby), | Ernest Harc, Baritone |
| 20603 | Voracious | { | Melon Time in Dixieland (Ringle), | The Harmonizers' Male Quartet |
| 020603 | | | Oh, They're Such Nice People (Brown-Walsh), | Aileen Stanley, Comedienne |

Pathé Frères Phonograph Co.

20 Grand Avenue

Brooklyn, New York

Pathé DEALER Buyer

Pathe Phonographs are sold, Only, by PATHE DEALERS

PATHE'S only method of distribution is through the competent PATHE dealer.

PATHE will give the dealer—*Quality*—the best in the world.

PATHE dealers will give the buyer *Service* plus *Quality*.

PATHE dealers will always enjoy the full confidence of their customers because they will be taught that PATHE dealer service means complete satisfaction.

Dealers Wanted

Dealer profits come from the business done to-day, to-morrow and the next day. Profit is the quick turnover.

PATHE dealers keep their stock moving and their money working. PATHE offers a wonderful opportunity to a few dealers in certain territories.



Pathe Distributors

- ARMSTRONG FURNITURE CO.
59 N. Main St., Memphis, Tenn.
- BRISTOL & BARBER
3 East 11th St., New York
- DUFALO WHOLESALE HARDWARE CO.
317 Washington St., Buffalo, N. Y.
- BURNHAM STOEHL & CO.
19 E. Larned St., Detroit, Mich.
- CHURCHILL DRUG CO.
Burlington, Ia.
- COMMONWEALTH PHONOGRAPH CO.
1231 Eymous St., Springfield, Mass.
- THE FISCHER COMPANY
843 Chestnut Ave., Cleveland, O.
- THE FISCHER COMPANY
3440 Vine St., Cincinnati, O.
- FULLER-MORRISON CO.
540 W. Randolph St., Chicago, Ill.
- JOHN A. FUTCH COMPANY
25 Auburn Ave., Atlanta, Ga.
- GRAY & DUDLEY COMPANY
Nashville, Tenn.
- HALLET & DAVIS PIANO CO.
118 Boylston St., Boston, Mass.
- HARBOUR-LONGMIRE PHONOGRAPH CO.
1001 Elm St., Dallas, Texas
- HARBOUR-LONGMIRE PHONOGRAPH CO.
313 W. Main St., Oklahoma City, Okla.
- INTERSTATE PHONOGRAPH CO.
1026 Chestnut St., Philadelphia, Pa.
- INTERSTATE PHONOGRAPH CO.
107 W. Wabash Ave., Chicago, Ill.
- FONES BROTHERS HARDWARE CO.
Little Rock, Ark.
- F. F. MAY HARDWARE CO.
409 C St., Washington, D. C.
- MOONEY, MUELLER & WARD CO.
101 S. Meridian St., Indianapolis, Ind.
- MORLEY MURPHY HARDWARE CO.
Green Bay, Wis.
- PATHE CITY SALES
10 Grand Ave., Brooklyn, N. Y.
- PITTSBURGH TALKING MACHINE CO.
503 Liberty Ave., Pittsburgh, Pa.
- RICHMOND PHONOGRAPH COMPANY
5 Governor St., Richmond, Va.
- ROCHESTER PHONOGRAPH CO., Inc.
41 Clinton Ave., North Rochester, N. Y.
- SALT LAKE HARDWARE CO.
Salt Lake City, Utah
- M. SELLER & CO.
Fifth and Pine Sts., Portland, Ore.
- M. SELLER & CO.
Spokane, Washington
- G. SOMMERS & CO.
Park Square, St. Paul, Minn.
- SUPERIOR MFG. & SUPPLY COMPANY
506 N. Third St., St. Louis, Mo.
- WM. VOLKER & CO.
Denver, Colorado
- WM. VOLKER & CO.
Houston, Texas
- WM. VOLKER & CO.
Main, 2nd and 3rd Sts., Kansas City, Mo.
- WEAVER PIANO CO.
York, Pa.
- WESTERN PHONOGRAPH CO.
820 S. Broadway, Los Angeles, Cal.
- WESTERN PHONOGRAPH CO.
408 Market St., San Francisco, Cal.
- WRIGHT & WILLELMY CO.
Tenth & Jackson Sts., Omaha, Neb.

Pathé Frères Phonograph Co.
20 Grand Avenue
Brooklyn, New York

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

Editor's Note:—This is the tenth of a new series of articles by William Brand 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 fostering and development of the musical possibilities of the talking machine.

LET A RECORD SAY IT FOR YOU!

When the slogan, "Say It With Flowers," was first born in the imagination of an ingenious florist there must have been resultant throes of envy and jealousy in the hearts of every advertising man in the land. For this was, and is, extremely good stuff, and the effect of its use upon the sale of flowers has been, so we learn, quite wonderful. Imitation, they say, is the sincerest form of flattery, and the florists will not begrudge us the opportunity we seize to apply their medicine to our own conditions.

To put the matter in a nutshell, why should not we adopt a little slogan of our own? Why, for instance, should we not tell our friends, the buying public:

"Don't try to say it yourself!

Let a record say it for you!"

In a word, why should we not recognize that the talking machine record has become, almost without our knowing it, one of the true staple articles of our contemporary culture? Not every home, perhaps, has as yet a talking machine, but the number is so great already and is growing so rapidly that we may soon expect to see the talking machine as nearly universal as the sewing machine and more nearly so than the piano ever has been or ever is likely to be.

Records or Gasoline?

Now, a talking machine record is just as essential to the operation of a talking machine as gasoline is to an automobile. Every dealer

in talking machines, and even more, every manufacturer thereof, knows well that the prosperity of the talking machine industry is founded on the interest taken by the buying public in records. If the people can be got to buying records steadily then the talking machine business will continue to grow and prosper. When the owners of talking machines are consuming records steadily then those owners are happy and contented. The old statement that a satisfied customer constitutes the best advertisement has more than a little truth in it. Happy, contented owners, using plenty of good records and always eager to buy the latest, are the best-standing advertisements the local merchant can have. Merchants know this, and so do the great manufacturers. The question is, "How can we keep up this live interest in new music?"

Just a Little Different

A great many ways have been discussed, and tried, too. We are proposing something a little different. "Let the record say it," is our message to the people. We want to get the merchant thinking along lines like these:

Whatever may be the case elsewhere it is certain that there are some millions of young men in the United States, still unmarried, but all hoping some day to lead the one girl to the altar, or to the justice of the peace, as the case may be. The American young man may be considered as always expecting some day to have a lovely little wife and a lovely little home. And so the American young man always has a girl. Sometimes rude persons have whispered that he has two or three girls. But this is slander. One thing is sure, and that is that the normal young American always is buying something for some girl. It may be, and often is, candy. It may be, and often is, tickets to the

theatre. It may be, and often is, flowers. But every young fellow is buying something for some girl some time, and usually most all the time. And every girl, particularly if she is pretty, is getting gifts from some young fellow, maybe sometimes from more than one.

The Big Idea

That being the case—and we all know it is so—why cannot we introduce to the notice of the millions of young fellows the idea that candy and flowers are not the only gifts which one can give a girl? Why cannot we introduce to each individual one of them the idea that if there is a talking machine in the one girl's living room that one girl—not to mention her parents and family generally—will appreciate the gift of a record even more than a box of candy or a bunch of roses?

The inspired florist who invented the slogan, "Say It With Flowers," struck a chord responsive to the hearts of all the young men and all the pretty girls of the entire country. Sales of cut flowers have increased greatly, so we are told on good authority, since florists all over the land have been advertising "Say It With Flowers." "Say it?" Say what? Why, whatever it is that boys like to say to the girls who fascinate them. The point is just here; that if your tongue trips you can convey your message even better with a bunch of American Beauties. There may be some flaws in the argument, but it certainly "goes down good," as we say.

Now, every home either has or is going to have a talking machine. Therefore, talking machine records are, or will be, necessary to every home in the land. Now, records don't wilt, like flowers. They remain permanently, to sing their story of love and beauty. Nor are they eaten and forgotten like candy. "Give your girl a good

IT PAYS TO DEAL WITH KENNEDY-GREEN CO.

IT PAYS TO SELL

Okeh Records

Have you ever bothered to ask what has given Okeh Records their recognized success?

The great combination of Cooperative Distributor and the Record of Quality, the Okeh Record, that backs every Okeh Agency, is one of the features of Okeh's success.

If you aren't selling the quantity of records you should—let us show you how. We are one of the big Cooperative Distributors.

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

CLEVELAND, OHIO

talking machine record," one may say to the young fellow we have in mind, in his thousands everywhere, and you will be giving her something which she will like, which she will remember you by, and which will remind her of you every time she plays it.

And the Sugar-coating

But, perhaps, our young gentleman might reply: "One record looks like another. There is nothing to make my girl remember that she has had from me a record as a gift, after mine gets mixed up with the others." That is a valid objection, of course, but there is a way to overcome it. What made expensive candy so fashionable? Why, it was the smart, good-looking box which came in some years ago, all tied up with ribbon and just the thing to take a girl's fancy. Well, the same idea carries in all other things. If you will give your young gentleman a smart gift album or envelope in which to carry his present, and if you will make that so attractive and also so strong that it will do to house spare records for a long time to come, then the memory of Miss Sweetie will require no other jogging. Of course, there ought to be a place for the giver's name, and perhaps also for another word or two.

And Daddy, Too

Perhaps we have given too much space to the young man and his lady. But, after all, it is said with justice that the American husband is the best married lover there is. The typical American husband likes to buy a little present for his

wife when he can think up something nice, but even he has his difficulties in choosing. Brave men will go in boldly and buy silk stockings and we have heard of men who were even braver, but in general the married make is soered stiff in front of the frivolity-silks counter. Well, here is a substitute. If the home has a talking machine then certainly wifely has her own choice in records. Ten to one she likes fine voices, violin solos and string quartets. Then, Mr. Merchant, why don't you get hold of Mr. Business Man Customer and show him how nice it would be to take home a couple of swell records every week for the little lady? Swell records, too; good stuff; not noisy dance music, but fine, classical work. That's the idea. Or, if one might say it to a serious-minded business man, "Attaboy."

Reasons Why Dealers Should Get Busy

One could go on forever along these lines, but the idea just now is simply to give merchants something to think about in the way of sales-making during these Summer days. After all, merchandising is all a matter of having some imagination and a faculty for finding out what the average man and woman think about. This notion of creating a national habit of giving records as gifts instead of sticking eternally to candy, flowers and, perhaps, once in a while a pair of silk stockings, is worth, we submit, the attention of the advertising men. Manufacturers and merchants alike will find something worth thinking about here.

facturers stating that they have sufficient orders on hand to keep their factories going for the remainder of the year. Foodstuffs are more plentiful and there is a spirit of confidence in the future that will undoubtedly be reflected in the industrial activities of the European countries. Mr. Pilgrim left Mrs. Pilgrim in Europe, as she plans to return home with Mr. and Mrs. Otto Heineman some time next month.

W. G. PILGRIM BACK FROM EUROPE

Treasurer of General Phonograph Corp. Arrives Home on "Orduna"—Optimistic Regarding Conditions in Leading European Countries

W. G. Pilgrim, treasurer of the General Phonograph Corp., New York, arrived home recently on the steamer "Orduna" after spending six weeks abroad. On this combined business and



W. G. Pilgrim

pleasure trip Mr. Pilgrim visited England, France and Germany and took advantage of the opportunity to visit some of his many business and personal friends in these countries.

In a chat with The World, Mr. Pilgrim stated that general conditions in Europe are steadily improving. In Germany particularly the business men are most optimistic, the majority of manu-

C. BOGGS OVERCOME BY MEAT

Proprietor of Southern Music Establishment Visits New York and Gets in the Papers

New York newspapers recently carried a story describing the disappearance of Clarence Boggs, secretary and treasurer of The Phonograph Inc., Atlanta, Ga., who arrived in New York with his wife, to visit his brothers. Friends of Mr. Boggs will be glad to know that his disappearance was of short duration and was accounted for by the fact that he was overcome by the intense heat. He had left the Hotel Laurelton, of which his brother, John C. Boggs, is the proprietor, and when he failed to return in due course a search was instituted and the wily newspaper reporter was "on the job."

MORRISON IN MIDDLE WEST

H. E. Morrison, sales manager of the Emerson Phonograph Co., is making an extended trip through the Middle West, and his reports from the cities he has visited to date indicate that Emerson jobbers are doing a very satisfactory business considering general conditions, and are making plans for an active Fall trade.

If the amount of energy consumed by pessimists in bemoaning conditions were used to further their businesses they would have no kick coming.



BLANDIN

WHEN eminent musical authorities declare the Blandin Phonograph to excel all others in faithful reproduction of those most difficult of all subjects—the human voice, violin or piano—'tis certainly worth your while to investigate the Blandin's superlative qualities.

A word from you will bring Blandin facts worth knowing.

Racine Phonograph Co., Inc.

RACINE, WISCONSIN.



The Larson-Jones Music Co., which recently opened very attractive quarters at 319 Sherman street, Coeur d'Alene, Idaho, is handling pianos, players, talking machines and other musical supplies.

To The Victor Dealers of America!

Make every day in your month as profitable as the first day. Sell more Red Seal Records. We can show you how!

Lewis C. Frank Corp., 1201 Dime Bank Bldg., Detroit

STEGER

*the finest reproducing
Phonograph in the World*

FOR home entertainment there is nothing to equal the Steger Phonograph. Every member of the family can enjoy favorite songs, dance selections, instrumental and band numbers, popular or classical music, when there is an artistic Steger in the home.

Its many exclusive features, the wonderful Steger tone-arm, the scientifically-designed sound amplifying chamber of even-grained spruce and the get-at-able record file, have won universal recognition for the Steger as the finest of reproducing phonographs.

Built along artistic, harmonious lines, a distinct creation of the wood-crafter's highest art, the Steger makes an eloquent appeal to every lover of the beautiful.

From a sales standpoint, the incomparable Steger offers unlimited possibilities to the active dealer. It is backed by a great and profitable merchandising plan that adds immeasurably to the value of Steger representation.

Desirable territory open. Write for the Steger proposition today.

Phonograph Division

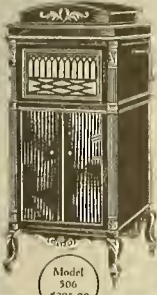
STEGER & SONS

Piano Manufacturing Company

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
502
\$145.00



Model
503
\$165.00



Model
509
\$235.00



Model
505
\$220.00



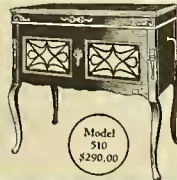
Model
504
\$200.00



Model
501
\$115.00



Model
500
\$95.00



Model
510
\$290.00

FRANK K. PENNINGTON RESIGNS

Assistant General Sales Manager of Columbia Graphophone Co. Has Not Announced Future Plans—Presented With Handsome Clock

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., New York, and connected with the Columbia organization for the past four years, resigned from the company's service late last month. Mr. Pennington has not yet announced his plans for



Frank K. Pennington

the future, although, in all probability, he will take a well-deserved rest for a couple of months before resuming active work.

During his four years' association with the Columbia Graphophone Co. Mr. Pennington won the esteem and good will of the Columbia

dealers throughout the country. He took advantage of every possible opportunity to visit the dealers, and his thorough knowledge of merchandising enabled him to give the Columbia merchants practical advice and co-operation.

In his capacity as assistant general sales manager Mr. Pennington acted as a link between the Columbia wholesale branches with their sales staffs and the executive sales offices, and his magnetic personality and unflinching good cheer gained for him the affection and admiration of every member of the Columbia sales organization. Mr. Pennington's experience in the business world has included many important executive positions which have brought him in close touch with the human element in sales work, and he is leaving the Columbia organization with the hearty good-will of every member of the company's forces. Before leaving the service Mr. Pennington was presented with a handsome Seth Thomas clock as a mark of esteem from his associates in the executive sales offices.

BUBBLE BOOK SALES ACTIVITY

Sales During Past Three Months Very Satisfactory—Preparing for Intensive Fall Campaign

The Bubble Book division of Harper & Bros., New York City, is very much pleased with the showing made by Bubble Books during the past three months. Sales have taken a decided increase, dealer stocks have been liquidated and the retailers are now sending in new orders in preparation for an active fall trade.

General Manager Foster was largely instrumental in this showing, which is the result of an extensive campaign inaugurated some time ago to bring Bubble Books to the dealers' attention as an all-year-round proposition.

Attractive literature and the dealer helps have been issued monthly for the use of the dealers and have resulted in active sales. The latest addition to the already large complement of literature is a four-page broadside announcing to the trade that Bubble Books are now selling for \$1.25 each. Dealer advertisements, ready to insert in the daily papers, are shown in this folder, so that dealers may be able to get an idea of their attractive appearance and procure them for their own newspapers, there being no charge for the electrotypes. Display stands that can be used on dealers' counters are attractively shown. These are available to the dealer when ordering Bubble Books for stock.

J. B. Price, Middle West representative of Bubble Books, is making preparations to leave on an extended trip the latter part of August and intends to call on his clientele in the States of Illinois, Indiana, Ohio and Kentucky during the months of September and October, returning to New York late in October with, as he says, "a bucketful of orders for Bubble Books."

Lee Conover, the New England sales representative of Bubble Books, is now enjoying a vacation in the hills of Vermont. At the expiration of his vacation he plans to spend the months of September and October covering the New England States, visiting Bubble Book dealers, and intends to interest many new accounts in the sales possibilities of Bubble Books.

BURGULARS ARE DISCRIMINATING

The sales department of the Emerson Phonograph Co., New York, received recently an interesting letter from John C. Taylor, Emerson dealer at Mexico, N. Y. Mr. Taylor, who conducts a very successful store in that town, stated that burglars visited his establishment recently and, although they ransacked the place from top to bottom, departed with nothing but twenty Emerson records. Mr. Taylor is convinced that the burglars must be musical, for they selected twenty of the fastest selling Emerson hits.

A new Edison dealer is L. L. McMaster, of Wakefield, Mass., who has installed a very attractive demonstration room and other equipment to feature this line.

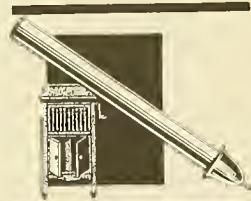
OPTIMISTIC OVER THE OUTLOOK

Cohen & Hughes, the big Victor wholesaler of Washington, D. C., reports a very fair average of business, considering the unusually hot weather which has been with us for the past couple of months. F. S. Harris, the general manager of the company, who has just returned from a trip in the South, reports a decided betterment wherever he visited. Conditions are more settled and dealers feel more optimistic regarding Fall and Winter trade.

NEW DISTRIBUTING AGENCY

T. H. Tarren is in charge of a new distributing agency for the Remington phonograph which has been established at 907 H street N. E., Washington, D. C. Mr. Tarren has been making displays of the Remington at the Poli Theatre which has attracted a great deal of attention.

Do not disparage rivals, nor run down another man's goods. If you do not know what to say, say nothing.



AT LAST!

One Phonograph Needle for all Tones
Light Medium and Soft Medium Unnecessary

Jonofone

The Needle With A Flexible Point
Has Solved The Big Problem

The point being flexible and softer than the records will neither wear nor batter them

IT'S THE GREATEST INVENTION OF THE PHONOGRAPH AGE

Each *Jonofone* 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

Main-Springs



For any Phonograph Motor
Best Tempered Steel

1/4 inch x 10 feet for all small motors	Each \$.40
1/2 " x 10 " " Columbia, Pathe, Holmstedt	50
1 " x 10 " " Columbia	60
1 " x 11 " " Columbia with books on end	60
1 " x 13 " " Victor	75
1 1/4 " x 11 " " Victor, most of old style	75
1 " x 12 " " Heilmann and Pathe	80
1 1/4 " x 12 " " Heilmann and Pathe	1.00
1 " x 10 " " Sael Silberman and Sonora	70
1 " x 11 " " Brunswick, Sael and Sonora	70
1 " x 10 " " Brunswick, Sael and Sonora	85
1 1/2 " full size for Edison Disc Machines	1.00

SAPPHIRES—GENUINE

Pathe, very best, 100 tone, genuine, each 15c, 100 lbs. \$11.50.
Edison, very best, 100 tone, 15c each, or \$12.00 in 100 lbs.

TONES—ARMS

The very best in three-back style, very loud and clear, \$3.00 each.
Tone-arm with the best reproducer, Universal, \$3.50 each.

PHONOGRAPH NEEDLES

We are jobbers in Brilliance Steel Needles, Magnolia, Wall-Kane, Zenofone, Nippon, and the Gilt 20000 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.



Art Hickman's Orchestra plays two new fox-trots. "Happiness" and "Sunshine" will bring both to every Columbia dealer who orders a big supply of this record. A-3428.

**Columbia Graphophone Co.
NEW YORK**

INDIANAPOLIS TRADE HELPED BY AGRARIAN OPTIMISM

Dealers Working Hard for Trade Are Getting It—Situation Reviewed—Good Order for Capital Paper Co.—How Stewart's Helps Its Trade—Educational Campaign Successful—News of the Month

INDIANAPOLIS, IND., August 10. Talking machine business in this territory has been better than it is now, and before long it is going to again be better than it is now. That, at least, is the consensus of opinion among the dealers. An optimistic attitude prevails that promises well for the industry. Dealers have decided that if they just keep plugging along they are not going to starve, and the thing that helps more than all else to keep them plugging is the fact that each succeeding month shows up pretty well on the books, despite the more or less gloomy outlook at the beginning of each month.

Some of the salesmen who, by the circumstance of lulling their job, are forced to work as they never worked before always seem to come up smiling, no matter how hard a week or month they have had. They are the ones who are learning by grim experience that hard work is the one needed tonic for debilitated industry.

"Business in my territory is a whole lot better right now than it has been in a long time," said one salesman in reference to the conditions as he had found them in the State during the month of July. "I have opened up several new accounts the last few weeks and they are good ones, too, but it took some hard work to land them. One thing I've found out for sure is that the dealer who goes after the business is getting it.

"The most encouraging feature of the situation, as I see it, is a decided change the last few weeks in the attitude of the farmers. They are forgetting the idea that they are ruined if they do not sell their wheat at \$2 a bushel, and they are working with the view to making the best of a situation that demands lower prices all down the line. It is about the same with them as it is with the working men in the cities, who are beginning to realize that they will

have to work for less money than they were getting two years ago.

"When the county fairs open up in another month we are going to see business speed up considerably because when the farmers go to the fairs they get the buying spirit. The small merchants are going to find it easier to borrow money before long and as soon as they can borrow they are going to buy, because every one of them now is in need of more stock."

New Post for Bright

J. D. Bright, Western Kentucky salesman for the Jewel Phonograph Co., has resigned and accepted a position as salesman in Ohio for the Brunswick phonograph. He is working out of the Cincinnati office of the Brunswick-Balke-Collender Co. His place with the Jewel Phonograph Co. has been taken by William J. B. Haering, who has been employed in the record department of that company since last October.

C. E. Collins, general manager of the Jewel Co., says their wholesale business in July showed a decided improvement over previous months. The retail business, he said, remained about the

A Sign It Took Ten Years to Build

It took ten long years to bring Flexlume Oplex Electric Signs up to their present perfection, ten years of constant striving. The result is a sign which gives day and night service—raised, white glass letters on a dark background—greater reading distance, lower upkeep cost, more artistic designs, better illumination and signs which embody real advertising thought.

You need a Flexlume Oplex Sign. Let us send you a sketch showing one to meet your particular business.

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

Flexlume—the electric sign made only by the Flexlume Sign Co.



Free!

TINTED PHOTOGRAVURE OF M-CORMACK

or your choice of any of the following Victor artists' portraits: GALLI-CURCI, KRIBLER, 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



same as the result of exceptionally hard work.

Great Kimball Activity

E. H. Jarrard, manager of the Kimball talking machine department of the Capital Paper Co., is still traveling in Michigan, where he has been for several weeks opening new accounts. C. F. Kahn, manager of the paper company, said Mr. Jarrard has been opening up much new business. Mr. Kahn said also that the business of his house indicates that trade in general is picking up. As for the Kimball phonographs, he said, the demand is increasing for the higher-priced models.

Sonora Dealers Pleased

Sonora dealers in Indiana have expressed enthusiastic approval of the Sonora Co.'s plan to rebate the dealers in connection with the Sonora price reduction, effective the first of this month, according to O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Drug Co. Mr. Maurer said that talks with many of the dealers disclosed a feeling that the coming Fall will develop largely increased business.

Incorporated

Articles of incorporation have been filed with the Secretary of State by the Indianapolis Phonograph Rebuilding Co. The authorized capital stock is \$750 and the directors named are D. W. Ingle, Kathryn Lawhorn and Hubert Hickam. Mr. Ingle said that additional information concerning the company could not be given until plans had been perfected, which, he said, would be about the middle of August.

Edison Salesmen Active

Salesmen for the Edison Shop have been devoting much of their time the last month to visiting Edison owners in the city, making inquiries as to the instruments being used and also making suggestions regarding desirable new records. W. O. Hopkins, manager of the Edison Shop, says the plan has resulted in increased record sales particularly and has developed an intimate relation with patrons of the shop, which he expects to result ultimately in a substantial gain in machine sales. The salesmen, in the course of their visits, obtain information as to possible Edison buyers among neighbors of those now owning an Edison.

Higher-priced Pathés in Demand

Steady sales in the higher-priced Pathé machines is the feature of the business of the Pathé Shop, according to Edgar Eskew, man-

ager. Several electric machines have been sold during the last few weeks, said Mr. Eskew, and, at the same time, the record business has kept up in encouraging volume, considering the extremely hot weather.

Developing Mailing Lists

Victor dealers in the smaller cities of the State are building up large mailing lists by giving a plaster parli Victor dog to patrons who fill out a card, on which is written their own name and address and the names and addresses of possible buyers among their friends. The scheme is being promoted by the Stewart Talking Machine Co., wholesale distributors, with great success.

Stewart Co.'s Aid to Dealers

The Stewart Co. is also assisting its dealers in their merchandising efforts by offering them at cost a 9x18-inch folder, displaying the various Victor models and advertising "A Free Demonstration in Your Home With the Genuine Victrola." Names of the dealers ordering the folder are placed thereon so that they are immediately ready for mailing. On the folder is a coupon that the prospective buyer can fill out and mail if he wishes a Victrola delivered for free demonstration. "We truthfully believe," says the folder, "that there is a place in your home for music—good music. We are so convinced that this is true that we are making this wonderful offer. For a limited time we will place a genuine Victrola and a selected list of records in your home without obligating you in the least." The folder then names prices and terms. Most of the dealers are taking advantage of the plan, which saves them a considerable amount of money on the cost of printing.

W. E. Killgore, new Victor field representative, has been transferred from the Indiana territory to southern Ohio.

Misses Streeter and Hobson Speak

At a three-day meeting recently in Lafayette, Ind., of all the county superintendents in Indiana Miss Margaret Streeter, of the educational department of the Victor Talking Machine Co., and Miss Caroline Hobson, of the Stewart

educational department, lectured on the Victrola in school work and the Victor educational records. Dates were arranged for the county institute work this Fall. Dealers are being assisted in making plans for the institute work.

Can't Escape the "Circle" Advertising

Appreciating the value of outdoor advertising, the Circle Talking Machine Shop, Victor dealer, has placed ten attractive metal road signs along the main highways leading into Indianapolis. They "tell the world" that the Circle Talking Machine Shop sells only the Victor.

Caucusing on White River is one of the pastimes at Broad Ripple, one of the amusement parks of the city. The Circle shop has placed a large canvas sign along the bank of the river and has made it plain to all who read that the place to buy the smaller talking machines is at the Circle Talking Machine Shop.

Cooler Weather Will Bring Big Trade

William S. Cooke, of the Indianapolis Talking Machine Co., Victor dealer, says that the extremely hot weather has had an unfavorable effect on business in both machines and records, but that prospective buyers continue to show much interest in Victrolas. He says he expects the advent of cooler weather to bring with it a largely increased business.

PUSHING YOUR RECORD TRADE

How Special Selections Brought to Customers' Attention Have Sold Big

A number of talking machine dealers have found it very profitable during the past two months to pick out from fifty to one hundred standard records and bring them to the attention of their customers by means of a postal card or letter and sometimes by means of advertising in their local papers. This little spurt has brought about gratifying results and indicates that it pays to indulge in methods a little out of the ordinary in order to make business these days.

VICTOR RETAILERS
SOMETHING NEW
IN AN ADVERTISING
RECORD BRUSH



WRITE US FOR INFORMATION AND FREE SAMPLE
WE CAN SHOW YOU AN EXCELLENT PLAN
HOW TO BRING CUSTOMERS INTO YOUR STORE

Yours for Service,
ABRAM DAVEGA, Vice President



DEVELOPING THE RECORD BUSINESS

Logically Written Letter Issued by the Wright & Wilhelmly Co. of Omaha

OMAHA, NEB., AUG. 5.—The Wright & Wilhelmly Co., progressive Pathe distributor, has presented to its dealers, through the medium of a forceful and interesting sales letter, the importance of developing the record end of their business. The opening paragraph of the letter sums up the importance of the record business in the following original manner: "When you sell a Pathe instrument you not only sell a phonograph, but you sell your customer a license to do business with you; for the talking machine isn't worth 'two whoes' without records." The entire letter emphasizes strongly the opportunities in developing a large record business. The Wright & Wilhelmly Co. is co-operating with its dealers through the mailing of the monthly record lists from its offices, thus relieving the dealer of all details. The only cost to the dealer is the 1-cent postage for each envelope—the cost of the letters, envelopes, printing, etc., being absorbed by the Wright & Wilhelmly Co.

The "President Harding March," which was released last month by the Victor Talking Machine Co., and which was played by the United States Marine Band, has been in tremendous demand throughout the United States. Prof. M. Azzolina is the composer.

NEW PATHE JOBBER IN ST. LOUIS

Plans Active Campaign for Business in City and Adjacent Territory—Carrying Large Stock

ST. LOUIS, Mo., Aug. 5.—The Superior Manufacturing & Supply Co., one of the most extensive furniture jobbing houses of this city and which was recently appointed distributor of the Pathe phonograph and records for St. Louis and adjacent territory, has already begun an active campaign of advertising and introductory work. This new distributor has already arranged for co-operation with the dealer in special demonstrations for sales promotion. It is planned to carry in stock 40,000 Pathe records in order to provide the maximum of delivery service. A first-class repair shop will also be conducted and will be placed at the service of the dealer. This is a convenience which will be greatly appreciated, for customers frequently make inquiries regarding repairs.

HOUSE-TO-HOUSE DRIVE A SUCCESS

Columbia Dealer in Georgia Sells Grafonolas and Records as Result of Drive—Uses Effective Publicity Methods

ATLANTA, GA., August 6.—Westervelt Terhune, manager of the Columbia Graphophone Co.'s



The Participants in Great Columbia Drive at Waycross, Ga.

branch in this city, recently completed a house-to-house drive at Waycross, Ga., which was a signal success. The Walker-Hood Furniture Co., Columbia dealer in that city, sold twenty-one Grafonolas and 296 Columbia records as the result of this drive. With the trucks and windows carrying the message, "Columbia Week," the drive got under way on a Wednesday morning and continued for seven days. There was considerable rivalry among the canvassers, and Mr. Hood encouraged this by offering a gold-piece to the man who turned up the most salable prospects. Demonstrations were held in practically every neighborhood in Waycross, and the Walker-Hood Columbia message was also put over in Blackshear, Ga., and other nearby communities. In Blackshear the drive was conducted as a gala circus event, and a regular concert was given in the heart of the town.

WACO MUSIC CO. OPENS

WACO, TEX., July 30.—A new music establishment, to be known as the Waco Music Co., has been opened here by Tom Leach and F. W. Moore, well-known local men. Pianos, talking machines and records will be handled at the new store, where a full line has been installed.

The United Talking Machine Co., of Williamatic, Conn., has opened a branch music store in the Lee & Buckley Building. Samuel Feldman has assumed the management of the establishment.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

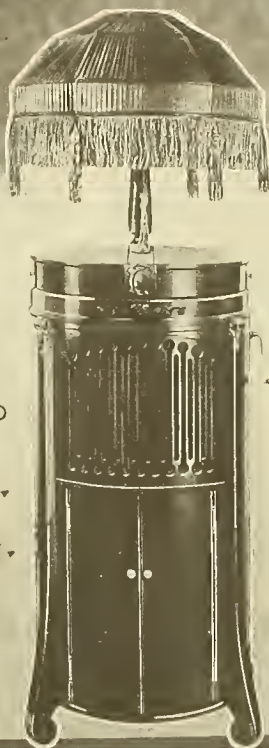
THE C. E. WARD CO.

(Well-Known Lodge Regatta House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers
and Quilt Covers for the Wagon

Distributors

- ORISTO & BARBER, INC.
3 E. MAIN ST., New York City
- YARR & LANGE DRUG CO.
207-215 E. Wabash St., Milwaukee, Wis.
- CODREN & HUGHES, INC.
Washington, D. C.
- GEORGINO O'NEILL CO.
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah
- O. L. MARSHALL CO., INC.
Brickman Bldg., Cincinnati, O.
Culver Bldg., Toledo, Mich.
- THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.
- G. J. VAN NOUTEN & ZOOK
145 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIANT-CAMPBELL MUSIC CO.
1008 Washwa St., Denver, Colo.
- CHAR. H. TATES
311 Leughlin Bldg., Los Angeles, Cal.
- W. O. & D. N. ANDREWS
Durham, N. Y.
- SAGNS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTON CO.
35 Auburn Ave., Atlanta, Georgia
- 1500 South Boulevard, Charlotte, N. C.
- 510 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Dulles, Md.
- GRAY & OUDLEY 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.

The Modernola



DISTINGUISHED
for
TONE •
BEAUTY •
&
UTILITY •

The
Phonograph
That
Appeals

**The Phonograph That
Sells Easily!**

Undoubtedly the most attractive and most modern, the Modernola opens a new field for Phonograph Sales. Placed on exhibition it immediately attracts attention which gives the opportunity to demonstrate the very pleasing Tone Quality.

The stand lamp and the round shape add two distinctive features and with the wide selection of lamp shades and the various exterior finishes make in all a distinctive, successful Phonograph.

The Modernola is truly the most modern Phonograph and to get the full benefit it would be wise to write immediately to insure early delivery

**THE
MODERNOLA COMPANY**
Johnstown, Pa.

**Dealers
Consider
This—**

The shape of the Modernola allows a big saving in space as shown clearly in the above diagram. Add to this the extension of the doors of the filing cabinet when opened and it is apparent that the Modernola has a special appeal where people must consider the floor space to be occupied.

Easy access too for sweeping and cleaning which is worth considering.

Good looking, substantially built and absolutely trustworthy, the Modernola commends itself.

Our Special Offer
You will certainly be interested in this and we will be glad to tell you about it. Just address Department D.

PLACE YOUR ORDER NOW

SUCCESSFULLY BLEACHING THE SALESMAN'S "BLUES"

How the Indigo-hued Depression Was Cured by Adopting Optimism and Common-sense Tactics in Place of Pessimistic, Alarming Practices

"These times are apt to demoralize the salesman who allows his nerves to jangle and his courage to waver. In one sales organization at least that we could name it amounted to an epidemic—a blue reign of horror. And all without just reason, for the fundamentals of business are perfectly sound. It's merely a case of backing up and working all the harder."

The foregoing from "When Salesmen Get 'the Blues,'" by W. H. Heath, in a recent issue of *Printers' Ink*, introduces a timely article on this subject with a mighty efficacious prescription at its end warranted to "cure" this malady. Further, the article reads: "Nowadays a man must really put salesmanship to work. The merchant has stopped selling itself, that's all. We must scratch deep for the day's rations where a little while ago it was being thrown at us, on the surface, out of a pan.

"But some of the trouble can be traced to the

sales department head himself or to frightened heads of firms who are demoralizing themselves without quite appreciating the fact. In a concern employing thirty local salesmen—all tried and true, ambitious, energetic, resourceful—business took a slump. Sales dropped off 60 per cent. The temporary lull was one of those conditions that every firm must face sooner or later. The lines on the chart cannot always lead upward. Few businesses claim a peak load year after year. And in the present case it was not so serious as it might have been, for the firm was an established one, with prestige that generations could not destroy. When business brightened it would get its full share.

"The head of the house was an alarmist. Ordinarily happy of countenance and cheerful of manner, he suddenly took on a funeral aspect. He never smiled. He moped about the office. And finally he began to institute cuts. An of-

Why Break Records? Just File Them!

That is if you have the wonderful Record thing 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 SCHULTZ, President

General Offices: 711 MILWAUKEE AVENUE, CHICAGO
Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.

fee boy was allowed to go. A stenographer was discharged. There was a warning posted in the matter of waste of office supplies. Somebody was appointed to see that all the light were turned off when not in actual use. In less than two weeks gloom fell heavily upon the air. It was oppressive, ominous, threatening. You could actually sense it the moment you entered the building. Next came thrice-a-week meetings of the salesmen. They were gloom-gatherings from the word go. . . . The boss strings out a long tale of woe at every meeting. . . . To hear him talk you'd believe that the old house was skidding straight for bankruptcy. Next came "threatened reduction in salaries." But—

"The sales manager in this case was built of the right stuff. He saw what was happening. Even the best men on his pay roll were crumbling. The poison was working. It threatened complete disruption of the staff. He held an immediate conference with the head of the concern. "If you continue this whipped-and-beaten idea," said the sales manager, "I'll resign. It isn't fair to any one of us and it's quite unnecessary. I can't get results out of my men when you lecture them three times a week and remind them of how little they are doing."

"Then he began a constructive program. He held the weekly meetings, but he never once spoke of hard times or of business depression. On the contrary, he concentrated upon the prestige of the house, the prosperity that inevitably follows depression, the possibilities there are even in a hard market. It was necessary for him to build a sort of new foundation of confidence, not only in the house, but in conditions and themselves. More encouraging results were quick to follow. One concern, to summarize what followed, heretofore famous for sales charts, office records and visualized competition among salesmen, abandoned these schemes. Salesmen were no longer reminded that they were slipping. Instead they received encouragement and were made to feel an atmosphere of optimism. Sunshine was introduced into the office and the men naturally worked harder. One order a day made a 'hero' of any salesman. Gradually they learned to slide over the rough spots with minimum difficulty. Any salesman who brought in even a 'frying-pan' size order was congratulated by the sales manager. Under this system this concern managed to keep its business somewhere near normal, despite conditions, and put the 'blues' which is the most damaging thrust at morale, to rout!"

Noiseless Strong Successful

THE SILENT

PHONOGRAPH MOTOR

Over 300,000 In Actual Use

Satisfactory Service Proved by the Test of Time

8 Special Features of the SILENT Motor 8

1. Governor shaft mounted with a universal ball-and-socket bearing, insuring automatic self-alignment and flexibility. An exclusive SILENT Motor feature.
2. Turntable spindle mounted with adjustable bearing, by means of which rigidity of spindle is insured. An exclusive SILENT Motor feature.
3. Absolutely silent worm-wind.
4. Playing capacity guaranteed in excess of rating. An exclusive SILENT Motor feature.
5. Noiseless in operation.
6. All moving parts balanced.
7. Absolute precision in manufacture.
8. Exhaustive inspection and tests.

Send for a Sample Motor—Quotations on Request

The Silent Motor Corporation

CHARLES A. O'MALLEY, President
(Successor to the Phonomotor Mfg. Co.)

321-323-325 Dean Street

Brooklyn, N. Y.

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



THROUGHOUT the last five months I have endeavored to use every facility at my command to determine what should be the selling policy of a retail merchant in the talking machine field during this extremely vital post-war period. Here are the conclusions at which I have arrived and which I am glad to respectfully submit for the consideration of the retail trade:

1—The retail merchant should sell only products of real quality, and by real quality I mean quality that insures complete and enduring satisfaction to the purchasing public.

2—The retail merchant should insist upon everyone in his organization, from himself down to the most subordinate salesman, possessing a thorough and accurate knowledge of the merits engendered in the products offered for sale.

3—The retail merchant should rely for sales on the scientific dissemination of the facts about, and the satisfaction to be derived from, the products he handles. The day of personality salesmanship and freak sales methods appears to have definitely passed out in favor of scientific selling—selling that tells your prospect in an entirely convincing manner the true advantages of a given product—that tells the prospect these advantages whether the approach be made through advertising, through window display, through store reception, through letters, over the phone or by a call at the prospect's home.

4—The sales presentation must always be on the same quality plane as the product itself. Your advertising must reflect quality of thought and layout. It must extol merits and never at any time cheapen public respect for your house or the merchandise you are selling. Your direct mail effort and window displays must do likewise. Your salesmen should at all times give a high-grade impression, intellectually and in appearance. The inside of your store should reflect quality of layout, of demonstration booths, of record equipment, of furnishings and of interior decorations. In all of these things there is no danger of stepping too high and very grave danger of falling short of the mark that insures success.

5—You should utilize every opportunity to acquaint the representatives of the manufacturer and wholesaler with the practical problems of your business, both major and detail. The more you do to familiarize your buying sources with your problems, the greater and more valuable the co-operation it will be possible for them to render. They are anxious to be of real service because obviously their prosperity depends upon the volume of your turnover.

6—Do not mark time in the face of present conditions. It is, of course, true that the post-war transition has seriously disturbed our national economic life, but it is equally true that where vigorous effort is applied, a business of satisfactory volume can be attained and, more than that, the foundation laid for a large, prosperous future.

* * *

THERE has been considerable time lost by individuals compiling mailing lists in trying to get the proper prefix before the name. Although the mistake of putting "Mr." for "Master" is easily overlooked and generally means flattery for the youth, considerable hard feeling is fomented when the young lady who is "Miss" receives circular mail with "Mrs." preceding her name.

The reverse catastrophe also causes considerable friction. Recently Leo Burnett, editor of the house organ of the Lafayette Motors Co., printed a short article on this subject and stated that the matter was finally carried to the president of Harvard University, to see whether he could offer any solution in the matter. Upon authority of no less an individual than this president, those who were interested were informed that it is correct to use the prefix "Ms." in the case of a woman, whether she is married or unmarried.

* * *

AN interesting story was recently told me about a country merchant of Missouri who obtained a mailing list in an extraordinary manner. He made an announcement to the boys of the community through country newspapers, circulars and his show window that he would present a suitable gift to every boy who would come into his store and register his name, address, age and birthday.

The gift selected for the occasion was a pocket knife, which appeared deeply to the hearts of the boys. For miles about there was not a lad who missed registering. With this basic list the

merchant went over the county birth records and brought them up to date for boy children down to infancy. He then checked off deaths. With this list compiled, he indexed it according to the day of birthday, and, as these days came around, he sent birthday greeting cards to the boys and letters of congratulation to the mothers. Needless to say within the letter was a list of suitable items which would make exceptionally good birthday presents to the lads.

This idea need not, of course, be limited to boys alone, although one must admit a certain amount of discretion must be used in congratulating a lady on her birthday after a certain number of these eventful days have passed.

* * *

OMAHA, Nebraska, gives us a new survey of the old question, "Why do they buy?" A professor, located in the city, after thorough investigation, gives the following ten reasons as a single answer to the above question:

"Social self-preservation, i. e., desire to present as neat and comely an appearance as others about you."

"Vanity." (A customer usually buys in the store which furnishes the best opportunity for his ego to expand.)

"Parental pride." (Pet and admire the children and you win sales.)

"Companionship." (If a customer can purchase anything that will make it desirable for people to become acquainted with her, she will be inclined to buy.)

"Possession." (This is the basis for the 'approval system,' letting the customer actually have the thing. He 'hates to give it up if he likes it.)"

"Imitation."

"Curiosity."

"Hunting." (This is the fundamental basis of bargain sales. At all times the salesperson should play the role of a 'guide' to the customer through the 'hunting grounds' of the store.)

"Building." (This instinct for 'constructing something' has much to do with the popularity of 'knockdown furniture.')"

"Selfishness." (Satisfying self through giving pleasure to others is a very strong motive for buying.)"

Certain of the points enumerated apply especially to the talking machine dealer, namely, vanity, parental pride, companionship and possession. Apply their principle in your own store and see if this professor did not have the right idea.

* * *

IT is in times when hard battles must be fought that great victories are achieved. The other kind are never lasting, and it is a maxim of war, of love, of business, of everything in life, that positive action is the winning strategy. Offensive effort always exceeds defensive effort when brain ability is equal.

Therefore take the offensive—insist upon a course of positive action to guarantee your present and future.

Of late too many business firms have economized and otherwise slackened their sales effort in anticipation of a sales decline.

In other words, many firms are admitting defeat, or at least partial defeat, before the fight has been made. There is all too little manifestation of gallant courage and of the kind of will-power that refuses to admit the possibility of failure.

Now, when your competitor is apt to be weak-hearted, weak-kneed and inert, is the most strategic time of all to drive ahead without stint of effort, because all the great, truly decisive battles of the world, be they political, personal or commercial, have been won by men of invincible courage and indomitable will-power, who based their every plan and every effort on their complete confidence of success.

In his "Mary Gloster," Rudyard Kipling wrote some oft-quoted lines which I believe retail merchants who drive ahead at this time will soon be able to quote to their less enterprising and therefore less successful rivals. I refer to these lines:

"I didn't begin with asking—I took my job and stuck;
I took the chances they wouldn't, and now they're calling it luck.
And they asked me how I did it, and I gave 'em the Scripture text—
You keep your light so shining, a little in front of the next.
They copied all they could follow, but they couldn't copy my mind,
And I left 'em sweating and stealing, a year and a half behind."

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.



The Oriental Woodwind Orchestra plays the Columbia Novelty Record this month. "Pekin Peeks" and "Egyptian Dancer" are selections that will surprise you with their sales. E-7160.

Columbia Graphophone Co.
NEW YORK

FOREIGN RECORD "AD" CAMPAIGN

Emerson Foreign Language Records Will Be Featured in Newspaper Campaign—Seven Important Cities Selected in Which to Operate

The advertising department of the Emerson Phonograph Co. announced recently that arrangements had been completed whereby Emerson advertising featuring foreign language records would appear in the leading newspapers in the following cities: New York, Chicago, Philadelphia, St. Louis, Detroit, Minneapolis and Milwaukee. Emerson jobbers and dealers are planning to take full advantage of this campaign, and there is every reason to believe that this advertising will prove a marked stimulus to the sale of Emerson foreign language records. The advertising will be original and effective, featuring the many well-known artists who are recording for the Emerson foreign language record library.

TO SELL RECORDS BY PHONE

The talking machine department of the Morehouse-Martins Co., Columbus, O., has opened a large musical department under the management of L. I. King and John Cross, the Victor and Edison lines being handled.

The company plans selling records over the phone and a campaign along this line is scheduled to commence early this month. By providing this telephone service for customers it is expected that a large number of records will be sold.

E. C. Mitnalsky has opened a Victrola department at his store, 212 South First street, Cedar Rapids, Ia.

FULTON (MODEL 35)



Price for Sample Now \$15.00

Discounts in quantities

Phonographs and Accessories, Repair Parts for All Makes.

Best Steel Needles of American

Manufacture at 35c. per M.

Distributors of the Arto Records and Arto Music Roll.

(Write for Dealers' prices! (Cash with order)

FULTON TALKING MACHINE CO.

253-255 Third Ave., New York City
Between 20th and 21st Streets

DECRIES THE PESSIMIST

Should Try to Sell Talking Machines and Records and Not Discourage the Public

Gloomy talk in business and the lack of effort to get business which might be secured are put down by F. A. Hosack, of the Burroughs Adding Machine Co., as the two chief factors in the depressed state of trade.

"Most of us have been so spoiled by the high waves of prosperity in the last two or three years," he states, "that we have forgotten how we used to work to get orders in the years that we considered normal. We have no right to complain that the public won't buy if we make no real effort to sell and at the same time discourage the public with talk of hard times.

"Of course, the boom times have passed, and whether they were really good or bad years depends on the net result of business after all the 'boom' has dried up. But, looking back over a period of ten or twenty years, and comparing the buying power of the average citizen to-day with the money he had in his pocket or in the bank at any time during that period, who will say that the opportunity to do business to-day is less than it was five or ten years ago?"

"Some people are out of work, but even among these there are good business prospects. The fact is that most of the people in this country have more money and property to-day than they ever had before, and there are enough of them who want to spend it to make good business for all of us, if we will make it attractive for them to buy what they need."

EDISON'S PHOTO IN SUIT

Favorite Picture of Mrs. Edison Is Issue in Copyright Action

Of the many thousands of photographs of Thomas A. Edison, one taken early in 1906 remains the favorite of Mrs. Edison. Because of her preference it has acquired a value far beyond its intrinsic worth. Last week it figured in a suit instituted in the Federal Court by Birchfield & Co., Inc., to restrain the B. C. Forbes Publishing Co. and Bertie C. Forbes, of Englewood, N. J., from continuing to use the photograph in alleged violation of a copyright and the payment of \$1 was asked from the defendants for every copy sold by them or found in their possession.

The plaintiff stated that it obtained sole rights to the photograph from Joseph Byron, of this city. In addition to the penalties already mentioned, it asked the court to order the destruction of all copies of the picture and of all plates of it in the possession of the defendants.

EXHIBIT AT FURNITURE SHOW

The Michigan Phonograph Co., maker of the Lauson line of phonographs, made a very impressive display of its four new upright models and two console styles at the Grand Rapids Furniture Show.

P. M. BROWN LOCATES IN MEXICO

Becomes Manager of Columbia Department for Cia. Parker, of Mexico City

P. M. Brown, assistant manager of the export department of the Columbia Graphophone Co., New York, and connected with this company for the past twelve years, is now associated with Cia. Parker, of Mexico City, as manager of this concern's Columbia department. Mr. Brown was one of the most popular members of the Columbia staff, and during his twelve years' association with the company gained an intimate knowledge of merchandising which can undoubtedly be used to advantage in his new post. In Mexico City Mr. Brown will work in close co-operation with Rafael Cabañas, who is general manager of Cia. Parker, and who was formerly connected with the Columbia organization for many years.

TRANSFERRED TO NEW YORK

H. J. O'Connor, formerly a member of the sales staff of the Chicago branch of the Emerson Phonograph Co., has been transferred to the sales division at the executive offices in New York. For several weeks Mr. O'Connor has been working with the R. R. Curry Co., Detroit, Mich., recently appointed Emerson jobber, giving this jobber's sales staff the benefit of his extensive Emerson experience.

What More Can You Ask

All the features that go to make a talking machine *Profitably Saleable* 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 Office: Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.

TRADE NEWS IN BROOKLYN AND LONG ISLAND

Conditions in This Territory Are Most Encouraging—Intensive Selling Efforts Producing Results—Ackerly's Latest Stunt—Warerooms Continue to Be Improved—News of Interest

Conditions in the talking machine trade in Brooklyn and Long Island the past month have been most encouraging and everybody concerned is generally well pleased. In most every case intensive selling efforts have been inaugurated that have produced results. Dealers in Long Island report that their Summer business has gone beyond expectations, as with extra effort excellent sales totals have been registered and many of the permanent residents of Long Island, as well as the Summer visitors, have been sold talking machines and records.

Uses Many Unique Ideas

J. W. Ackerly, exclusive Victor dealer in Patchogue, L. I., is perhaps one of the most progressive Victor dealers on Long Island. He has long been noted for the many unique methods he employs in selling Victorolas and Victor records in that territory. Doing the unusual is nothing new for Mr. Ackerly, as each month he inaugurates a plan which is entirely different from anything heretofore used.

His latest stunt is certainly a winner. Recently he took in trade a second-hand upright piano in exchange for a large size Victrola. Rather than take the upright piano and refinish it and repair it to resell he placed the instrument in an open lot next to the railroad station, near the center of the town, where it could be seen by thousands of passers-by each day. Appropriate signs were placed all over the piano, advertising Mr. Ackerly's Victrola store and service, with the result that many desirable sales were closed from this unique bit of advertising.

Jobber's Warerooms Redecorated

The attractive reception rooms of the American Talking Machine Co., of Brooklyn, N. Y., have been undergoing a thorough overhauling. New wall decorations have been installed and in general the pleasing appearance of these quarters has been materially enhanced. R. H. Morris, vice-president and general manager, was so much pleased with the new Red Seal record clock introduced by the Reuecke-Ellis Co. that he installed one in a prominent position

VICTROLAS

Adopting a Goal

THE advent of the Fall Season obligates every Victor dealer to devise ways and means of securing his full quota of sales.

A prepared plan arranged now will do much to avoid hurried or inefficient efforts in caring for the Fall sales that are assured Victor products.

To this end we offer our services.

VICTOR RECORDS

G. T. WILLIAMS' CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

in the center of the large reception room, where it can be readily seen by all visitors.

Attractive Edison Shop

One of the most attractive talking machine shops in Brooklyn is the Edison phonograph store, located at 253 Flatbush avenue. Marshall Brugman, proprietor of this exclusive Edison shop, is a well-known figure in the talking machine trade and is a real Edison enthusiast. Through his efficient efforts many Edison diamond discs have been placed in Brooklyn homes and he has built up an extensive clientele, all of whom are well pleased with the Edison phonograph and Edison Re-creations. Mr. Brugman attributes the success of his exclusive Edison store to the slogan which is prominently displayed in his warerooms: "We give the customer just a little more in the way of service than he asks for."

G. T. Williams Back at Desk

G. T. Williams, Victor wholesaler, accompanied by Mrs. Williams and daughter, returned home early this month, after attending the annual convention of the National Association of Talking Machine Jobbers, held at Colorado Springs, Colo. A party, composed of Mr. and Mrs. G. T. Williams, Mr. and Mrs. Louis Buchu and children, and Mr. and Mrs. J. N. Blackman and son, made a trip to Yellowstone Park, following which the Williams family returned East, the others proceeding to the Coast.

Sales for June Showed Gain

To be able to show a decided increase in business for June over the same month last year is certainly commendable and shows what an aggressive selling campaign can produce. Beginning with May the Brooklyn Music House, Inc., at 8 Third avenue, inaugurated an extensive selling campaign which netted it the above results. A. R. Wolf, owner of this establishment, stated that the largest percentage of this increase came from sales that were made directly from recommendations by old customers who had been sold some time previously.

This company is the exclusive representative in Brooklyn for Starr phonographs and Gennett records, and during the ten years it has been doing business many of these instruments, as well as Starr pianos, have been placed in Brooklyn homes.

Artists' Visit Produces Sales

The C. Ludwig Bannmann & Co.'s phonograph department, at 1449 Broadway, takes advantage of every opportunity to capitalize on the visit of Columbia artists to Brooklyn theatres. Recently Martin Snyder, manager of the department, was advised by the manager of a local theatre that Ted Lewis and his jazz band, popular Columbia artists, were booked to appear there on a certain day. Immediately Mr. Snyder prepared several artistic window cards and sent a Columbia circular containing a list of Ted Lewis' records to a select mailing list, accompanied by a letter, telling each customer that Ted Lewis would appear in a Brooklyn theatre on such a day. An attractive window display was installed and during Ted Lewis' stay Mr. Snyder reports that sales of Ted Lewis' records showed a decided increase, well warranting the special sales effort.

TALKING MACHINE DEALERS

We can save you money on re-stamped time payment machines.

We deliver or you don't pay.

Our yearly "Plate Service" guarantees protection.

Write or telephone us—Reynold 5240-5476.

ASTER DETECTIVE SERVICE

108 West 45th St., New York City

HIS MASTER'S VOICE

AMERICAN TALKING MACHINE CO.

VICTOR WHOLESALERS

BROOKLYN NY

NOW IS THE TIME

PREPARE FOR YOUR FALL NEEDS IN VICTOR MERCHANDISE NOW.

DEALERS CANNOT AFFORD TO WAIT TOO LONG IN PLACING THEIR FALL ORDERS.

RIGHT NOW IS THE TIME.

THE LONGER YOU WAIT THE LESS CHANCE YOU WILL HAVE OF GETTING YOUR STOCK IN FIRST-CLASS SHAPE.

WE TRUST THE DEALERS WE SERVE WILL BE GUIDED ACCORDINGLY AND TAKE THIS MATTER UP AT ONCE WITH US.

Knight-Campbell Co. Holds Convention

Over Fifty Victor Dealers from Colorado and Neighboring States Gather in Denver to Enjoy and Profit by Interesting Business Program—Several Victor Co. Executives Address the Meeting—Knight-Campbell Co. Provides Elaborate Entertainment Program for Visiting Retailers

DENVER, COLO., August 1.—The Knight-Campbell Music Co., Victor wholesaler, took advantage of the presence at the convention in Colorado Springs of a number of prominent Victor Co. officials, as well as prominent jobbers from other sections of the country, to hold a general convention of its dealers from Wyoming, Colorado, Northern New Mexico, Western Kansas and part of Nebraska, over fifty retailers accepting the company's invitation.

An interesting two-day program had been arranged for the occasion under the direction of J. A. Frye, sales manager of the company, with C. G. Campbell giving general supervision to the affair. The dealers were welcomed on the afternoon of Thursday, July 14, by R. A. Bryant, manager of the wholesale Victor department of the company, who explained the object of the meeting.

Horace W. Wilson, advertising counselor of the Knight-Campbell Co., spoke first at Thursday's session. He dwelt on "Fighting for Business" and said in part:

Dare Now, Says Wilson

"When business is bad, as it has been lately, and as it may be for a little period to come, it is time to advertise. Everybody should be increasing advertising appropriations right now. Of course, you have definite ways of doing that. Tell the people how they can buy this or that musical instrument and have it in their homes. Because people haven't the money they did have they have to make plans for buying, so you have to tell them how.

"The majority of women in our insane asylums are from farmers' homes. Why? Because many live nothing but a humdrum existence. So you have a tremendous appeal there. In Colorado I know there are now good crops coming up—beautiful crops. That alone should mean a lessening of the strain. So I believe farmer prospects are coming up good this fall.

"You have many dramatic appeals to make. There is the appeal to comfort. The comfort of coming home at night and the joy of soothing music, which is so restful. Picture that to them. Then you have the appeal of the amusement feature for the children. Keep them at home. That is a great appeal nowadays because it is a problem how to keep them at home. Then there is the feature that when you have company you have something with which to entertain them. Then there is a great appeal in the feature of possession—the fact that in your home there is a beautiful musical instrument. It means position, standing. It means that man is thinking of big things and at once that establishes a pres-

tige. And so there are all these things to which to appeal.

"Most important of all is the appeal to the child, for there is nothing that will do more for the retail business than this. I would suggest that you retailers run occasionally a little children's concert. Get the names of children of certain ages; send them a little card and personally invite them down some afternoon for a Victrola concert. Serve a little candy to them and they will go home and talk more about that and do more good than all the advertising in the world. Perhaps you could get prospects for Victrolas by running a contest. To the children between certain ages who bring in five names of Victrola prospects could be given free ice cream sodas."

D. N. Andrews, of Thos. Casack Co., who next spoke on "Outdoor Advertising," was followed by J. M. Spain, manager of the talking machine department of the American Furniture Co., of Denver, whose address was on "Organizing a Sales Campaign." He said in part:

Spain's Retail Analysis

"The time has passed when we can employ a few order takers, pay little regard to our store equipment, run an ad once in a while in our local paper and get the money for as much Victor merchandise as we could secure. Almost every merchant in every line of business is increasing his advertising appropriation and is in some manner making a much stronger bid for business than he did during the last few years, and we must take to go forward increasing our sales we must take into consideration the new order of things, realize that our sales forces must consist of salesmen and salesladies and not the ordinary order takers; that our store equipment must be such as to create the right atmosphere and environment; and that we must go out after business and not wait for it to come in.

"In organizing our sales campaigns I think we should make a liberal estimate of the volume of business we believe we can get by putting on a good, live, aggressive sales campaign—set a mark to shoot at, budget out our expenses on a basis of doing this much business, allowing a liberal per cent for advertising and a reasonable per cent for real sales people, and then get busy and do more business than we had estimated we would do.

"Sounds easy, doesn't it? But how can we do it? To begin with, I believe it is very essential that we see to it that everyone connected with our business fully appreciates what real need there is in every home for music, how much comfort, pleasure and entertainment a Victrola

and records afford every member of a family—how completely a Victrola and Victor records can satisfy every musical longing and how impossible it is to figure in dollars the intrinsic value of the cheering and refining influence created in the home, not for a day, but for a lifetime, when the Victrola enters. If our sales people are not enthusiastic about the actual need for a Victrola in every home, then they cannot and will not meet with the degree of success that they should, and I believe should be replaced by others who do.

"As a part of a sales campaign I believe weekly sales meetings are a mighty good thing. Talk things over with the sales people. Tell them what mark has been set for the coming month's business, how far you are behind or ahead of your schedule for the month, and if ahead set a new mark to reach for the month. Talk over any sales lost or hard sales won, the advertising, etc.

"Let each sales person know that he or she is vitally important to the success of your sales campaign. When the sales force has been rounded out, then start out on an intensified campaign of going after prospects and business.

"We should, in addition to dividing up our advertising appropriation and deciding how much we will spend on our show windows, in the newspapers, through direct-by-mail advertising and on billboards, also decide what will be the nature of our advertising—what percentage will be devoted to straight selling copy and what percentage to prestige or general advertising. This, of course, would vary according to the nature of conditions at different points.

Be Sure to Canvass

"I believe that in a sales campaign provision should be made for house-to-house canvassing. When I say house-to-house canvassing I do not mean the usual method of going from house to house unannounced, for I believe that if the dealer will arrange to get a correct list of the names and addresses of the heads of families in his city and will send a letter in advance of the salesman, far better results will be obtained. In most cases a list of this kind can be secured from some public utility in your city, arranged in the numerical order on the different streets.

"Where such lists can be secured and the letter can be mailed out in advance of the salesman he will be able to call on many more people per day than he otherwise would. Two important features of this plan of canvassing are, first, to secure the names and addresses arranged so that the salesmen will not have to make long jumps, and, as a result, cut down the number of calls

SECOY AUTOMATIC STOP THE RECOGNIZED STANDARD

If a man write a better book, preach a better sermon, or make a better mousetrap than his neighbour, though he build his house in the wood, the world will make a beaten path to his door.—EMERSON.

Never in the history of the phonograph business has the truth of this adage been demonstrated so conclusively as in the recent demand for the Secoy automatic stop.

A mechanical device of any kind is no better than its actual performance in the hands of a customer. 300,000 Secoy automatic stops are in service at the present time. Dealers are demanding a reliable automatic stop, and in a great many cases they are specifying the Secoy stop, as it is a clinching sales argument.

Write Us Today for Further Particulars

THE SECOY COMPANY, PIQUA, OHIO

KNIGHT-CAMPBELL CO. HOLDS CONVENTION—(Continued from page 68)

he can make each day. Second, to send out a short letter that is properly filled in for each individual it is to be mailed to and signed with pen and ink. The purpose of the letter is threefold. First, to create interest in owning a Victrola. Second, being sent two or three days ahead of the salesman, it gives a man and his wife an opportunity to talk over the question of buying a Victrola and results in the salesman having a much larger percentage of satisfactory interviews. Third, the letter advising that your Mr. Brown, or whatever his name may be, will call, puts him on a different plane from the ordinary canvasser with the parties called on.

"There are many other ways of securing prospects which I will not take up at this time. Summing up, I believe that in the organization of our sales campaigns we should give proper consideration to sales forces, to store equipment, to advertising, including show windows, to service, and while I have not gone into any detail on this most important part of the sales cam-

normal, but we know you feel they are not normal, and that the Hall will see material improvements in the business situation. So I say that now is the time for the dealer and the wholesaler to work together. It is our policy to have an absolutely unselfish attitude toward the dealer. When one of our representatives calls upon you, we do not want you to give him an order unless you feel so inclined. If he does not benefit you in some way his visit has been a failure. We want to prove conclusively to you that this establishment is for all dealers, to help them in any way possible.

"We endeavor to get various ideas from the different parts of the country, assimilate them and then pass them along to you retailers. We have sent you a great many letters in the past and will continue doing so. We try to keep out of our written messages to you anything that is at all of a nature that would not be of some benefit.

"After all, the sales end of your business can

machine business in perhaps a more effective manner than to any other business. The experience of many successful business houses is that letters sent out in the latter manner are well worth the additional expense. Any dealers desiring complete details covering an effective circularization campaign can obtain necessary information upon request.

\$75,000 and Circularizing

"Also, circularization is valuable in stimulating record business. I had the pleasure of calling upon a firm in Los Angeles whose record business was \$75,000 per annum as compared with \$60,000 in instruments. Their whole success was due to clever and comprehensive circularization methods. They send letters to customers constantly, whether active or not active. These are not multigraphed, but written on the typewriter and signed with pen and ink, and a two-cent stamp is used for mailing.

"Now, in addition to circularization, there comes the all-important subject of canvassing.



Group of Dealers in Front of Knight-Campbell Co. Headquarters, Denver

paign, yet I do believe that through proper service, rendered in the right way, many prospects can be secured from our customers, and different ways and means of going after business will be opened up."

Paul Whiteman was then called on for a few remarks, in the course of which he related the experience of himself and the Whiteman Orchestra when they made their first recordings at Camden, and in which he also touched on the severe tests, criticisms, etc., which are made by the Victor Co. on each recording before it is released as satisfactory.

Frye's Pertinent Comment

J. A. Frye, sales manager of the Victor wholesale department of Knight-Campbell, closed the Thursday afternoon session with a general discussion on benefits to be derived from the convention and the policies which will prove profitable to retail merchants during the rest of 1921. He said in part:

"One of the big benefits which always accrues from conventions is the contact between the dealer in Cheyenne and the dealer in Casper, Las Vegas, N. M., and other sections. It certainly is interesting as well as beneficial to know the other fellow's viewpoint. The present is a time for all dealers to broaden their experiences and knowledge at every opportunity in order to make their business and the Victor business continue to increase and expand as it has in the past twenty years.

"And to sum up that direct contact with Victor officials, with other able speakers covering a variety of subjects, all relating to the Victor business, with the meeting with other dealers and getting their viewpoints, and again the contact with your wholesaler, these are objects obviously beneficial to attain, and will fully materialize at this our first convention of dealers.

Need of Close Co-operation

"I do want to say that if there ever was a time in the history of your business when there should be close co-operation between the wholesaler and the dealer it is now. At no period during the past fourteen years has business faced the condition it is facing now—a condition requiring a complete reversal of tactics used in the past and getting down to a real selling basis. Many people are inclined to call present times

briefly be summed up into three parts—advertising, circularization and canvassing. And I emphasize this statement, that unless you are doing all three you cannot cope with present business conditions.

"Now, in addition to the Victor Co.'s advertising we have obtained an advertising counselor, H. W. Wilcox, and any dealer who desires his services can have them at no expense.

"Circularization is a very necessary part of your work. It means a great deal to be in contact with the public in a more personal way than is possible through newspapers.

"Circularization can be applied to the talking

That is something that alert business houses are doing to-day all over the country. The houses that have an outside department find that the majority of their business is coming from that source, which proves its value. We are prepared to enter into the matter of mapping out a canvassing campaign and can upon short notice supply outside men.

"In conclusion I wish to emphasize that Victor dealers have at their command a greater source of information and a more abundant supply of dealer helps than is offered to any class or group of men in any business. No Victor

(Continued on page 71)



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



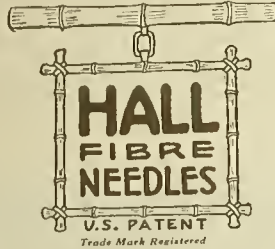
FRED VAN EPS



FRANK BANTA

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

Push the Fibre Needle — It Builds Your Business



One Reason

why talking machine records are selling so well at a time when many other articles of merchandise are going through a period of depression is because—

HALL FIBRE NEEDLES have made sound reproduction an unceasing pleasure to the ear and have caused talking machine owners to take pride in building up comprehensive record libraries.

HALL FIBRE NEEDLES stand for all that is permanent and satisfying in sound reproduction.

HALL MANUFACTURING CO.

33-35 W. Kinzie St., Chicago, Ill.

KNIGHT-CAMPBELL CO. HOLDS CONVENTION—(Continued from page 69)

dealer has any problem upon which he cannot readily secure intelligent advice.

"It is our experience that the receptive dealer, the one who is looking for suggestions and readily receives them, is, with few exceptions, a very successful dealer."

In the evening the visiting dealers, together with several jobbers, were entertained at a banquet at Lakeside Park, a popular local resort, where Paul Whiteman and his orchestra furnished the music to a crowd of over 3,500 people, who had paid double the usual admission price for the purpose of hearing, and dancing to, the music of this famous organization. The entertainment proved a decided success and was greatly enjoyed by the visiting dealers.

The Session on Friday

The Friday morning session was particularly important inasmuch as it was attended by five of the prominent Victor Co. executives, including Ralph L. Freeman, director of the Victor Co. This session was opened with an address by H. A. Beach, of the Unit Construction Co., who explained in detail the various equipments supplied by his company for Victor dealers, illustrating a number of them with stereopticon views which was most helpful and interesting.

Importance of Physical Equipment

Mr. Beach said in part: "We have all passed that stage where we have any cause to fear the life or stability of the Victor industry. The crucial test of the past three or four months, the way Victor trades have stood by, is a sufficiently clear demonstration of the solidity of the Victor to cause you to take fresh heart and courage for the bigger things ahead. My own personal estimation is that there will be a shortage of Victor products this Fall. I do not anticipate the mad scramble of the past few years, but you will have a demand open up which will tax the factory. You should take notice and be reasonably well prepared.

"The dealer or the jobber who does not look way into the future and prepare well with an organization that will work for the further development of the business is not going to measure up and keep the pace.

"Physical equipment is absolutely necessary. Any workman has to have tools in order to accomplish anything. A good mechanic without tools is badly handicapped. Those two things, organization and equipment, go hand in hand, as one is just as important as the other. It is largely that reason, and, in fact, almost wholly, that induced me to take up the work I am in to-day.

"Your sales talks are all based on quality. Can you talk this without good equipment? It is not reasonable to suppose you will carry weight in your community unless every end of your business is balanced. Carry out the Victor program. Vast sums are being expended to put the Victor line on the highest possible plane. Frankly, now, are you doing your share, and by so doing, protecting your own interests?

"One point that occurred to me in connection with the need of equipping in the proper way is this: So many are inclined to feel it is not necessary to have up-to-date equipment when handling Victor merchandise—that this well-known product will sell itself in any surroundings. The better known the line, the more neces-

sary to present it to the public in such a way as will be in keeping with the line itself. You point out to me the dealer who is giving proper presentation to the Victor line, and I will show you one who is really cashing in and making a profit on the line. I have taken pains to analyze this, and this dealer has a decided advantage over his competitor and he is really cashing in."

Macdonald Reviews Conditions

The next speaker was J. S. Macdonald, sales manager of the Victor Co., who delivered a most interesting address, in the course of which he reviewed the general business situation from the standpoint of the Victor trade, and emphasized particularly the necessity of greater effort on the part of the retailer to keep the business moving along at its normal healthy pace. He particularly impressed the retailers with the necessity of providing a proper physical setting in their stores for the display and sale of Victor products, and declared that with the expenditure of real effort to the Victor line a product of of dominating quality.

Delano Speaks on Increasing Record Sales

The next speaker was F. A. Delano, head of the Victor School of Salesmanship, who offered to the dealers some particularly valuable and practical information regarding methods for selling an increased number of records, particularly those of the Red Seal type. Mr. Delano drew upon his actual experience in describing some of the selling hints, and gave to the dealers a fund of information that should prove of tremendous value to them in developing greater record sales during the months to come.

Ernest John Discusses Advertising

Ernest John, advertising manager of the Victor Co., then addressed the dealers, and after outlining what advertising was designed to accomplish and what it did accomplish, pointed out the manner in which the retailers and individuals could, and should, plan their advertising in order to co-operate fully with the national campaign of the Victor Co. He emphasized particularly the fact that the average dealer would find it a real task to endeavor to measure up his own advertising appropriation with his pro-rata share of the Victor Co.'s advertising appropriation.

E. J. Dingley and Ray Bill Speak

Next in line was E. J. Dingley, assistant sales manager of the Victor Co., who made a brief address and was followed by Raymond Bill, associate editor of The Talking Machine World and The Music Trade Review, who summarized for the dealers a survey of the business situation made by those publications, and pointed out the lessons regarding selling methods that could be deducted as a result of that survey. He particularly urged that dealers take full advantage of the practical business-building suggestions offered them by manufacturers and wholesalers.

"Militant Merchandising"

Following Mr. Bill, J. J. Davin, of the Reincke-Ellis Co., read a timely treatise on business conditions which had been prepared by J. J. Rockwell, advertising counselor of Chicago. This paper is printed in full in another part of this issue of The World. The final speaker was Curtis A. Wessel, who talked on merchandising.

New Victrolas Inspected

Following the business session the dealers inspected samples of the new Victrolas 300 and

50, which were on display in the Knight-Campbell headquarters, and then repaired to a neighboring park for the usual group photograph.

Those in Attendance

Among those who attended the Knight-Campbell Dealer Convention were:

Mr. and Mrs. J. M. Spavin, Mr. and Mrs. J. L. Gee, Mr. and Mrs. Grover Mulliken, Mr. and Mrs. V. Traylor, Miss Blanche Schierberg, Miss Marie Rapp, American Furniture Co., Denver, Col.; Mr. and Mrs. H. G. Woodley, Mr. G. E. Shaw, Pattison Music Co., Denver, Col.; Mrs. A. J. Boot, A. J. Boot, Jr., Boot Music Co., Denver, Col.; Mr. and Mrs. A. W. Mason, Y. N. Weidensaul, Walter McNair, Miss Merle Yarsh, Miss Stella Thunagan, Daniels & Fisher Stores Co., Denver, Col.; Chas. E. Wells, R. E. Thompson, R. B. Wells, Mr. and Mrs. J. B. Merritt, Mrs. K. Young, Mrs. Lucy Brandtson, Walter Otto, L. P. Turner, Miss Emma Rapp, Chas. E. Wells Music Co., Denver, Col.; Mr. and Mrs. E. E. Gant, Miss Gertrude Shaw, Miss Leah Marlowe, Sharp Music Co., Denver, Col.; Mr. and Mrs. H. W. Sanders, Mr. and Mrs. F. R. Flanigan, Mr. and Mrs. John C. Kraus, Mr. and Mrs. Lester Pratt, W. L. Bobo, A. Durston, T. Terhinden, Miss Bessie Newton, Miss Catherine Geiger, Miss Ella Davis, Denver Music Co., Denver, Col.; G. A. Laman, R. S. Johnson, Miss Edna M. Byer, Laman & Johnson, Denver, Col.; Mr. and Mrs. W. T. Marsh, Milton L. Leve, Marsh & Leve, Denver, W. T. Marsh, and Mrs. C. R. Baker, Mr. and Mrs. R. A. Bryant, Mr. and Mrs. W. W. Bradford, Mr. and Mrs. J. A. Frye, Mr. and Mrs. C. B. Wells, Mr. and Mrs. T. P. Foote, Mr. and Mrs. Thomas Walker, Mr. and Mrs. Denver Wood, Mr. and Mrs. Edna Beyer, Mr. and Mrs. H. W. Norfolk, Knight-Campbell Music Co., Denver, Col.; Geo. C. Wilson, C. O. Bohon, Geo. P. Hopkins, Miss M. P. VanBruit, Miss Grace Hunter, Miss Flora Stewart, Edward Beyer, Walter Lewis, Knight-Campbell Music Co., Denver, Col.; Mr. and Mrs. Geo. T. Meloy, Fort Lupton, Col.; Mr. and Mrs. Leo M. Simpson, Wray, Col.; Mr. and Mrs. Philip Kellerman, Knight-Campbell Music Co., Greeley, Col.; H. C. Klein, Klein Music Co., Cheyenne, Wyo.; J. D. Hay, Hay's Pharmacy, Otis, Col.; James O'Grady, Polzin Furniture Co., Rapid City, S. D.; D. Z. Phillips, Carl Miller, D. Z. Phillips Music Co., Pueblo, Col.; Joseph Adamek, La Junta Music & Jewelry Co., La Junta, Col.; J. J. Davin, Reincke-Ellis Co., Chicago, H. R. Daniels, Daniels & Rogers, Douglas, W. Curtis A. Wessel, New York; J. V. Anthony, Brush Hardware, Furniture & Supply Co., Brush, Col.; C. K. Bennett, Eclipse Musical Co., Cleveland; A. Dietrich, Fuller Drug Co., Monte Vista, Col.; J. Donahue, R. G. Hoffman, Knight-Campbell Music Co., Cheyenne, Wyo.; B. B. Wilson, Raymond Bill, Talking Machine World, New York; A. D. Boone, Talking Machine Co., Birmingham, Ala.; C. F. Titman, Denver, Col.; Harry H. Mitchell, Knight-Campbell Music Co., Pueblo, Col.; E. H. Kimbrel, Kimbrel Music Co., Greeley, Col.; Mr. and Mrs. A. Davega, Knickerbocker T. M. Co., New York; Mr. and Mrs. A. V. Stufels, Stifel Music Co., Loveland, Col.; Mr. and Mrs. L. A. Baugh, Garden City, Kan.; A. R. Mitchell, Mitchell & Egbers, Canon City, Col.; Miss Cora Burk, Miss Lois Osborne, Chlanda-Harris Furniture Co., Longmont, Col.; R. Zimmerman, H. Johnson, Peerless Photo Shop, Colorado Springs, Col.; James R. Allison, Allison Bros., Walsenburg, Col.; Mr. and Mrs. J. Cates, Harris-Douglas Furniture Co., Boulder, Col.; Mrs. B. F. Klein, Klein & Morgan, Kimball, Neb.; Mrs. F. W. Harden, Alexander's Drug & Jewelry Co., Salsburg, Col.; Miss Marion Kingsbury, Kingsbury Music Co., Leadville, Col.; D. Allen, R. Shrewsbury, Knight-Campbell Music Co., Colorado Springs, Col.; G. E. Richter, Richter Music Co., Casper, Wyo.; J. S. McDonald, sales manager; F. A. Delano, director Victor School of Salesmanship; Mr. and Mrs. R. L. Freeman, director distribution; Ernest John, advertising manager; E. J. Dingley, assistant sales manager; Miss Hallie Owen, of the educational department, Victor Talking Machine Co., Camden, N. J.

We Back the Dealer Who Backs the Victor



KNIGHT-CAMPBELL MUSIC CO.

1608 Wynkoop Street,

Denver, Colo.



CONSIDER YOUR DISTRIBUTOR'S STANDING

Mr. Victor Dealer

You cannot afford to overlook the standing of the Victor Distributor you select as your main source of supply.

Your distributor looks you up in Dun or Bradstreet to determine your credit standing. He wants to know your reputation for keeping promises and meeting obligations, and you are generally served and supported accordingly. Why not investigate your distributor's standing?

Your source of supply must be dependable under all conditions. Choose your Victor Distributor as you would your doctor or lawyer. The best is none too good in critical times. You may need financial help or advice during a business depression. You have recently learned the need of a dependable supply during a great shortage.

Experience and reputation are all important. In our 23 years' experience we have seen manufacturers, wholesalers and dealers come and go. The failures do not usually suffer alone.

Do not be the victim of an alliance with a weak manufacturer or wholesaler. Profit by the experience of others.

The Victor Co. and its product are supreme. Recent events pay tribute to that fact.

You should now weigh carefully the standing of Victor Distributors and make your choice accordingly. Consider Blackman's 23 years' experience, reputation, financial standing, preparedness and, above all, dependability. They are all at your service, Mr. Victor Dealer. Can you afford to overlook the opportunity?

Take this seriously and interview us at our new address. You will be convinced of your need of the combination—the Victor and Blackman.

Ask a Blackman Dealer— he knows.

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

Hulda Lashanska's sweet soprano in "Mighty Lak' a Rose" is a voice Americans love in America's most popular lullaby. Stock up with this record for splendid sales. Columbia 77989.

**Columbia Graphophone Co.
NEW YORK**



SAN FRANCISCO TRADE REPORTS A SLIGHT IMPROVEMENT

Activity, However, Is Much Below Normal—Wurlitzer Buys Mauzy Interests—Victor Artists to Visit Coast—Columbia Branch Managers in Conference—Period Models in Favor—Other News

SAN FRANCISCO, CAL., August 3.—Some of the San Francisco talking machine dealers report a slight improvement in business the last week or so, but on the whole the activity is much below normal. The merchants, realizing that at this time it is useless to expect the people to buy liberally, have cut down on advertising in many instances and are simply marking time. Overhead expenses have been reduced as much as possible by the average dealer, and it is not likely that many will encounter serious financial embarrassment by reason of the dull Summer. The season's demand for small machines, especially the portable types, has been fairly good, and the call for dance records is holding up well. A few concerns have been able to stimulate business somewhat by price reductions, but the majority holds that price-cutting is no solution to the problem. The market is sleeping for the time being and it will take a decided revival of commercial and industrial activity to make things hum again.

Wurlitzer Co. Takes Over Mauzy Stores

The most important business change in the San Francisco music trade for a long time is the purchasing of the Byron Mauzy music interests here by the Rudolph Wurlitzer Co. The transfer was made on July 10 and includes the sale of both the San Francisco and Oakland establishments. Charles Mauzy, son of Byron, has been retained as manager of the newly organized concern, but Byron Mauzy will retire from active business here. He will, however, it is reported, represent the Wurlitzer Co. and other music interests on a trip which he will shortly make to the Orient.

Mr. Mauzy has been in the music business in San Francisco for thirty-eight years, his first store being located at 107 Post street. He has earned fame as a piano manufacturer as well as a merchant, being the maker of the Mauzy Gold Medal bungalow style piano. The best known lines handled at present by the company are the Chickering piano, the Ampico and the Victor talking machine lines. Mr. Mauzy is a member of numerous local and national business organizations and is a member of several well-known clubs and lodges. At one time he served as a

San Francisco supervisor. To take care of private business interests Mr. Mauzy will maintain an office in the Phelan Building of San Francisco.

Eight Victor Artists to Visit Coast

P. W. Simon, representing the Eight Famous Victor Artists, has just been in San Francisco making preliminary arrangements for a series of star concerts which will be held next Fall and Winter. The concerts will be sponsored by Sherman, Clay & Co. and others who handle Victor merchandise on the Coast. On his return East Mr. Simon attended the Victor Jobbers' Convention at Colorado Springs.

Blue Front Shops Are Popular

Blue front shops seem to be making a hit on the Coast. Several new ones have been opened in northern California recently and there are now three blue front establishments in San Francisco—the Remick Song Shop, the Harmony Shop and the W. W. Elkins Shop.

Columbia Branch Managers Confer

L. C. Ackley, San Francisco manager for the Columbia Graphophone Co., has returned from a business trip to Los Angeles, where he held a conference with the Los Angeles manager, W. F. Stidham, and W. H. Lawton, the Seattle manager. Mr. Ackley was accompanied on the Southern trip by his wife and B. F. Church, manager of the San Francisco Dictaphone department. Plans are maturing for some new and novel co-operative advertising by the California Columbia dealers. Community advertising has proved a good success in the past and it will no doubt do much to revive interest in talking machine merchandise this Fall.

Horace M. Hull, manager for the Aeolian Co. of San Francisco on the Pacific Coast, is making a business trip to Portland and the Northwest.

Otto Rothlin, of the wholesale Victor department of Sherman, Clay & Co., is back from a vacation spent in Lake County. His place during his absence was taken by R. E. Kane, of the Sherman, Clay & Co. traveling sales force. Mr. Kane says the new Victor record, "I'll Keep On Loving You," is going well here.

Featuring Period Models

J. M. Abrains, general manager of the phonograph division of Kohler & Chase, says that the

company is featuring with good success the new William and Mary Style L. Burnham machine. This style seems to be the most popular of the period models. Mr. Abrains has given the exclusive selling rights of Okch records to a number of new dealers in northern California recently and good sales are reported.

New Sonora Agency

The Sonora agency has been placed in the Wesley Webster music store on Fillmore street, San Francisco. H. C. Hanson, on Powell street, and the City of Paris, also carry Sonora machines now.

News of the Vacationists

Billy Morton, manager of the retail Victor department of Sherman, Clay & Co., has returned from a vacation spent on the Russian River and in an ark near Escaltes in Marin County.

George Hughes, of the Wiley B. Allen Co., has returned from his annual fishing trip to the Klamath River in Oregon.

F. P. Corcoran, manager of the Wiley B. Allen talking machine department in San Francisco, is spending his Summer vacation at Mill Creek Canyon with his family.

M. A. Fox, formerly with the Bergstrom Music Co., Honolulu, has joined the San Francisco sales force of the Wiley B. Allen Co.

H. A. Beach, vice-president of the Unit Construction Co., of Philadelphia, manufacturer of the Unico system of record booths, has been visiting the Coast cities. He has made several important installations in southern California recently.

P. T. Clay, president of Sherman, Clay & Co., is taking a vacation at Lake Tahoe with his family, stocking up energy for a great campaign the coming Fall.

**U. S. Player
Rolls**

At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. *Make your bid.*

WALTER S. GRAY CO.
942 Market Street, San Francisco



**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.

SHERMAN, CLAY & CO.'S ARTISTIC VICTOR DEPARTMENT

SAN FRANCISCO, CAL., August 5. The Victor department of Sherman, Clay & Co., of this city, is one of the show places of the Pacific Coast talking machine trade, and it is fitted up in a way that has won the enthusiastic commendation of music lovers and trade visitors. Every detail of the furnishings and equipment is in accord with Victor prestige and renown, and the facilities afforded patrons of this department are unsurpassed in the industry.

There are fourteen demonstration rooms in this Victor department, which occupies the entire third floor of the Sherman-Clay building, and the accompanying illustration will give some idea of the attractiveness of this department. It



View of Sherman, Clay & Co.'s Victor Department

is furnished in light gray in a modern adaptation of the eighteenth century French period, and a courteous welcome is extended to all visitors of the department, even though they may be only slight seeing.

a visitor in this town, making his headquarters at the Maplewood Hotel here. Mr. Fowler, who has with him his wife and mother, visited the talking machine house of John P. Middleton, a Columbia dealer, and heard with great pleasure the song which he has helped to make famous. Mr. Fowler has studied in Europe.

B. SHERMAN FOWLER IN PITTSFIELD

PITTSFIELD, MAS., August 1 B. Sherman Fowler, the composer and musician, whose song "Do Dreams Come True" has been meeting with marked success and which has been recorded for the Columbia by Barbara Maurel, is

now in charge of the Victor department of B. I. Porter, Lima, O. He is well qualified to fill his new post and is preparing interesting sales plans for the coming Fall.

SONORA REPLACES CHOIR

How H. D. Stentz Delighted the Worshipers at the First Methodist Church of Norwalk, O.

H. D. Stentz, Sonora dealer of Norwalk, O., is receiving many congratulations on the success of a special musical service which he recently arranged in the First Methodist Church, that city. He established a precedent in using a baby grand Sonora phonograph as a substitute for the regular choir. The minister announced the singer or instrumental number as the record was put on the Sonora. The voice on the record filled the church and delighted those who were in attendance.

This sets an example which dealers might simulate throughout the country. There are thousands of small churches with poor choirs and wheezy organs that might be replaced by a good talking machine and a selection of records made that would be far preferable to the numbers usually sung.

FILES PETITION IN BANKRUPTCY

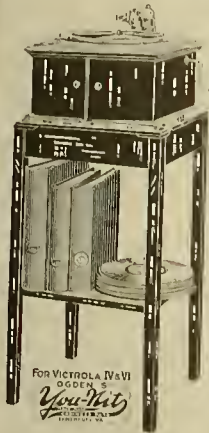
Lyrphone Co. of America Brings Action Against Newton-Elting, Inc., for Indebtedness

TRENTON, N. J., August 5.—The Lyrphone Co. of America, Newark, N. J., has filed a bankruptcy petition in the United States District Court at Trenton against Newton-Elting, Inc., of this city. The petitioner claims that the defendant is indebted to it to the amount of \$2,777, which is said to be a balance on an open book account. The Trenton concern deals in phonograph records, while the Newark company manufactures and distributes phonograph records.

NEW DEPARTMENT MANAGER

William Snyder is now in charge of the Victor department of B. I. Porter, Lima, O. He is well qualified to fill his new post and is preparing interesting sales plans for the coming Fall.

VICTROLA DISPLAY STANDS



Show up the machine so it sells. Occupy small space—Light and convenient.

A detachable Top makes it a Utility Table or Service Stand for Booths and Corners. Finishes to match Victrolas—Enameled to match Booths and Interiors.

A Better Display Sells the Victrola and it sells at a profit with the Victrola for Home and Camp.

Ships "Knock Down" 2 in a fiber mailing case, weight 22 lbs., per package of 2 complete—Order Samples from us and we will charge to your Jobber.

Knock Down Display Stands

Are Patented

Solid Quar. Oak	Net \$3.60	Retails \$5.00 or \$6.00
Mahogany Finish	Net \$3.85	Retails \$6.00 or \$7.00
Solid Mahogany	Net \$4.25	Retails \$7.00 or \$8.00
Utility Detachable Top	50	

Mail them back the minute you see them if you are not pleased and the postage will be refunded. This is our GUARANTEE. Low price—High quality.

NOW IS THE TIME TO IMPROVE YOUR SERVICE

And increase your sales by using Ogden's Patented **MODERN STORE EQUIPMENT**

RECORD CABINETS TO FIT YOUR REQUIREMENTS
A FILING SYSTEM WHICH DELIVERS THE GOODS
PRIVATE SALESROOMS WHICH "SELL"

OGDEN'S COMPLETE MODERN STORE

75 Sectional Models Fit Any Size Stock and Help You Grow

Costs less than carpenter work.

Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms, and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.



Ogden Sectional Cabinet Co.

LYNCHBURG, VA.

**The
Golden-
Voiced
Tenor**



Enrico Caruso

**The
Golden
Opportunity**

*Read—
Then
Act!*

WIRE YOUR ORDERS TODAY

Cash in NOW on the Universal Popularity of CARUSO

There is a renewed demand for CARUSO records and if you help stimulate it you can profit greatly.

FATE HAS BETTERED A GOOD OPPORTUNITY

Just off the press

We find CARUSO'S untimely death makes necessary a premature sales-offer of a wonderful new wrapping envelope, carrying a

10x10 ROTOGRAVURE OF CARUSO

ready for framing, a rich, striking likeness of the famous artist reproduced on the entire face of the envelope, and as a sales-promotion plan, you will find on the reverse side a list of records selected by CARUSO himself as his favorites. Furthermore, a little intimate story of Caruso helps stimulate in the reader a further desire to become acquainted with the world's greatest tenor.

CARUSO STILL LIVES

and if you realize this fact and want to turn your wisdom into dollars, you can

SELL MORE CARUSO RECORDS

through the use of these artistic envelopes.

Packed 1000 to a case. Price \$15.00 per thousand. Don't waste valuable time. Write for samples. Wire your orders for as many thousand as you can use. Our fifteen years in business guarantee quality and satisfaction.

LEWIS C. FRANK CORPORATION

1201 Dime Bank Building

Detroit, Mich.

Van Veen
Record Racks
are all wood



No paper or
compo-board
used in their
construction

Van Veen equipment for the phonograph trade is built by a service organization whose effort is solely centered upon perfecting this product. Crude and slipshod material manufactured as a side line to fill in slack times cannot possibly compare with Van Veen equipment in quality, construction or efficiency.

Van Veen equipment is built to maintain a reputation and sold to meet competition.

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

TRADE BETTERMENT IN CANTON, O.

Portable Phonographs in Favor—Improvement in Local Industries Helping Trade—Changing Retail Center—Miss Ramsdell to Return

CANTON, O., August 4. Canton talking machine dealers say the vacation music problem has been solved by the portable phonograph. "In some homes to-day two phonographs are found," a dealer said here this week in discussing the proposition. "The cabinet model is used by the family when they are in town, while the portable instrument will be found in the children's playroom, where they listen to nursery songs and other suitable records. At vacation time, how-

ever, it is the portable model that is annexed by the grown-ups for their temporary Summer house," he declared.

One store in particular here, the George Wille Co., has made a concentrated effort to educate the buying public through the medium of the daily press advertising that the portable talking machine is the only thing for the vacationist. A series of advertisements brought this feature of talking machine merchandising before the public, and as the result there was a substantial increase in sales.

Dealers here claim that the reason for the interest in this line of talking machines is that Canton is in the midst of the lake district where hundreds of campers come annually from all parts of the State and nearby States.

With slight improvement in the industrial situation locally, inquiries for talking machines and other musical instruments have been more frequent the past ten days than in many months, according to S. S. Van Fossen, head of the Van Fossen-Sauley Piano Co., Sonora distributor in the Canton district. "The past ten days have brought a horde of prospective purchasers into our store, despite the fact that we have not used newspaper advertising for several weeks," said Mr. Van Fossen. "The only way I can account for this strange change in conditions is that the buying public generally is beginning to have more confidence, and with the improvement in the industrial situation they are beginning to let go of their money. Personally, I predict a good Fall and Winter trade, and there is every indication that the coming Fall season will be a profitable one for the music dealer. We have forgotten the working class temporarily here and are devoting our efforts entirely to the better residence districts, and so far we have been very fortunate in landing some excellent business."

Stock of the store of the Canton Phonograph Co., Market avenue South, not disposed of at the special sale held last week was removed to the George Wille Co. store at the close of

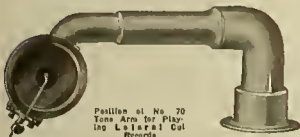
business Saturday. This store was discontinued August 1, leaving the Wille Co. with only the North Market street store.

It is understood that a move is on foot to divert retail business from Market street and develop the Cleveland avenue North business district. One retail music house, it is said, will soon move into Cleveland avenue, and others are expected to follow shortly. Three new business blocks are now in process of construction in this street.

It is announced that Miss Helen Ramsdell, Government instructor in retail selling, will return to Canton in September and in collaboration with the city board of education and retail merchants will conduct classes in retail selling. Retail music stores have been asked to enroll beginner clerks to be schooled in salesmanship. At the conclusion of the course diplomas will be given all those who are successful in the examinations.

The J. W. Green Co., Toledo, O., prominent Victor dealer, is planning extensive improvement in its Victor department. When alterations are completed, this company will have one of the finest Victor departments in its section.

ASSOCIATED No. 70 UNIVERSAL TONE ARM



Position of No. 70
Tone Arm for Play-
ing 4-5-10-15-20
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



No. 35767/10 Palm Plant,
4 1/2" high, 10 leaves—
with soil, \$3.00; without
soil, \$2.50, natural pre-
pared, airtight.

MY SEASONABLE
CATALOGUE No. 35,
containing illustrations in colors
of Artificial Flowers,
Ferns, 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.

PITTSBURGH TRADE AVERS BUSINESS TIDE HAS TURNED

Some Impressive Figures That Tell a Tale—Interesting Views of Leading Members of Talking Machine Trade Regarding Business Conditions and the Outlook—News of the Month

PITTSBURGH, PA., August 8.—Indications of the enormous possibilities that the wage-earners have in the way of spending a portion of their earnings are reflected in the statement issued by the Pittsburgh Chamber of Commerce relative to the wealth of Pittsburgh and Allegheny County.

For the year 1920 the daily payroll of the workers in the various industrial establishments of Allegheny County amounted to \$1,519,124, for a total of 243,333 employes, whose daily production was valued at \$9,217,556. This was at the rate of an average daily pay per individual of \$6.24, an increase from \$5.08 for the year previous.

The banner year in Pittsburgh's industrial history was 1920. The total wealth of the county as of December 31, 1920, was \$3,321,688,683.02. The per capita wealth in the county was \$2,710.67, an increase of 5 per cent over the previous year. At the same time the per capita savings increased 14.6 per cent, or from \$236.57 in 1919 to \$271.09 in 1920.

No community in the country has a better record for thrift. The savings deposits in the banks and trust companies totaled \$321,194,662.26 and the demand deposits were \$622,772,251.98. The value of the manufactured output in Allegheny County last year reached the unprecedented figure of \$2,580,915,800, an increase of a quarter of a billion over the war period of 1918.

The foregoing figures are a source of keen satisfaction to the rank and file of the talking machine merchants of the Steel City and vicinity, who see in the stupendous statistical array a sign that there is bound to be marked activity this coming Fall and Winter in the large industrial enterprises that have justly made Pittsburgh famous and have made possible the slogan that "Pittsburgh Promotes Progress."

The Tide Has Surely Turned

While the past month has been one of unsatisfactory business conditions, as far as the talking machine fraternity is concerned, there is an open expression on all sides that the "worst is over" and that the "turn in the road" has been reached and that from now on there will be a slow but steady increase in business. Steel mills that have been operating at less than 25 per cent of production have had a most deterrent effect on the large payroll. Now, or in other words, since August 1, there has been a slight change for the better. Orders are starting to come to the mills with more regularity and there is a marked feeling of confidence among the steel men. When the mills are operating at capacity, not an uncommon thing here, there are all kinds of prosperity—it means large payrolls and employment for thousands of men and the assurance that of the millions of dollars distributed every two weeks a goodly percentage will go to the merchants, and in this class the talking machine dealers also share as part recipients of these earnings—transmuted to spendings—that are used to make glad the hearthstone in the shape of music from a talking machine and records.

It must be remembered that the mill towns and industrial communities are important factors when it comes to music, especially music

as furnished through the medium of the talking machine or phonograph. This is forcibly emphasized by the sales of machines and records that are made by the various dealers in these localities.

What Leading Talking Machine Men Say

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., who just returned from a business trip to West Virginia, in a brief talk with The World representative, expressed himself as satisfied that there would undoubtedly be a marked revival in business during the coming Fall. He stated that there was every indication of this and that with busy mills and factories there was bound to be an upward trend in all lines of trade, and in this the talking machine dealers would participate.

Thomas T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., said: "We are preparing for what I believe will be a very brisk Fall season. The field, as I view it, is encouraging and this, coupled with the revival in industry that is now on, leads me to the conclusion that there will be a real good season ahead for the live and energetic Victor dealer who will strive to take advantage of all opportunities that arise for the promotion of his business."

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is another one of the optimists in the talking machine ranks here. He is anticipating very satisfactory business this Fall and says that the dealer who keeps in close touch with his jobber is bound to benefit thereby.

H. Milton Miller, manager of the Sonora Phonograph Co., of Pittsburgh, Sonora distributor, said: "We are satisfied that there will be a busy season ahead for the Sonora dealers, judging from the reports that our road men are making. We are co-operating very closely with our dealers and I feel confident that sales of Sonora phonographs this Fall will be very large. While the past month has been off, to a certain extent, I feel that better times are ahead."

Mapping Out Brunswick Plans

J. A. Scanlan, Jr., manager of the Pittsburgh division of the Brunswick-Balke-Coller Co., returned from a business trip to Cleveland, Chicago and Atlantic City. Mr. Scanlan is busy mapping out plans for an active Fall campaign for the promotion of the Brunswick phonographs and Brunswick records. He is of the opinion that business can be secured by the Brunswick retailer if he will start out after it and keep at it. Two new Brunswick dealers have been added to the list under the supervision of Mr. Scanlan. They are: F. A. North & Co., Altoona, Greensburg and Johnstown, and Harley Howard, of Cameron, W. Va.

Edison Tone Test in Pittsburgh Zone

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, stated that plans were being mapped out for the holding of a series of tone tests in the Pittsburgh zone this Fall and Winter. Tone tests, he said, as conducted by the Edison dealers have proven most satisfactory and have resulted in increasing sales of phonographs and records in this territory.

(Continued on page 79)



Price Reduced

ON



Semi-Permanent

NEEDLES

The price of Sonora Semi-Permanent Needles has been reduced to 10 cents for a package of 5 needles. This has been done in accordance with the policy of the Sonora Phonograph Company that the dealers and the public may participate in the recently lowered costs of production.

Carry Complete Stocks

Light—Medium—Soft

Price 10 cts. for package of 5

CAUTION: Beware of similarly constructed needles of inferior quality.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON
President

New York, 279 Broadway

Canadian Distributors:
I. Montagnes & Co., Toronto

New Jewel Automatic Stop

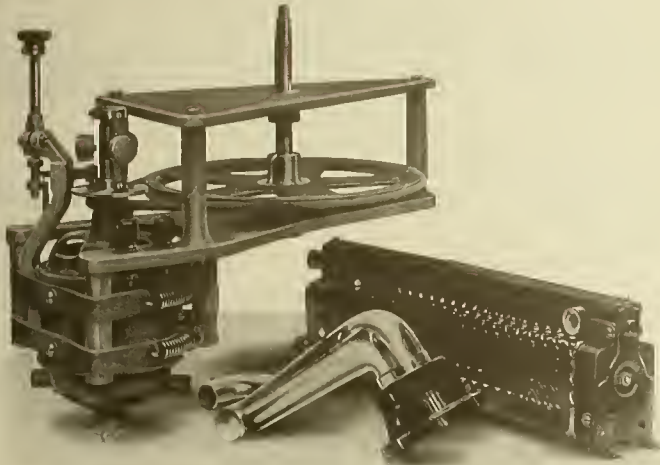
Simplest and most effective automatic stop made. Watch-like in its accuracy, yet of the most substantial construction. No parts to get out of order. Can be installed in a moment on any make of phonograph. Set correctly and it always works. Can be set in a second.



154 West Whiting Street
Chicago

The Last Word in Electric Phonograph Motors

Make this *your*
leading line for
the coming
season



The Electromophone

Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD LONDON, E. C., ENGLAND

AVERS BUSINESS TIDE HAS TURNED

(Continued from page 77)

due to the tone-test campaign. Mr. Buchn, while optimistic concerning the outlook for business, did not venture to set any given date for a resumption of prosperity, but said that he believed there would be a gradual resumption that would prove most beneficial to the Edison dealers.

E. J. Condon, one of the Buchn Phonograph Co.'s traveling salesmen, who is spending the Summer at Portland, Ore., resigned his post. He intends, it is understood, to locate on the Pacific Coast. J. K. Nichol, of the Buchn Co.'s road staff, is spending his vacation at Ashbury Park, N. J.

A Model Talking Machine Shop

W. F. McLay, the well-known Victor dealer of Carnegie, Pa., has one of the model talking machine shops in western Pennsylvania. Twelve demonstration and exhibition booths are arranged in an attractive manner in the McLay shop, six on each side. Customers are notified by mail and some by telephone of the coming of the new Victor records each month and the first few days of the month are very busy ones. This department is most efficiently supervised by Mrs. McLay.

Places Automobile in Service

The Rozenbaum Co. has placed in service a large automobile delivery car for the sole purpose of quick delivery of talking machines and records to customers. C. R. Parsons is manager of the talking machine department.

Acolian-Vocalion Treat for Public

Daily concerts for the benefit of the crowds who throng the Jenkins Arcade are being given by the management of the Vocalion Shop. An Acolian-Vocalion is placed in operation with a Vocalion record and this, in turn, is transmitted to the Magnavox. All of the latest records are played and quite a treat is given to the throngs who pass through the Arcade, especially during the moon hour. The Magnavox is placed immediately above the entrance to the Vocalion Shop and gives perfect satisfaction as a reproducer.

Trader Goes With the Pollock Co.

H. J. Trader, one of the well-known staff of road men of the Buchn Phonograph Co., has resigned to accept the post of manager of the S. Ren Pollock Co., Inc., of Indiana, Pa. The company handles the Victor and Edison lines and Mr. Trader has the best wishes of a host of friends in his new post. He will be succeeded at the Buchn Co. by Thomas Dillon, who is well known in talking machine circles.

W. F. Frederick on Pacific Trip

W. F. Frederick, the well-known head of the W. F. Frederick Piano Co., is spending the month of August on a trip to Pacific Coast points, a trip cruise to Alaska and a homeward journey via the Canadian Rockies.

Hold Annual Outing

The Lechner & Schoenberger Co., Victor, Edison and Columbia Gramofona dealers, held their annual outing at the Peef farm, near Pittsburgh, on Saturday, July 9. The firm closed its place of business the entire day. Over one hundred persons attended the outing. Jacob Schoenberger, president of the company, is spending the month of August with Mrs. Schoenberger in Canada on a vacation outing.

C. L. Hamilton, secretary-treasurer of the S. Hamilton Co., Victor dealers, returned from an automobile trip to the East.

Miss Margaret Stuart, one of the pleasing members of the sales staff of the S. Hamilton Co., returned from a vacation trip to a camp near Union City, Pa.

Dealers Inspect New Menzer Shop

Following the usual monthly demonstration of Victor records at the Fort Pitt Hotel, under the auspices of the Standard Talking Machine Co., the Victor dealers present, some sixteen in all, were invited by M. Menzer, of Menzer's Victor Shop, 1312 Fifth avenue, to inspect the new music shop. The location is one door west of the former Menzer Shop and the interior is very attractively fitted up. The Unico system of hooths has been installed. Mr. Menzer was



Scotford Model I Reproducer on Victor and Columbia

Plays Only Hits and Dale Records, but Plays Them on Their Best
 Scotford Model I Reproducer 1-V for Victor—Samples Provided to Dealer
 \$3.85 Nickel; \$4.75 Gold—Retail \$6.00 and \$7.50
 Scotford 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 Societies for Phonographs
BARNHART BROTHERS & SPINDLER
 Monroe and Throop Streets CHICAGO

highly complimented by his associates in the Victor line on his handsome place of business.

A. R. Meyer Sojourning at Conneaut Lake

A. R. Meyer, the well-known secretary of the Talking Machine Dealers' Association of Pittsburgh, is spending his vacation with his family at Conneaut Lake, Pa.

Passing of Caruso Regretted

News of the passing of Enrico Caruso, the noted Victor artist, came like a shock to the Victor dealers here, as news the past week had been most encouraging as to the ultimate recovery of the brilliant singer. Fred J. Drake, manager of the retail Victor department of the C. C. Mellor Co., arranged for a display of a photograph of Caruso with a fitting inscription, telling of his demise, in the Mellor shop windows.

Ben Brown Appointed Manager

Ben L. Brown has been appointed manager of the Pittsburgh branch of the Sterling Roll & Record Co., with headquarters at 434 Fourth avenue. Mr. Brown is well known in talking machine circles, having been connected with the Columbia Co.'s offices in Indianapolis, Cincinnati and Louisville.

In the end, the man who sells quality and service probably has a lower selling expense than the man who sells only the price idea. His customers become his best advertisers and salesmen.

UNICO INSTALLATIONS IN NEW YORK

The New York office of the Unit Construction Co. reports considerable activity among metropolitan dealers in the improving of their ware-room equipment. Among recent installations was that of the new Victor store of Cool & Shaller, on 181st street, near Broadway, New York. These ware-rooms are said to be among the most attractive in the city and consist of twelve demonstrating rooms and a complete record department. The entire installation is in ivory finish. A. Kahansky, of the East New York section of Brooklyn, has also opened a new store in the city line section of that borough at 1140 Liberty avenue. An attractive Unico installation, also in ivory, of six rooms and a complete record department has been made.

MAKING AN EXTENDED TRIP

Louis Unger, of the sales staff of the Brilliantone Steel Needle Co., is making an extended trip in the interest of Brilliantone needles which has carried him as far as the Pacific Coast. Mr. Unger is taking up with the trade in the larger number of cities which he has visited the matter of Fall requirements for Brilliantone needles and is optimistic over the prospects of a good Fall business.

RELIABILITY

Reliability is one of the important factors which cause satisfaction. The reliability of Victor merchandise cannot be challenged. For years products bearing the Victor Trade Mark have been known as reliable products. It is this reliability which has increased Victor supremacy.

And it is steady, reliable service to Victor Dealers which has given our Company its constantly increasing patronage.

"Buffalo T. M. Service" is reliable.

BUFFALO TALKING MACHINE CO.
 BUFFALO, N. Y.

CLEVELAND CONTINUES TO BE AN ACTIVE TRADE CENTER

Columbia Forces Engage Miss Mower for Exploitation Purposes—Talking Machine Dealers in Northern Ohio Have Outing—Dealers Placing Fall Orders—New Stores Opened During Month

CLEVELAND, O., August 5.—Among the unique ideas looking to the development of talking machine business to come to light here in the last few weeks, that of the Cleveland branch of the Columbia Graphophone Co. stands out. Through the efforts of Assistant Branch Manager H. C. Cooley and E. F. Hughes, recently appointed manager of Dealers' Service in the Cleveland branch, Miss Millicent Mower, vaudeville artist on the Keith Circuit, will use a Columbia instrument during her thirty-five weeks' engagement, starting the latter part of August. Miss Mower, who uses a Grafonola in her act, was gratified to learn that through either Columbia branches or Columbia dealers an instrument would be available as soon as she reaches any city on her tour. During her stay here Miss Mower was given the use of a Columbia at her hotel, and one was to be sent from the Cleveland branch

to her vacation home. Mr. Cooley and Mr. Hughes have already started the machinery moving to supply Miss Mower with machines during her engagement for 1921-1922.

Mr. Hughes, who was lately appointed by Branch Manager J. L. Du Breuil as service department manager, is known to hundreds of professional musicians in and near Cleveland. For several years he has been professional manager for Leo Feist in this district, has owned the Prospect Music Shop, and generally is to be seen at all important musical gatherings.

Columbia Cleveland Territory Enlarged

The Columbia Cleveland branch activities will be extended by the addition of ten counties in Ohio, including Cincinnati, where dealers will receive service from the Cleveland headquarters. The new territory is being visited by Branch Manager J. L. Du Breuil and Karl Karg, of the



Cleveland office. Among plans of the branch for developing business for dealers is a series of block dancing parties, which dealers will supervise, using, of course, the Columbia instruments.

Picnic of Northern Ohio Dealers' Association

The picnic of the Talking Machine Dealers' Association of Northern Ohio, including Victor dealers in and out of Cleveland, occupied the attention of the members for practically a full week—getting prepared for it and recovering from it. The event was held at the Cleveland Yacht Club, where an elaborate program of sporting events, not all of which could be crowded into the short day, was run off. An automobile parade took close to 200 members to the landing. The wholesalers defeated the retailers at baseball, and won two silver cups. The Davies-Swindler tennis team defeated the Sharle-Dove pair, as did Roberts-Todd over Smith-Souerbeck. Winners in races, both land and water, included Don Lightner, Leonore Keller, Charlotte Simpson, Will Breckinger, Jack Flanagan, Willie Reidy, Norman Baumbaugh, Doris Lyons, Helen Hueter. Comedy was supplied by Miss Grazella Pulver and Louis Meier by winning dressing robes in a prize waltz contest. F. C. Erdman, Victor special representative, sang. The event was managed by Dan E. Baumbaugh, May Co.; Ed B. Lyons, Eclipse Musical Co., and Miss Pulver, and a good time was had by all.

Record Exchange Succeeding

More than 100,000 records have been listed by dealers in Ohio with the record exchange of the Talking Machine Dealers' Association of Northern Ohio, according to President Graut Smith, Euclid Music Co., the originator of the plan. The big feature of the exchange, explains Mr. Smith, is that it affords the dealer who has records that will not move fast enough in his locality to exchange them for those that will, while his records may be just the ones wanted by another dealer who has a big call for them. This feature is causing many new members to be added to the organization's roster, and during the last month a score or more have joined, according to Mr. Smith.

Rural Dealers Placing Fall Orders

Ed B. Lyons, sales manager, the Eclipse Musical Co., recently back from a tour of the Cleveland territory, advises that many dealers, particularly those in the smaller towns, or who cater especially to rural folks, are anticipating their Fall and holiday business now by placing orders for machines as well as records. It is believed that the good crop prospects, and the consequently better income for the growers, will make for added outlet for musical instruments, and the dealers want to be sure they will not run short, they tell Mr. Lyons.

In developing the farmer trade the smaller city dealer is not alone. The Euclid Music Co. is covering the rural territory in Cuyahoga County. A. W. Witter, sales manager, with an expert staff, is using several trucks, with machines of different kinds as cargo, and in few instances are these machines returned to the office once they go out, demonstrations generally convincing the rural folk that they want music in the home.

New Victor Department in Mansfield, O.

Among the newest Victor establishments to be opened in the district is that of the W. E. Jones Piano Co., at Mansfield, O., a firm established more than twenty years. The opening event was conservative, for this is a conservative

"Be Sure Your Walnut is ALL Walnut."



"FOR DISTINCTIVE AND BEAUTIFUL EFFECTS"

AMERICAN
WALNUT

"FOR AN INFINITE VARIETY OF FIGURES IN VENEERS"

"The Cabinet wood Superlative"

THE livest manufacturers today are awake to the fact that about the easiest thing to sell nowadays is a well-designed, well-made

AMERICAN WALNUT

Phonograph Cabinet

Such a one is pictured above. "Class" is written all over it—just what the desirable trade is hungry for. A Talking Machine in an American Walnut case "talks for itself" and speeds up the turnover for all concerned. "Come on in."

Send for our valuable data for manufacturers—or data for dealers. Also the worth-while Walnut Book for your salesmen. Address the producers of American Walnut Lumber and Veneers, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022, 616 South Michigan Boulevard Chicago, Illinois

house. Yet a large list of prospects has been compiled, and immediate returns have been gratifying. Miss Ethel M. Volk, Cleveland Talking Machine Co., assisted in the opening. The Maudolin Orchestra, of Mansfield, thirty pieces, played. The event was attended by Howard J. Shurtle, general manager; George H. Deacon, traveling representative, and Miss Grazella Pulver, educational director, of the Cleveland Talking Machine Co.

Inaugurate Special Fair Service

Dealers who will exhibit at the fairs in Ohio this year will have the benefit of the fair service being inaugurated by the Cleveland Talking Machine Co. Literature and advice on exhibits are being distributed among dealers already, and many state they will use this in developing their prospects among the attendants at the fairs. There will be seventy-five fairs held in Ohio this year.

After Foreign Language Trade

For the development of the Granby phonograph and Okeh record trade in the Cleveland district, the Kennedy-Schultz Co., distributor, is starting a campaign of co-operative advertising

among dealers in the foreign language papers. The repair service on phonographs is being developed by the Keueedy-Schultz Co. All sales by all dealers are filed with the firm, and these are used in making periodical visits to new owners, so that machines may be kept in good condition. This service, as well as repairs, are free to the consumer, and make a big hit with purchasers, dealers assert.

Fine New Victor Department Opened

Among the latest establishments to enter the talking machine field on a large scale is the Heter Jewelry Co., St. Clair avenue and East Fifty-fifth street, this city. The department occupies a store adjoining the original establishment of the firm. One of the largest crowds to attend an opening was present, though the night was one of the hottest on the weather man's records. One of the attractions was the drawing for a diamond ring, as a result of which a tremendous list of prospects for talking machines was obtained. A separate room in the basement of the new store is fitted up with a lot of trick devices which make the visitor laugh. The opening was aided by P. J. Towell, vice-

president; C. K. Bennett, general manager, and Ed B. Lyons, sales manager, the Eclipse Musical Co.

New Retail Columbia Establishments

Two new Columbia establishments to be opened under the auspices of the Cleveland Columbia branch are those by Andrew J. Motika, who takes over the Meszaros store in this city, and an entirely new opening by the Clarke Jewelry Co., of Lorain, opening at Elyria. Both stores are well equipped.

Developing Foreign Record Business

Development of the foreign record business in the Cleveland district was being planned during the last few weeks by M. O. Giles and A. Thallmeyer, of the General Phonograph Corp., who were in Cleveland to confer with David Green, of the Kennedy-Green Co., Okeh record distributor. The foreign record field in Cleveland is considered one of the most fertile because of the big percentage of foreign-born here, Mr. Thallmeyer pointed out. The visitors, including L. M. Friedl, who drove from New York City, were guests of Mr. Green during their stay here.

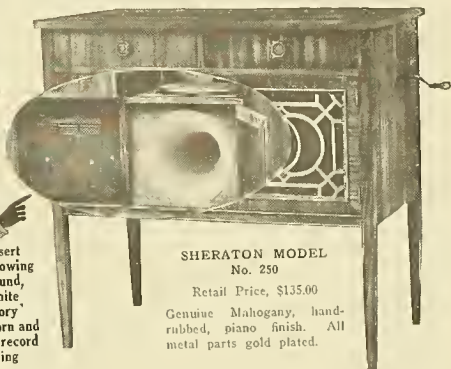


QUEEN ANNE MODEL
No. 300

Retail Price, \$150.00

Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.

Insert showing round, white ivory horn and 5 record filing boxes



SHERATON MODEL
No. 250

Retail Price, \$135.00

Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.



HEIGHT, 51 1/2"
WIDTH, 24"
DEPTH, 25"

Five Wonders of the Age

- 1st. Unusually low retail selling price!
- 2nd. Big profits to the dealer!
- 3rd. Perfect cabinet work and finish!
- 4th. Exclusive design of latest type!
- 5th. Perfect tone and volume unsurpassed!

SEVEN UPRIGHT MODELS IN ALL FINISHES
BACK TO PRICES BEFORE THE WAR.

We also sell cabinets only. Write us for price on large and small quantity.

Write us today for Baaket and Discaunt to Dealers. We have got something gaad far yau.

PLAYER-TONE TALKING MACHINE CO.

967 LIBERTY AVENUE, PITTSBURGH, PA.

ADDS TWO CONSOLES TO LINE

Player-Tone T. M. Co. Announces New Models—Making Satisfactory Progress With Line

PITTSBURGH, PA., August 8 The Player-Tone Talking Machine Co., of this city, manufacturer of the Player-Tone phonograph, is making satisfactory progress notwithstanding the temporary business depression. Referring to general conditions, T. Goldsmith, president of the company, said:

"We are making steady progress in spite of the hot weather months. Our Player-Tone display at Grand Rapids attracted considerable attention, especially the new console models that we have just added to our line. In fact, these new models were responsible for the closing of quite a number of valuable accounts.

"We have paid particular attention to the mechanical construction of this console, using a 3/4 inch stock and five-ply veneer. We have also included in our equipment a round fiber horn and the mechanical equipment is gold plated throughout.

"I may add that we have placed a price on these console models which a few years ago would have been impossible, but we have endeavored to furnish our dealers with a salable proposition that will give them tangible profits during the coming Fall and throughout 1922. We are convinced that the console model occupies a premier position in the talking machine field to-day, and we welcome any suggestions from our dealers that will enable us to give them maximum service and co-operation."

INSTALLS NEW BOOTHS

The Geo. L. Lathrop & Son's Piano House, of North Baltimore, O., has just completed the installation of two new booths and this adds materially to the attractiveness of the store. Both Mr. Lathrop and his son are active in the handling of this fast-growing Victor business, and state that the outlook for the future is very encouraging.

OPENS NEW VICTOR DEPARTMENT

J. W. Rowlands Co. Opens Attractive Victor Waterrooms—Souvenirs Distributed to Visitors

LIMA, O., August 8. The J. W. Rowlands Co., of this city, has just opened up its new Victor department which is located on the ground floor. Five United booths, service counters and racks of 100 unit construction are included in the equipment.

The formal opening was held in the evening and as souvenirs Penn Victor dogs and flowers were distributed. The members of the firm and their salespeople were the guests of Messrs. Kellogg and Leybourn of the Toledo Talking Machine Co., Victor wholesalers, at a dinner given at the Argonne Hotel the evening preceding the formal opening.

SELREX COUNTERS IN NEW YORK

L. M. Willis Introduces Selrex Equipment to Local Trade—Dealers Interested in Product

L. M. Willis, of the Beckwith-O'Neill Co., Minneapolis, Minn., arrived in New York a few weeks ago in the interest of the Selrex counter, which is manufactured by this well-known Victor wholesaler. Mr. Willis has established headquarters at the Hotel Commodore, where he has installed one of these counters, and dealers from all parts of the metropolitan territory have visited the hotel in order to become acquainted with the merchandising value of the Selrex counter.

Mr. Willis states that many of the local dealers have evinced keen interest in the installation of the Selrex counter, as they appreciate the fact that the use of this counter stimulates the sale of records and enhances the efficiency of the sales force. Mr. Willis has already installed Selrex counters in several local establishments and arrangements will be completed very shortly whereby Selrex will become part of the equipment used by numerous dealers in this territory.

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 a source cans to retail at 25 cents each under the trade name of
EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to Ilsey.
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

TRIBUTE TO ENRICO CARUSO

Simon's Music Store of Uniontown One of the First Talking Machine Establishments to Pay Tribute to the Passing of the Great Tenor

UNIONTOWN, PA., August 3.—Probably one of the first tributes paid to Enrico Caruso by any talking machine dealer was by Simon's Music Store, of this city. The news of the death arrived here at the same time that the Uniontown Daily News Standard was being made up, prior to going to press. E. F. Gebhardt, manager of Simon's Music Store, upon hearing the news, immediately telephoned to this paper to have them hold a space while he wrote out an advertisement to be inserted on the front page. This advertisement, so simple, yet so striking, evidently touched the hearts of the people of Uniontown and vicinity. The original advertisement, 4x4, is herein reproduced in condensed form, but it enables others to see the splendid way in which Mr. Gebhardt handled this publicity:

ENRICO CARUSO

1873-1921

In loving memory of the world's greatest voice, and with grateful appreciation that through a man-made device the golden notes will live forever.

SIMON'S MUSIC STORE

BELL HOOD *Semi-Permanent Needle*

THE NEEDLE WITH TONE QUALITY

THE BELL HOOD

PAT. MAY 4, 1920

SEMI-PERMANENT NEEDLE

The Sounding Board Bell produces the best results. Eliminates as no other needle can, all mechanical noises. Tonal effects for any record.



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.

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, Mass., August 5.—July was not a bad month in the talking machine trade, that is so far as New England, and more specifically Boston, are concerned. As for weather, it was a torrid month, with much rain and electrical storms. With so many persons away on vacation one would scarcely expect much business, yet there are few places that were not able to record an improvement over June and in some cases the increased business was considerable. All this has instilled a new hope in the representatives of the trade, which augurs well for the immediate future. As for August, the trade is divided as to possible results; some look for a good business, while others see it only as a mid-Summer period, which spells dullness.

Difficult to Put Over the Organization Idea
Arthur C. Erisman, with all his laudable intentions to create a Columbia organization among the dealers here, has finally had to give up the idea. It was not so much because of any lack of apparent interest in the plan, but because the prospective members were not willing to see the project from the community point of view. In short, the spirit of self-interest, personal gain, was too much apparent to warrant Mr. Erisman proceeding further. With too many persons it was a question of how much they themselves were to get out of the organization idea rather than what the business as a whole was to gain, and as the promoter of the plan Mr. Erisman was expected to do all sorts of impossible things that sought the betterment of some one individual or concern. This was altogether foreign to the trade organization idea and repellent to Mr. Erisman's laudable purpose. From the time of the inception of his plan until it was found to be impracticable Mr. Erisman devoted considerable of his time to creating an interest among Columbia dealers, but to little purpose, and Mr. Erisman therefore has washed his hands of any further fathoming of the idea.

Developing the Sales Territory

R. O. Ainslie, of the Hallet & Davis Co., has a special mission these days, for he is engaged in the laudable undertaking of instructing a group of canvassers in the special duties of get-

Confidence and Good-Will As Assets to the Victor Dealer

The Victor Dealer who aims to be successful must win the confidence and good-will of his patrons before he can hope to expand and grow. He must be equipped to impress upon them the supremacy of Victorrolas and Victor Records in a way that will produce sales and build prestige.

Cressey & Allen service to Victor Dealers is based on a thorough knowledge of the dealer's problems, plus the experience that makes the solution of these problems simple and practical.

CRESSEY & ALLEN
PORTLAND, MAINE



ting prospects and selling goods, always with the Pathé line in mind. While Mr. Ainslie keeps general oversight over the progress the men are making toward becoming qualified salesmen much of the immediate work falls on the shoulders of R. H. Arnault, an experienced Pathé man, who is engaged in the organization of the various groups. As soon as one group is qualified to work under a leader it is sent out into the field and the first one started out has been working in the Greater Boston territory with marked success. In a few weeks there should be a number of these crews in the New

England field and by the early Fall the Pathé business ought to show a marked increase throughout the six States. According to the present system it is planned to train about a dozen crew leaders each month.

Stephen A. Colahan, who is devoting all his time to the wholesale end of the Pathé, spent several days in Connecticut lately visiting among the dealers. Mr. Ainslie, too, was away on a trip, having motored over to New York, and in the week that he was absent he visited Springfield and Worcester in this State, and Waterbury and Naugatuck in Connecticut. Both he and Mr. Colahan found conditions such as to warrant the belief that things will soon be appreciable on the mend. Mr. Ainslie at this printing is enjoying a cruise with the Boston Yacht Club, sniffing the stimulating and briny air.

Many New Brunswick Dealers

Kraft, Bates & Spencer, Inc., wholesale distributors of the Brunswick, have signed up with several good concerns throughout New England, all of them houses that should do well with this line of merchandise. The concerns to handle the Brunswick include the Oriole Music Shop in Holyoke, which is operated by H. Puschel; the Elite Music Co., at 133 Essex street, Salem, and the Song Shop, at 440 Main street, Woburn, which is conducted by Miss A. M. Usher.

This Brunswick house, of which Harry Spencer is the head, is now the sole distributor for New England, with the exception of Connecticut, for the well-known Jones-Motrola, and there have been a great many inquiries for this line. Mr. Spencer lately took an automobile trip with Edward Strauss, of New York, through a portion of Vermont and the Lake Champlain district visiting the Brunswick dealers en route.

Reports Improvement Over Previous Month
Manager Fred E. Mann, of the Columbia Co., is well satisfied over the showing his department made for July, which showed an improvement over June, the same as each month this year has shown an increase in business over the preceding month. "We're not selling; they are buying," is the apt way Mr. Mann expresses it

(Continued on page 84)

EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"

THIS MASTER'S VOICE

It is generally expected that there will be good business this fall. To what degree is largely determined by what efforts are expended to secure it. It is not too early to plan your fall campaign. We will be glad to help in every way we can.

Eastern Talking Machine Co.
85 Essex Street
Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

Trips which Mr. Mann has lately taken, one in particular through Connecticut, in company with Salesman Fred C. Collins, of Hartford, convinced him that business is on the upward grade and in a pronounced manner, too.

Mr. Mann says the merchandising plans started by the company some time ago have proved immensely successful. It was not an easy thing to interest the dealers in the idea at first, for there were those quite apathetic in giving it recognition and others extremely indifferent, but the live wires who saw its possibilities from the outset and put the principles into practice have had no cause to regret their attitude and it is they, of course, who have reaped the biggest results. Some of the others who were slow at first to take to the company's new sales plan have now got into the procession and with distinct benefit to themselves and the company.

Ralph L. Freeman a Visitor

Ralph L. Freeman, director of distribution of the Victor Co., motored to Boston toward the end of July, having with him his wife and children. Mr. Freeman, because of the demands of business, was unable to go on to Nova Scotia, as he has formerly done, but his family proceeded further East, going from Boston to Yarmouth, N. S., by boat and then motoring over the splendid Provincial roads. During his stay in this city Mr. Freeman was the home guest of Charles H. Farnsworth, of the Eastern Talking Machine Co., at his Summer home at Marblehead, on the North Shore.

Herbert Shoemaker Returns

Herbert Shoemaker, having returned from his honeymoon, spent pleasantly in New Hampshire, has plunged into the work at his desk at the Eastern Co. and he is looking forward to rapidly improving business from now on. Mr. Shoemaker hopes to be able to again try his luck in sculling at the Labor Day regatta on the Charles River, and if he enters it will be in the intermediate class, for which, because of his success last year in the junior class, he is now eligible.

Harvey Warerooms Near Completion

It's been looking a bit chaotic in the ware-rooms of the C. C. Harvey Co. these past few weeks, but the changes are now so far progressed as to warrant the statement that in a short time everything will be ship-shape with the talking machine department, carrying the Brunswick, Victor and Edison lines, splendidly installed on the ground floor instead of on the second floor, where this department has been for a number of years. An unusually commodious window, with the entrance from the street on the left side in-



RECORDS

A BIG PROPOSITION FOR FIRST CLASS DEALERS

Complete International Repertoire as well as Latest American Hits

IMMEDIATE DELIVERY, Popular Irish Numbers

<p style="margin: 0;">Od {The Foggy Dew (New Version) 20043 {When Irish Eyes Are Smiling</p>	<p style="margin: 0;">Od {Who Fears to Speak of Easter Week 20048 {The Felons for Our Land</p>
--	--

Sung by JOHN McCORMACK
(Recorded in Europe by the Odeon Co.)
(List at \$1.00)

AM-330017—A Nation Once Again	AM-33018—Dear Little Shamrock
-------------------------------	-------------------------------

BAYSTATE MUSIC CORPORATION

Distributors
221 COLUMBUS AVENUE, BOSTON

Phone, B.B. 6297

stead of the right, will give ample facilities for those unusual window displays which for several years have featured an oncoming season, such as Halloween, Thanksgiving and Christmas. Francis White, manager of the talking machine department of the Harvey store, has delayed his vacation until after he gets things all settled.

Steinert Conditions Improving

Kenneth E. Reed says that conditions are improving. He sees it daily in the Victor output of the M. Steinert Co., which has had a very creditable July business. Mr. Reed isn't going away this Summer beyond taking week-end trips spent with friends at various resorts on Cape Cod. Besides, as he is fond of golfing, he finds time nearly every day to get out on the links in his home town of Canton.

Secures Magnavox Representation

Arthur C. Erisman, head of the Grafonola Co. of New England, which has been handling for some time the Magnavox, has now become the representative of this remarkable device for all of New England. In a circular which Man-

er isman is sending out mention is made of a number of local places that have been equipped with this sound amplifier, these including several of the Boston newspapers, the Park Department of the city of Lowell, and the School Departments of the cities of Danvers and Beverly, Mechanics Building in this city, several hotels, a college and private homes. As Mr. Erisman's establishment in Tremont street is directly opposite Boston Common he has an unusually fine opportunity for demonstrating the value of the Magnavox across a wide expanse of space.

Sojourning in Vermont

Up in Brookfield, Vt., one may find E. M. Wheatley, head of the Acolian-Vocallon ware-rooms, for there he is located to escape for three weeks the oppressive heat of Summer. Mr. Wheatley has been at this place for several seasons. While he is away the affairs of his establishment are being managed by A. B. Barg, of the wholesale department. J. J. Hart, of the sales force, has just got back from his vacation. Charles T. Foote, also of the sales force,



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

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 84)

is planning to go away the last two weeks in August.

Secures Larger Quarters in Same Building

The Musical Supply & Equipment Co., for some time located on the fifth floor of 221 Columbus avenue, has lately moved into another part of the same building and is now to be found at the front of the second floor, where it has fully 2,000 square feet more space than formerly. The removal was made while Manager Joseph Burke was away on a trip, so that he personally was relieved of any of the embarrassments of moving. A part of the fourth floor used for storage is still retained. The new quarters now allow opportunity for a large and commodious display room for Sonoras. The room is comfortably and artistically furnished and presents a very inviting appearance. Manager Burke is not taking any special vacation this Summer, contenting himself with spending the Summer at Kemberna, Nantasket, going back and forth daily by boat.

Returns From Business Trip

Mr. Ellsworth, of Ellsworth & Drake, Puritan representatives at 429 Boylston street, has just returned from a business trip taken through Massachusetts with Springfield and Worcester as the special places at which he stopped. Mr. Ellsworth states that while business has been rather quiet he is looking for an improved condition very soon and that already there have been some encouraging inquiries about the Puritan proposition.

Appointed Odeon Jobbers

The Bay State Music Corporation has been appointed New England distributor for Odeon records, manufactured by the American Odeon Corp., New York. The company has secured quarters in the Pope Building at 221 Columbus avenue, where it has ample facilities for giving the dealers efficient service. Herbert L. Royer is president and general manager of the concern and Leslie S. Wiggin is treasurer. Both of these

S TEINERT SERVICE SERVICES

Here are some of the salient features in Steinert Service:
 Educational and Personal Service Bureau.
 Practical Store Ideas Department.
 Promotion of Educational Work in Schools.
 Unsurpassed Record Stock.
 Efficient Back Order System.
 Excellent Shipping Facilities.
 Years of Experience in Victor Merchandising.

This is a part of our service.
 It is available to you anywhere in New England.
 We will be glad to help you in your Fall campaign.

AT YOUR COMMAND ANYWHERE IN NEW ENGLAND



M. STEINERT & SONS

Victor Wholesalers
 35 Arch Street BOSTON

men are well known in the wholesale field and are thoroughly conversant with the requirements of the New England dealers.

Moves Talking Machine Department

The talking machine department at the Jordan Marsh Co. has been moved from the third floor to more convenient quarters on the second

floor of the Annex. Manager Titus has been doing a very good business during the Summer.

Geo. W. Berry Wins Prize

Recently there was a prize-winning contest in Boston, known as the Zain Ad Writing Contest, and the \$1,000 prize went to George W. (Continued on page 86)

KRAFT-BATES AND SPENCER INC.
 NEW ENGLAND DISTRIBUTORS

Brunswick
 PHONOGRAPHS AND RECORDS

The Brunswick is 100% Brunswick

Just as the Brunswick Method of Reproduction is exclusively Brunswick so too—every Brunswick Phonograph is made complete by Brunswick.

The Brunswick-Balke-Collender Company is the only phonograph manufacturer in the United States, and probably in the whole world, actually making a phonograph in its entirety.

In the Brunswick factories—in the Brunswick record plants, no choice is placed upon outsiders, in any stage of manufacture.

Brunswick is operating its own timber lands, cutting its own veneer logs, slicing its own veneer, making its own panels, and even manufacturing its own veneered shocks for shipping phonographs.

It is only natural that this 100% policy of thoroughness should result in winning the confidence of the Brunswick dealer, and that his enthusiasm should beget a like sentiment in the minds of his customers.

Without doubt it is this going after results on a large scale from the very beginning, regardless of cost, which has built up Brunswick prestige so quickly and upon such sure foundations.

KRAFT, BATES & SPENCER, Inc.
 1265 Boylston Street Boston, Mass.

NEW ENGLAND DISTRIBUTORS
 Albums Record Brushes Khaki Covers

Steel Needles

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

The "Record" Is Broken



in sales of "Long Quality" cabinets and "Peerless" Albums in New England. See both advertisements illustrated in this issue.

Send your orders for their lines to

L. W. HOUGH

Factory Representative
20 Sudbury Street Boston, Mass.

Berry, of Dorchester, who wrote the most attractive advertisement on the Brunswick machine. Twenty-four products were represented among the thousands of advertisements submitted. The special catch line of the prize-winning advertisement was "You can bank on a Brunswick and draw interest for all time!"

Arrange Most Attractive Window

One of the windows of the Tremont Talking Machine Co.'s Tremont street store has had an attractive exhibit that has drawn throngs of interested spectators. The window represented a sort of exposition with a Ferris wheel in operation, each seat on the wheel being occupied by a Victor dog. The entire window was filled with these doggies, some enjoying a merry-go-round and the auto racing, the whole making quite a scene of activity.

Suffers Some Loss by Fire

George Lincoln Parker, Edison distributor in the Colonial Building, suffered a little from fire on the night of a big electrical storm during the early part of July. The current entered the apartments, but fortunately what fire was started was early discovered before much damaged resulted.

Where They Are Sojourning

Herman N. Baker, treasurer of the A. M. Hume Music Co., has returned from a week's vacation at Rockport, and later may find time to go to Sumner, N. H., where his father has an estate. W. S. Stackhouse, of this concern, is at Cumberland, Md., where he has gone for

several summers. Albert E. Shipman is at Bayville, Me., where also is W. B. Milton.

Culver in Charge at Holyoke

S. P. Culver, of the F. C. Henderson Co.'s staff, is now in Holyoke, where he is in charge of the Henderson store in that city. Amos Russell, of the Henderson Boylston street store, has been a patient at the Melrose Hospital, where he lately underwent an operation.

Miss Barr Scores in New Hampshire

Miss Grace Barr, of the educational department of the Steiner house, has been meeting with marked success in the New Hampshire territory, where she has proved of great assistance to Victor dealers. Others in the New England States will be taken care of in a similar manner and it is of interest that dealers everywhere are eager to get Miss Barr's intelligent services.

Starts Fall Selling Campaign

L. W. Hough, of this city, New England representative of the George A. Long Cabinet Co. and Peerless Album Records, has already inaugurated his Fall selling campaign. Mr. Hough states: "During the past few months careful, conservative buyers have allowed their merchandise stocks to become diminished to the lowest possible point, some to a condition where it ceases to be 'good merchandising.'" Mr. Hough predicts a busy Fall season and believes that now is the time to plan for it, not only through the outlining of a sales campaign, but also by bringing stocks up to a point necessary to satisfy the Fall demands.

PRINCE-WALTER CO. IN LOWELL

Handsome Talking Machine Establishment
Opened in Which the Brunswick Is Featured
—Other Stores Contemplated

LOWELL, MASS., August 1.—The Prince-Walter Co., Brunswick distributor, opened a handsome talking machine establishment a few days ago and a goodly portion of the city turned out to inspect what is one of the most novel shops in this city. The trade is especially interested in Fred H. Walter, for he was for several years the wholesale representative of the Brunswick at the Boston house of Kraft, Bates & Spencer, Inc., where he made many friends. The new store is located at 108 Merrimack street and on the opening night the occasion was made memorable by the presence of Carl Fenton's Orchestra, which records for the Brunswick. In-

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 1/2"

\$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

Lansing
SALES CO.

Eliot and Warrenton Sts.
BOSTON, 11, MASS.

side the store two unique bungalows have been erected and these enclose the Brunswick booths in attractive finish. Between them are ample record racks. Mr. Walter has in mind opening up two other stores, one at Ayer, this State, and the other at Nashua, N. H., but he will see that his Lowell establishment is well under way before he gets busy on these other propositions.

WHEN HE GETS WISDOM

A man has traveled quite a distance toward wisdom when he is able to see that his associates have quite as much right to their opinions as he has.

"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.

TO THAT MAN—

To the man who sells Edison, Victor or Columbia Phonographs we say: You can increase your sales and improve your business. You can double the value of your machines and double the pleasure for your customers. You can equip those machines to play all the best records. You can even improve the tone of those machines. Our catalog tells how. Your postcard brings it. Attractive prices. Write today.

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

Factory Representative

Boston, Mass.

L. A. SCHWARZ, Inc., 1265 Broadway, New York City

HANDSOME NEW STORE OPENED

Hundreds Visit Establishment of Kaplan Bros. on Opening Night—Many Floral Pieces and Messages of Congratulation Received

New BEDFORD, MASS., August 9.—The recent formal opening of a new talking machine establishment at 1182 and 1184 Acushnet avenue, this city, by the Kaplan Bros., who operate a chain of stores in Fall River, Chicopee Falls, Holyoke and other cities, marked the addition of one of the largest and finest establishments to the music stores in this vicinity.

Every effort has been made for the convenience of patrons. Seven large booths, separated by glass partitions, have been constructed for record demonstration purposes. The predominant color of the woodwork consists of two pastel shades of gray. A complete stock of records and best-known lines of talking machines offers a large selection for customers. Pianos, player-pianos and sewing machines also form part of the stock.

Hundreds of people visited the establishment on the opening night and a brisk trade was enjoyed. Many out-of-town visitors were present and many of those who were unable to attend sent messages of congratulation and beautiful floral pieces. Among the donors of floral testimonials were the Eastern Talking Machine Co. and the Victor Co. of Camden. The out-of-town visitors included Mr. and Mrs. Shoemaker, of the Eastern Talking Machine Co., and H. A. Winkelman and A. Otto, of the Oliver Ditson Co.'s talking machine department, Boston. Music was provided by a four-piece orchestra and the guests were presented with souvenirs in the form of miniature Victor dogs.

INTRODUCING THE "SHIMANDY"

The Latest Specialty of the National Co. Promises to Be a Big Seller—Interesting Chat With President R. L. Douglass Anent His Plans

Boston, MASS., August 6.—The National Co., of this city, which is well known as the manufacturer of the popular "Ragtime Rastus" and other talking machine toys, is now placing on the market a shimmying jazz doll for the talking machine, which is known as "Shimandy." It is claimed that "Shimandy" does sixty-seven different steps, all realistic and amusing. The doll is dressed in a silk costume and has a satin hat with a white plume and is very attractive in appearance.

R. L. Douglass, president of the National Co., stated that production of the doll is now being made and that orders are being taken for September shipment. In speaking recently to The World Mr. Douglass said: "Everyone who has seen 'Shimandy' has been extremely enthusiastic and all agree that 'Shimandy' shimmying in the dealer's window is going to provide a big attraction. I believe that an excellent way to help record business is for the retail salesman

HORTON-GALLO-CREAMER CO

NEW HAVEN



CONNECTICUT

VICTOR SERVICE SPECIALISTS

Each Victrola you sell adds to your list of monthly record purchasers. Are you selling all of them all you should? We will be glad to work with you towards increased record sales.

to ascertain what three records are best suited to sell the 'Shimandy,' so that there will be no doubt in the salesman's mind when a customer asks. On the other hand, if 'Shimandy' sells a lively record a lively record should sell 'Shimandy.' 'Shimandy' is the newest addition to our line and we will continue to manufacture 'Ragtime Rastus' and the 'Boxing Darkies' as usual."

GETTING CLOSE TO BUYING PUBLIC

The August issue of The Record, the organ published by Collings & Co., the well-known Victor distributors of Newark, N. J., carries much material which should prove most interesting to dealers. Some comment regarding the advisability of placing record racks in the forefront of the store is given prominence, and while the idea is not wholly new it is well worth reproducing for the benefit of dealers who may not have considered this subject:

"Those who have made a scientific study of merchandising declare that the most advantageous location for merchandise selling at a small figure is where it is readily accessible to the public; in other words, in a spot where it will catch the eye and not require unnecessary steps to reach. People are just naturally lazy and will not walk a great distance or climb long stairs to buy a small article which they can just as well defer buying or do without. This holds

true with Victor records just as it applies to sundry merchandise.

"It is a significant fact that the Mathushak & Son retail Victor stores in Jersey City, New Brunswick and Plainfield are making alterations and improvements in their equipment, moving the record racks to the front of the store, at the door. Why? Because they realize the advertising value of a large record stock and the convenience it affords their customers. Their record business is bound to show resultant improvement. "They are making it easier for the public to buy and easier for themselves to sell. It is just a question of a few steps off the street and a few minutes of the customer's time. Furthermore, thousands of people passing will see the record stock and that will suggest new records for their Victrola. This we would consider a combination of advertising and service."

CONTINUES TO GROW IN FAVOR

WARREN, MASS., August 1.—The U-Sav-Your cleanser and dressing, manufactured by the U-Sav-Your Mfg. Co., this city, is growing continuously in popularity, reports B. D. Perkins, manager of that company. At the convention at Colorado Springs a number of distributors were present who carry the U-Sav-Your line. Optimistic predictions were made by them for the coming months regarding the sale of this dressing.

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 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.

- Our Specialties—
- Phonograph Record Labels
- Gummed Stickers of large quantities
- Trading Stamps, etc.

KEYSTONE PRINTED-SPECIALTIES COMPANY
321-327 Pear Street
SCRANTON, PA.



A New Fox-Trot - Melody "ONE KISS"

Will fill your heart with bliss

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

BUSINESS CONTINUES RATHER SLOW IN THE NORTHWEST

Pessimists Are Still Croaking but Grain Crops and Prices Are Bound to Bring Considerable Prosperity—Will Be Felt, Undoubtedly, in the Retail Talking Machine Trade

ST. PAUL and MINNEAPOLIS, MINN., August 4.—Business conditions in the territory tributary to Minneapolis and St. Paul still are somewhat uncertain. Official crop reports seem to indicate that there will be a fairly good yield all around, but, strange to say, there is not a great deal of confidence in the Government reports. Nevertheless the early threshing reports are better than had been expected, for, although the yield is somewhat light in many localities, the quality of the grain is reported to be of high class. So the general situation is that of a waiting proposition.

The music industries are experiencing the same troubles as their contemporaries. Generally speaking, trade is somewhat slow in all lines. Whether or not the Fall will bring any particular activity is not certain at present, although everyone is extremely hopeful. The crops of pessimism are croaking most dismally, but if grain prices reach a good figure there will be considerable prosperity in this section of the Northwest.

The Victrola situation is quite what might be expected during the Summer months, according to the Beckwith-O'Neill Co. There is no reason for worry and there is no reason to suspect that the Fall will fail to produce results. F. M. Hoyt, the general traveler for the company, spent his Summer in the Southwest and particularly at Menard, Tex., and declares, upon oath, that Texas is a more desirable Summer resort than the lake district of Minnesota. But it is quite well known that Menard has other attractions for Mr. Hoyt than fishing.

R. H. Johnston, vice-president of W. J. Dyer & Bro., who also are distributing the Victor machines and records, states, for the benefit of the trade, that there is a constant call for Victor records and that the volume virtually is up to normal. The demand for high-priced machines is slow.

Fairly satisfactory reports are received from the Stone Piano Co., distributors of the Vocalion. A. E. Mouson, assistant manager, states that the general situation looks very good. The Vocalion "Red" records are making much headway in the Northwest and although some people are inclined to be dubious over the immediate future of business the Stone Co. is not disheartened.

Reports from G. Sommers & Co., distributors of Pathé machines and records, indicate a hopeful state of affairs. Sam Levinson, manager of the department, has been away from his desk more or less, but there is considerable work going on in his department.

MARKET NEW PORTABLE MODEL

Sample of New Chormaphone Machine Received at New York Headquarters—Completing Plans to Finance Dealers—An Important Move

The Chormaphone Co., New York, manufacturer of the Chormaphone line of phonographs, received early this month at the New York executive offices of the company a sample of a new portable machine manufactured at the factory in Pulaski, N. Y. The factory is now turning this new model out in quantity lots and Chormaphone dealers who received circulars announcing the release of the new machine are now receiving their initial orders.

The Chormaphone portable is one of the lightest machines of that type manufactured, weighing only fifteen pounds. It is of compact size and has a mahogany finished cabinet, equipped with Heilmann double-spring motor and Universal tone arm, with a cabinet which will carry two twelve-inch records.

Early this month the Chormaphone Co. also

Fester & Waldo Co. have placed at Nicollet and Grant streets the finest illuminated billboard in the Northwest, bar none. The board advertises Victor Victrolas and Knabe Ampicos in a vivid manner. Several people have been added to the already large sales staff and preparations have been made for a record trade.

The anomaly of the talking machine business in the Northwest is supplied by Milton Lowy, of the Minnesota Phonograph Co., dealing exclusively in Edison products. He states that the July sales were ahead of those for July, 1920, and that every month up to July, 1921, surpassed the corresponding months of 1920. Another will concede that he has made some record. The distribution of Edison machines and records on a wholesale basis is pronounced to be eminently satisfactory by Laurence H. Luckner, Northwestern distributor.

announced the completion of its plans to finance Charnaphone dealers. Under this arrangement it will be possible for dealers to make their sales on a deferred payment plan, the Charnaphone Co. financing releases.

PATENTS ARE ON INCREASE

Lack of Office Help Hampers Action on Applications Being Granted

American inventive genius is surpassing all records, according to the number of applications for protective rights at the United States Patent Office, it was announced this week by the American Engineering Council of the Federated American Engineering Societies, but the Patent Office itself is so hampered by lack of assistants that comparatively few patents have been granted.

The potential loss to the American public of the prompt commercializing of these inventions, says the statement, is so considerable that special efforts are being made to speed relief legislation in Congress.

FREE OFFER



This attractive metal and glass counter case given free with 3 cartons at \$3.30, total \$9.90.

MAGNEDO

THE OLDEST AND FASTEST SELLING
TEN-PLAY NEEDLE

Seven years of constant advertising has developed an ever-growing demand from all over the country for MAGNEDOS solely because of merit.

Magnedos offer substantial profit to Jobber and Dealer.

Retails at 10c. a box

Dealer's price \$3.30 carton of 60 boxes



MANUFACTURED BY SUPERTONE NEEDLE WORKS 18 WEST 20th STREET NEW YORK

When Frank Crumit sings with the Paul Biese Trio the two song fox-trots "Mimi" and "Oh Me! Oh My!" that means double sales. Both Biese and Crumit fans will buy them. Stock up big. A-3430.



**Columbia Graphophone Co.
NEW YORK**

TALKING MACHINE EXPORTS DECLINE

Exports Including Records for the Twelve Months Ending June Amounted to \$6,037,371—In 1920 the Figures Were \$7,617,155

WASHINGTON, D. C., August 8.—In the summary of exports and imports of the commerce of the United States for the month of June, 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 June, 1921, amounted in value to \$37,636 as compared with \$86,934 worth which were imported during the same month of 1920. The twelve months' total ending June, 1921, showed importations valued at \$771,156 as compared with \$898,592 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,567, valued at \$120,474, were exported in June, 1921, as compared with 6,665 talking machines, valued at \$436,194, sent abroad in the same period of 1920. The twelve months' total showed that we exported 67,897 talking machines, valued at \$3,071,757, as against 79,225 talking machines, valued at \$3,653,595 in 1920, and 49,717 talking machines, valued at \$1,544,870, in 1919.

The total exports of records and supplies for June, 1921, were valued at \$148,480, as compared with \$388,694 in June, 1920. For the twelve months ending June, 1921, records and accessories were exported valued at \$2,965,614; in 1920, \$3,963,560, and in 1919, \$2,998,462.

DEMAND FOR ETHEL WATERS RECORD

Black Swan Record by Well-known Singer Proving Very Popular With Public

The Pace Phonograph Corp., 257 West 138th street, New York, manufacturer of the Black Swan records, is having an unusual demand for the record by Ethel Waters, of "Down Home Blues."

The above company is making its selections with great care and most of its artists are under exclusive contract to the organization. Harry Pace, president of the company, in speaking of the plans for the future, said: "We have a catalog of selections that are bound to have much appeal. Many of the numbers are, and will be, exclusive releases on Black Swan records. While it is true that we will feature to a great extent 'blue' numbers of the type that are in current favor, we will also release many numbers of a higher standard, all of which will be chosen for their wide appeal."

The Pace Phonograph Corp. has made a series of records by prominent colored singers and musicians which are to be released in due course by this concern.

Sam Lind, of the Lind-Marks Co., Detroit, Mich., was a recent visitor at Vocalion headquarters in old New York. The Lind-Marks Co. is the Vocalion distributor in that territory.

HELPING TO FINANCE CHAMBER

Appropriation of \$5,000 From National Association of Talking Machine Jobbers Accepted as Recognition of Scope of Work of Music Industries Chamber of Commerce

The action of the National Association of Talking Machine Jobbers at its recent convention in Colorado Springs in voting an appropriation of \$5,000 to the Music Industries Chamber of Commerce has been received with enthusiasm by the officials of that organization as another indication of the fact that the Chamber is actually embracing in its scope the talking machine trade as well as other branches of the industry.

The talking machine manufacturers have for a number of months been important contributors to the financial support of the Chamber, but this is the first step in obtaining the support of the leading jobbing interests. Undoubtedly the action of the Victor jobbers will be followed by similar support from the Edison Disc Jobbers' Association, which already has the matter before its executive committee, and the jobbers of other talking machine companies. This leaves the remaining problem of financial support by the talking machine industry chiefly that of the retail element.

A great many talking machine retailers are loyal and enthusiastic supporters of association work and share in the financial support of the Chamber through the use of the stamp as piano merchants. On the other hand there are hun-

dreds, if not thousands, of important dealers handling talking machines who have not yet been brought into association work.

The size of the assessment which the National Association of Talking Machine Jobbers has agreed to is gratifying, particularly in view of the fact that this is the first year that such an assessment has been made. However, the Talking Machine Jobbers have been operating in close co-operation with the Chamber during the past year and evidently are familiar with the need and value of the activities now being conducted. This is particularly true of the tax fight in which several prominent jobbers have been particularly active. J. N. Blackman is a member of the Chamber's legal committee, George E. Mickel, as chairman of the Jobbers' legislative committee, has been in constant touch with the Chamber. French Nestor, the national councillor of the Jobbers in the Chamber of Commerce of the United States, worked with the Chamber in the tax fight at the recent annual convention at Atlantic City.

ENJOYING A DESERVED VACATION

C. T. Westmoreland, superintendent of the Granby phonograph factory, left on July 29 for a well-deserved vacation. Mr. Westmoreland will spend most of his time at the home of his daughter in a small town in Tennessee, and a few days with his father in western Virginia. He will return to his responsibilities about the time this issue of The World appears.

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. 1285 Broadway New York City

M. RAPPOPORT INCORPORATES

Well-known Long Island Dealer Becomes President of the Woodhaven Music Shop, Inc.—Opens New Exclusive Victrola Shop in Bronx

The Rappoport Music Store at Woodhaven, Long Island, N. Y., owned by M. Rappoport, which handles the Victor line exclusively, has been incorporated under the name of the Woodhaven Music Shop, Inc., with Morris Rappoport as president. The business will be conducted along the same efficient lines as formerly, under the management of David Feiner.

Early this month Mr. Rappoport opened a large exclusive Victrola shop close to the junction of Westchester and Prospect avenues. The new store has been fitted up in an elaborate manner and is located where it should draw an excellent volume of business.

IOWA VICTOR DEALERS' CONVENTION

To Be Held September 19-20 in Des Moines—Nebraska Dealers' Convention to Follow

DES MOINES, IA., August 3. Notice has recently been sent out to the members of the Iowa Victor Dealers' Association by H. B. Sissmith, secretary of that body, announcing as the dates for the annual convention September 19 and 20. The two-day convention will, as usual, be held in the city of Des Moines, and the wholesale Victor building of Mickel Bros. will be used as headquarters for the business sessions.

The Nebraska Victor Dealers' Association has scheduled its convention for the two days immediately following the Iowa convention, namely, September 21 and 22. The Nebraska meeting will be held in Omaha as usual, with the Mickel Bros. quarters serving as the meeting place.

For both conventions a program of interesting speakers has been arranged, and from the outlook both conventions will be well attended by the Victor dealers belonging to the respective associations of these two mid-Western States.

NEW SON FOR ANDREW H. DODIN

Andrew H. Dodin, well-known New York repair man, and editor of the Repair Department of *The World*, recently announced the arrival of a new son and heir at the Dodin household. The youngster arrived on July 13 and has been christened Andrew Thomas Dodin. He already displays an embryonic interest in mechanics.

Confucius says, "Be not sorry that men do not know you, but be sorry that you are ignorant of men."

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

The Greater New York Novelty Co.

3922 14th Avenue

Brooklyn, N. Y.

EDISON UPHOLDS HIS VIEWS

Regarding the Intellectual Equipment of Many So-called Educated Young Men of To-day

THOS. A. Edison was the leading figure in an unusually interesting full-page article which appeared in the editorial section of the *New York World* on July 31. The inventor of the phonograph had a long chat with Edward Marshall, the well-known writer, in which he defended the much-discussed list of questions which he recently has been requiring applicants for executive jobs to answer, and what he intends them to accomplish.

He puts the startling question, "Are we

Americans losing intelligence?" and adds: "Atrophy of perception afflicts America to-day. The eye sees, but no message goes from it to the brain. Despite unquestioned vision of the fact, there is no sensing of it by the individual before whom it is placed. It is seen physically but not mentally."

The article throughout is full of vigor and abounds with many original viewpoints. Boiled down, Edison says that the American youth is all right, but that the schools are paralyzing his curiosity—destroying his power of observation and turning out failures. If you haven't read the article—too long, unfortunately, to reproduce in full in this paper—it is worth looking up.

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



HOW DO YOU FIGURE OUT?

When the train pulls in and you grab your grip,
And the hackman's there with his frayed-out whip,
And you call on your man and try to be gay,
And all you get is "Nothing doing today."
Then you're a **PEDDLER!**
By gad, you're a peddler!

When you get into town and call on your man,
"Can't you see me, Bill?" "Why, sure, I can!"
You see up his stock; make a rough count,
And Bill presently says: "Send the usual amount!"
Then you're an **ORDER TAKER!**
By gad, you're an order taker!

When you travel along and everything's fine,
And you don't get up until half past nine;
When you see each concern and talk conditions,
And write it all home with many additions,
Then you're a **TRAVELING MAN!**
By gad, you're a traveling man.

When you call on the trade and they talk "Hard Times,"
"Lower prices," and decided declines,
But you talk and you smile—make the world look bright,
And send in your orders every blamed night,
Then you're a **SALESMAN!**
By gad, you're a salesman.—Selected.

THE SALESMAN WHO IS GAME

The Evenly Balanced, Plodding Salesman Who Never Fails to Get Results Is a Foundation of Strength in These Days of Stress

I think there is hardly any quality that appeals more to men than gameness. We all like the fellow who can, as we say, "stand the gaff." And it is this kind of salesman who wins, no matter what obstacles may be placed in his way, or what kind of opposition he may be up against.

The other day I read an article written by a man who has had a great deal of experience in the selling field, says Thomas Dreier, the well-known writer, in which he told about a trainer of a horse that was an outsider in the betting.

"Nobody figures my horse to have a chance," he said, "but he's got a darned sweet chance, and I'll tell you why. He's game and he'll stand a drive all the way. He ain't extra fast, but he's a runnin' fool. He don't know when he's beat. If any of them choicers commences to stop in the stretch, this bird of mine is liable to grab 'em, 'cause he don't never stop. He just sets it in all the way. He's the kind of a horse that it ain't ever safe not to have a bet on."

Oftentimes it happened that when the numbers went up the number of the horse that didn't know when he was beaten was at the top. The "choicers" had faltered before the end of the race.

So it is with salesmen. It isn't the brilliant, flash-in-the-pan, popular salesman who has the most to show at the end of life's race. It is generally the man who's game who wins the big prizes.

FLOAT \$1,000,000 BOND ISSUE

National Music Stores Plan to Open Branch in Long Beach—Local Investors Interested

LONG BEACH, CAL., July 30.—Worth & Co., Inc., investment bankers, 604 Markwell Building, this city, have practically completed disposition of \$5,000,000 issue of high-grade securities. The company is now handling the stock of the National Music Stores, Inc., a \$1,000,000 chain-store organization, which will handle pianos, talking machines, records and rolls. A local store will soon be opened in Long Beach.

This store will be owned by local investors, who will share in the profits made by the entire chain. The proposition is said to be backed by influential business men and bankers of the highest integrity.

Worth & Co. say the amount of stock necessary to establish a store in Long Beach will be subscribed within a few weeks.

Adams Kirkpatrick, of Lamar, Colo., recently opened a Brunswick store.

CLOSES MANY NEW ACCOUNTS

Jewett Phonograph Co. Announces New Dealers —Line Displayed in Seven Detroit Stores

DETROIT, MICH., August 6.—The Jewett Phonograph Co., of this city, has already placed its line in seven of the finest exclusive music stores in this city and A. A. Fair, sales manager of the company, expects to add several new names to this list in the course of the next few weeks. The company is making similar progress in different parts of the country and according to present plans an intensive sales campaign will be inaugurated this Fall that will undoubtedly produce excellent results.

During the past few weeks the Jewett Phonograph Co. has closed important accounts with successful dealers in Saginaw, Mich.; Bay City, Mich.; Owosso, Mich.; Midland, Mich.; Toledo, O., and Fostoria, O. Every member of the executive and sales organization is enthusiastic regarding the outlook for Fall business and this feeling of optimism is based on reports received

from representative dealers who are handling the Jewett phonograph in widely separated sections of the country.

DALLAS COMPANY OPENS NEW STORE

Sonora Phonograph Co., of Dallas, Moves Into New Modern Establishment

DALLAS, TEX., August 9.—A number of visitors were entertained at the recent opening of the Sonora Phonograph Co.'s new establishment, at 1007 Main street, this city. The store, which is one of the best-equipped in the city, contains four demonstration rooms, which are cooled by fans and ventilated by means of a modern system. A new feature is a demonstration room exclusively for negroes. The company distributes records in Texas, Oklahoma and New Mexico and covers North and West Texas for machines.

Henry Maas, of West Hoboken, N. J., is now handling Victor talking machines exclusively.



Kimball Console Model R

KIMBALL PHONOGRAPHS

Superior construction; distinctive designs and variety of console and cabinet models; perfection of finish of exterior and interior; exclusive features; all are outstanding characteristics of the Kimball.

Faithful reproduction and natural tone of voice or instrument are readily demonstrated.

Kimball prestige and their co-operative financing plan for the dealer offer a worth-while merchandising proposition.



Kimball Style J Mahogany Walnut

Write for Agency Terms

W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 S. Wabash Ave.

CHICAGO





LONG Console Cabinets Win Phenomenal Success

The five "Consoles" introduced a few months ago by the Geo. A. Long Cabinet Co. have proven successful beyond all expectations. They have evidently filled a long-felt want, for Victor dealers everywhere are selling them readily and quickly.

These five "Consoles" are intended for use with the popular Victrola VI, producing a combination outfit that looks like a \$250 Console model, but which can be retailed at a very moderate price, easily within reach of all prospective purchasers.

The "Console" is the recognized leader of the present-day talking machine market, and progressive Victor dealers are "cashing in" on the phenomenal success of the Long Console cabinets.

Write us today for catalog and prices

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.



Sheraton



Colonial



Louis XV



Chippendale



Hepplewhite

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., August 5.—The talking machine business in the month of July, as a whole, has been satisfactory. Considering the weather and other conditions of the month, it has been remarkable the extent to which the business, especially in records, has pushed ahead, and this may be due to the great army of people who have remained home this year and have found their recreation at their own fireside instead of at the Summer resort.

Joseph Joiner Tells of Wanamaker Business
Joseph Joiner, head of the Wanamaker talking machine department here, as well as the piano department, reports business as quite satisfactory and that it has been keeping up in spite of the hot weather. Mr. Joiner says the demand for dance records, in both the Victor and Brunswick lines, is greater than it has ever before been in July. Mr. Joiner says they are preparing for a very large talking machine business this Fall. They have dropped one of the lines they have been handling and have only four machines they now represent: the Victor, Brunswick, Cheney and Sonora. Mr. Joiner, accompanied by Mrs. Joiner, will leave for a vacation on August 12, which will be in the nature of an automobile trip through New England. Mrs. Margaret Clark, Mr. Joiner's assistant in the talking machine department, is just back from a two weeks' vacation spent in North Carolina.

Business Better in Coal Territory
All the various firms report that business is good sectional. The coal mining section of the State seems to be very much better than the agricultural districts. The Philadelphia Show Case Co. is one of the local firms to find this condition. Manager I. H. Burkart states that

there are no complaints coming from any of the sections as to the business dullness, but the coal mining sections have been very satisfactory.

The Philadelphia Show Case Co. has given up its Pittsburgh office and warehouse in order that it may be able to conserve all its energy at one point—Philadelphia. Mr. Burkart says: "We have already had demonstrated to us that this is a very profitable move. We find that we can ship from here just as well as we can from Pittsburgh and give the dealers just as good service and this is one of the most important things to them to-day." This company is the distributor here for the Vocalion machine and records and the Melodee rolls. A number of new accounts have recently been opened, one being that of P. Casper, in Wilmington. Mr. Burkart left last Saturday on his vacation, to be gone two weeks or more.

T. W. Barnhill Off to Pacific Coast
T. W. Barnhill, president of the Penn Phonograph Co., Victor wholesaler of this city, is on his way to the Pacific Coast. Mr. Barnhill, accompanied by Mrs. Barnhill and daughter, left last Thursday for the Pacific Coast via the attractive scenic route of the Canadian Rockies. A little over a year ago Mr. and Mrs. Barnhill visited the Coast, but took the Southern route and spent some time at Los Angeles. Leaving Philadelphia, they traveled by rail to Buffalo and made the Great Lakes trip to Duluth on one of the palatial lake steamers. From Duluth the itinerary included St. Paul, Lake Louise, the Canadian Rockies, Vancouver, Seattle and Portland. On the return trip Mr. Barnhill plans to spend some time at both the Glacier National

Park and Yellowstone Park, and also stop at Denver. Mr. Barnhill expects to be gone for about five weeks, and as part of his traveling equipment will have with him enough order blanks to take care of the demands for the well-known Penn-Victor miniature dog, of which the Penn Phonograph Co. is the producer.

Demand for Portable Exceeds Expectations
The Cirola Distributing Co., Inc., distributor of the Cirola phonograph of this city, reports that the demand for this portable talking machine has passed all expectations. Many of the leading talking machine houses in the territory which they cover have taken on the Cirola line with very satisfactory results. Many plans are under way which will further increase the popularity of the Cirola in Philadelphia and the surrounding territory.

New Sonora Accounts
The Sonora Co. has been doing a very good business in July, considering general business and weather conditions. During the month three new accounts were placed to its already long list, one of the firms being the Millard Music Store, of Wildwood, located at 201 West Eighth street. W. C. Fului, sales manager of the record department of the Sonora, was here the past week. F. H. Owens, the sales manager of the Sonora, left at the end of the past week on his vacation, most of which will be spent at Wildwood fishing.

Pleased Over Healthy Condition of Business
The Penn Phonograph Co. reports that its business has been keeping up in fairly good shape. The officials believe that they have reason to feel elated in the fact that thus far all of
(Continued on page 94)

Stop Marking Time!

IT'S useless to keep your feet moving unless you get it somewhere. And to-day it is only by keeping your sales feet in action that you make sales.

For August, see how many Victor Portables you can sell. It gives the world's greatest collection of music to every outdoor party.

Buehn Victor Service will help you to do a good August business.

The Louis Buehn Company
Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

the customers of the company have been able to meet all their obligations. Two of the firm's salesmen, E. E. Hippel and L. P. Brown, are at present away on vacation, the former spending the time at his cottage at Ventnor, N. J., and the latter at his cottage at Island Heights.

Joins the Granby Forces

Oden Jester, a former Columbia salesman, has resigned to accept a position as road man to cover eastern Pennsylvania for the Granby Corp.

Look for Good Sales From Now On

A. J. Heath & Co. report that their July business was as good as they could reasonably expect. They expect to do a very satisfactory business in August through the receipt and putting on sale of the new Kubelik, Bucci and Emmy Destinn records. A. J. Heath has just returned from spending a two weeks' vacation at Atlantic City. A new salesman, John Neldine, has been added to the sales force. Heath & Co. have been doing considerable business in their foreign record department and have also sold quite a number of the new style Granby, which they handle. C. A. Mallet, Mr. Heath's partner, will leave on Saturday of this week on a two weeks' vacation.

Will Return in September

Louis Buchn, of the Louis Buchn Co., Inc., will not be home until September 1. After the Colorado Springs convention of the National Association of Talking Machine Jobbers, of which he was elected president, Mr. Buchn, with his family, started on an extended trip to the Coast, in which they intend to stop at all the leading resorts.

F. B. Reineck, of the Buchn firm, has just returned from his vacation, which he spent playing golf with the rest of the high-brows at Galen Hall, Wernersville, Pa. He brought back with him several trophies. The Buchn firm reports that its business has been fairly good. The bulk of the business, however, is being found out of town. Local demand is rather slow.

Leaves the Talking Machine Field

James Willard, Jr., who has been identified for a number of years here with the talking machine business, and for a considerable time was head salesman of the Cheney Co., has resigned to accept a position with a coal corporation. With his family he is spending the Summer at his cottage at Atlantic City and is commuting daily.

Adds Many New Accounts

The Interstate Phono. Co. has done a satisfactory business all through July. It has added a number of new accounts to its long list, principally in the South. O. J. Flood, the local sales manager for Mr. Eckhardt, has just returned from a two weeks' vacation spent at Wildwood, with his family and also his son, S. G. Flood, who is one of the Pathé road men.

An Active Emerson Campaign

The Emerson Philadelphia Co. has had quite a satisfactory July. A. T. Emerson and W. J. Stevens spent the better part of July in Philadelphia assisting Harry Fox in the marketing of the Emerson machine, and as a result this concern now has a very substantial representation in this territory. Mr. Fox states that he was recently in New York going over the conditions at the Emerson Co. headquarters, making plans for the Fall business and considering the various methods that are to be employed for the marketing of the Emerson product this Fall. Mr. Fox said that the Emerson officials all feel that the indications point to a very good Fall business.

One of the things that the Emerson Philadelphia Co. recently did was to place several of the best styles of the Emerson machines on a truck, which was accompanied in a touring car by Messrs. Fox, Emerson and Stevens. The trio made a tour of every section within the territory of the Philadelphia Co. Upon their return Mr. Fox expects to tackle the Pittsburgh territory in a similar way.

An incident of a competitive sale that the Emerson Co. recently had has elated Mr. Fox.

Four school teachers, to whom had been entrusted funds collected by the school children for the purchasing of a talking machine, one of which was a music teacher, called on Mr. Fox and heard the Emerson. They had visited the warehouses of practically all the leading stores and ultimately decided to purchase the Emerson as possessing the tone quality which they so much desired in a reproducing machine.

Weymann Reports Progress

Harry W. Weymann, of H. A. Weymann & Son, reports that their talking machine business in July was quite satisfactory and that orders are coming along as well as could possibly be expected at this season of the year. Mr. Weymann says: "We have booked up orders for the Style No. 100 Victrolas, which are now being shipped out to all our dealers, and we have some very large advance orders booked for this style of machine. We anticipate some heavy sales."

"Our record stock of back orders is in most excellent shape, placing us in a position to take

very good care of all our dealers' requirements. We have secured the exclusive wholesale agency for the Motrola for eastern Pennsylvania, southern New Jersey and Delaware. This machine attachment has hitherto been sold for \$30, but the Weymanns' retail price will be \$19.50. It can be operated on both alternating and direct current." The Weymanns are considerably enlarging their on the second floor front of their building. The alterations are about completed.

Vacations at Blake & Burkart's

Herbert E. Blake, of the firm of Blake & Burkart, is at present spending his vacation at Sodas Point, N. Y., with his family. The business of the firm has been fair during the month. R. J. Rich, of the sales force, has just returned from a two weeks' vacation, which he spent at May's Landing, N. J., with his family.

Some Columbia Happenings

At the offices of the Columbia Co. business is reported as fair, with considerable improvement during the end of the month. Manager Conlin

Jobbers' Profits and Salesmen's Commission Now Go to the Dealer

This Company have decided to sell their entire output of the Franklin Phonograph direct to dealers, reducing the cost considerably by ordering direct from our factory.



The style illustrated shows our Revolving door model. By merely touching the knob the record cabinet revolves, showing eight specially constructed Albums.

The Cabinet is constructed of five-ply genuine figured Mahogany, all metal parts gold plated, plush turn table.

The Franklin line of phonographs is supreme in tone, cabinet work, case architecture and structural design. Franklin Phonographs occupy a distinctive position among high quality phonographs.

Order a sample of this model. You will find it the best seller you ever had.

Our prices are reduced. Our terms most liberal.

FRANKLIN PHONOGRAPH COMPANY

INCORPORATED

1711-13-15-17 North Tenth Street

Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

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.

spent considerable time during the month among up-State dealers going over a Fall campaign with them. A. A. Platt, of the sales force, was married during the month to a young lady in Norristown, the wedding being attended by Manager Cummin and Assistant Manager E. A. Manning. C. K. Woodbridge, general sales manager of the Dictaphone, was one of the visitors during the month. On the third Saturday of the month an important sales meeting was held in the Model Shop, which was attended by all the salesmen of the district.

The Retail Ledger, of this city, quite an important publication for business men, paid quite a compliment to the Columbia Co.'s Model Shop by reproducing a fine picture of the shop, which was accompanied by a write-up of more than a third of a page in length, which came to the Columbia Co. unsought.

During the month the Columbia Co. opened a new dealer in Ventnor, N. J., on Ventnor avenue, and it will be an exclusive Columbia shop. They also stocked the Thomas Music Shop in Scranton, Pa.

There was a special day at the Note-the-Note Club, the girls' club of the Columbia Co., at Mantua, N. J., about fourteen miles from Philadelphia, on Saturday last. This club has been affording much pleasure to the girls of the Columbia Co., who spend their vacations there, as well as their week-ends.

Thomas J. Cunningham, of the talking machine department of Strawbridge & Clothier, has just returned from a pleasant vacation spent at the seashore.

Entertain Gimbel Forces

Manager Wuestle, of the talking machine department of Gimbel Bros., who has a bungalow at a South Jersey lake, fourteen miles from the

city, will entertain all the Gimbel talking machine family on Saturday, August 6.

SENDING CUSTOMERS STATEMENTS

The Advisability of Sending Monthly Statements to Customers Such as Are Sent by Manufacturers to Their Dealers Discussed

There has been considerable argument pro and con during the last ten years regarding the advisability of sending monthly customers' statements such as are used by manufacturers and merchants in their dealings with each other. Between business concerns there is no question regarding the fitness of statements, but between a business concern and the consumer public it is possible that the form of presentation can be altered from strictly commercial aspects to those of a more diplomatic nature. However, in discussing this subject, a noted authority on modern accounting and bookkeeping recently pointed out twelve advantages in sending customers statements. These advantages are:

1. Customers want them.
2. Increase collections.
3. Advertising medium.
4. Create complete mailing list.
5. Statements bring in money, money increases available capital. Available capital cuts down the interest charge at the bank, increases buying power of the store, permits of taking more discount on merchandise bought. Discounts taken means more money made and increases credit with the wholesale house when it is needed.
6. Check against posting to the wrong account.
7. By the proper use of statements as an advertising medium they can be made to reach the customer along the same lines as the catalog of the mail-order house.
8. Statements sent to customers pave the way for a settlement of the account either by cash or note.
9. Statements bring customers into the store; coming to the store increases buying on the part of the customer.
10. Statements tend to decrease long-time credits to customers.
11. Statements permit customers to recheck their accounts.
12. Statements permit store to guard against too large a credit to any customer.

Carnso's death has increased the sale of his records in Philadelphia territory.



**KEEP COOL
BUT—
KEEP GOING
AFTER
BUSINESS
WITH**

**OKeh
Records**

**AND YOU
WILL GET IT**

**SONORA
COMPANY OF
PHILADELPHIA**

1214 Arch St., Philadelphia

WHO MAKES FOREIGN TRADE?

Individuals, Not Nations, Are the Great Factors in the Development of Our Foreign Business, Declares Dudley Bartlett, Export Authority

"Now is the time to go after foreign trade," declares Dudley Bartlett, chief of the Foreign Trade Bureau of the Philadelphia Commercial Museum.

"When it is stated that a certain nation is on the verge of bankruptcy, and when such a statement is supported by statistics," says this authority in an article in Forbes Magazine (N. Y.), "the natural inclination is to assume that business with such a nation is out of the question. But business is not done with a government. It is transacted between individuals.

"Everywhere in the world to-day there are some individuals who have been thrifty, or far-sighted or lucky—call it what you will. In the midst of general depression, depreciated currency, burdensome taxes, labor riots, inefficient

(Continued on page 96)

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 95)

government and near-stagnation, they are able somehow to meet their obligations, to buy and to find customers who can take their goods at a profit. They are doing business.

"The return to normal is not accomplished by concerted action at a given time, or even within a specified period. It is the same process essentially in foreign and domestic trade. A manufacturer in Des Moines, say, has something which is wanted very urgently in Switzerland. Presumably the need has existed for some time. Men cognizant of that need have put their minds to work on the problem of supplying it. They make a proposition to the manufacturer which he rejects. But he suggests other terms. Negotiation continues until mutually acceptable agreement is reached.

"Later, when thousands of merchants are doing this, the world wakes up to the fact that business is going on again. It becomes possible to prepare charts to show the trend back to normal. But the great bulk of the work that leads to this condition is individual. Government backing in the form of subsidies of one kind or another may encourage individual firms to open negotiations. It may accelerate the movement after it is started. But even with such assistance the business man will speedily realize that the resumption of trade—foreign or domestic—after a break is an individual problem. Governmental help will be a limitation to his ingenuity; it will be given only under stipulations that, sooner or later, he will find burdensome."

INCORPORATED

The Consolidated Music Stores, Inc., Wilmington, Del., was recently granted a charter in that State for the manufacture of talking machines, etc., with a capital of \$6,000,000.

The present business depression is like the morning after the night before, but with proper care it will improve.

SOME PERTINENT CONCLUSIONS

A Writer Points to the Success of Chain Stores and Asks Why Independent Retailers Cannot Study More Closely the Basis of Their Success

Every now and then some retail merchant in the talking machine field extols to the sky the success which is being attained by chain stores in his city. Names like Woolworth, United Cigar Stores, etc. have become familiar bywords with the American public and as business institutions command a very wide and deep respect. A Milwaukee newspaper recently commented on this subject as follows:

"There are many organizations which operate chain stores throughout the country. To many independent retailers these chain stores are a nightmare, a bugaboo of reduced prices and decreased overhead which cut into their profits and eat into their trade.

"As explained by the general manager of one of these organizations, the reason for their success is so simple as to appear almost self-evident. There is nothing secret or mysterious about it—just plain common sense applied to merchandising.

"The store must be attractive and distinctive, therefore fresh paint is applied and the windows are thoroughly cleaned. A small, well-assorted and packaged stock is laid in instead of the old heterogeneous collection of shelf loungers and stickers. Fewer sizes are carried and nothing is allowed to be placed in a corner and forgotten. Every article is made to earn its living, or else cast out. No credits are entered and no deliveries made, thus reducing materially another important item of overhead in the small store, and every care is taken to keep the window displays fresh and attractive.

"It is by the application of these principles that organizations have increased business from practically nothing to chains extending over many States. The foundation is sound and the success of the undertaking is a matter of his-

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.

Why does it have to be a chain store that makes these improvements? Why cannot more independent retailers use the same methods to hold their own?"

ENTERS TALKING MACHINE BUSINESS

NORWICH, CONN., August 2.—Max Hanover, a New York business man, recently associated himself with Abraham Curland, of the Talking Machine Shop, of this city, for the purpose of enlarging the business. The officers of the concern are: Max Hanover, president; Abraham Curland, vice-president and treasurer; A. W. Curland, secretary, and Alexander H. Manes, auditor. A complete line of talking machines and records is carried.

SELLS EXPENSIVE MODELS

A. Willard, manager of the warehouses of Mathushek & Son, Plainfield, N. J., has been receiving congratulations on the sale of a number of expensive feature models during the past few weeks. One notable sale was a Queen Anne, electric, Virola—a cash sale.

The Robertson Music Store, 1306 G street, Washington, D. C., has taken the agency for the Brunswick phonographs and records.

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 send your name in the pedestal of an extra set, on an order of 500 Penn-Victor dogs. We also supply at cost, electric signs for stadium or newspaper advertising. If requested, red-ink name when returned.

Tackle dogs will be decorated in blue uniforms and twelve in red (uniform) 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)

In your home town games, the National League games, and sports at the time of the world series, the scores may be recorded on the scoreboards as the returns come in by using, 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.

Order from your Victor distributor or from us, and we will charge through your preferred distributor if so requested.



Window Display of the Krans-Smith Piano Co., Baltimore, Md. They gave away five thousand Penn-Victor dogs.

Penn Phonograph Co., Inc., Victor Distributors Wholesale Only 913 Arch Street, Philadelphia, Pa.

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.
YOKOHAMA, JAPAN

WALTER S. GRAY
SAN FRANCISCO, CAL.

ARTHUR A. BRAND & CO.
CINCINNATI, OHIO

INTERNATIONAL MICA CO.
CHICAGO, ILL.

V. T. SCHULTZ
CLEVELAND, O.

RAYSOLO SALES CO.
LANCASTER, PA.

PROVIDENCE PHONO. CO.
PROVIDENCE, R. I.

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business.

"IMICO" and "SERVICE" are SYNONYMOUS

THE AID OF HOOVER SOUGHT IN FIGHT ON EXCISE TAXES

Representatives of Music Industries Chamber of Commerce and Other Trade Organizations Call Attention of Secretary of Commerce to Bad Effects of Such Taxation

The bad effects of the discriminatory excise taxes on about thirty industries were called directly to the attention of Secretary of Commerce Hoover on Thursday, July 28, by representatives of ten or twelve of the leading national trade associations of the industries affected. The Music Industries Chamber of Commerce was represented by H. L. Willson, vice-president, Columbia Graphophone Co., and a member of the Chamber's legal committee, and by Alfred L. Smith, general manager, and George W. Found, general counsel of the Chamber.

The support and advice of Mr. Hoover in the elimination of the discriminatory excise taxes were requested on the grounds that these taxes were not only unfair to a large portion of American industries, but would actually constitute a menace to the normal revival of business in those lines. It was further pointed out that these industries represented a tremendous amount of invested capital. Figures were presented showing the great numbers of workers and their families dependent upon these industries. The type of businesses particularly af-

ected by excise taxes are those whose prosperity, to a large degree, determines the business activity and prosperity of the country, as distinguished from those businesses which provide the barest necessities of food and clothing.

It was the firm opinion of the representatives of industries at the conference that the excess profits and higher individual income taxes should be eliminated; that the war-time excise taxes should be abolished and that the additional revenue needed should be made up by a sales tax of uniform character applying to all business. A uniform tax on the sale of goods, wares and merchandise received particular attention. Among the organizations represented were: The Music Industries Chamber of Commerce, National Retail Dry Goods Association, National Association of Manufacturers, National Association of Motion Picture Industries, National Automobile Chamber of Commerce, National Jewelers' Board of Trade, National Association of Chewing Gum Manufacturers, Motor and Accessory Manufacturers' Association, National Association of Retail Clothiers, Cocoa and Chocolate Manufacturers' Association.

Cushman stated that dealer accounts had already been established throughout the country and that judging from all indications there is a tremendous demand for a 50-cent record, provided that the record gives service and satisfaction to the trade and public.

George W. Beadle, president of the company, is devoting a considerable portion of his time to the technical and executive divisions of the business, and his many years' experience in the trade will enable him to give the Critona clientele invaluable service and co-operation.

A SUGGESTION FROM CHICAGO

Never show your intellectual superiority when you are negotiating, says a writer in the Chicago Tribune. Clever people sometimes make the mistake to make no mistake. A touch of stammering, a certain awkwardness of manners, may prove to be useful.

CRITONA RECORDS AT FIFTY CENTS

Criterion Records, Inc., Announces New Selling Plan—Library Is Now Complete

Criterion Records, Inc., New York, announced recently that plans had been completed whereby Critona records would be ready for delivery to the trade at a list price of 50 cents retail. The company has been very busy the past few months rounding out its catalog, and is now ready to offer the dealers a complete list of records, including operatic and classical numbers, standards, semi-popular and the latest song and dance hits.

Arthur H. Cushman, vice-president and sales manager of the company, in a chat with The World, stated that Criterion Records, Inc., had adopted a definite policy whereby its entire library would retail at 50 cents and that new supplements would be issued monthly. Mr.

F. C. BEATTIE'S IMPORTANT POST

Succeeds A. H. Curry as General Manager of the Texas-Oklahoma-Phonograph Co., Dallas, Tex.

DALLAS, TEX., August 6.—F. C. Beattie, assistant general manager of the Texas-Oklahoma Phonograph Co., distributor of the New Edison Phonograph, has been appointed general manager of that concern, succeeding A. H. Curry, the present general manager of the Texas-Oklahoma Phonograph Co., who on August 1 became vice-president, in charge of phonograph merchandising, of Thomas A. Edison, Inc., Orange, N. J.

Mr. Beattie's connection with the Texas-Oklahoma Phonograph Co. dates from its establishment at Dallas in 1915. For the past three years he has served in the capacity of assistant general manager. Mr. Beattie is a native Dallasite. He is a member of the Dallas Credit Men's Association and of the Dallas Athletic Club. He is a popular and accomplished man.

BLACKMAN WAREHOUSES ADMIRER

New Home of Victor Wholesaler Visited by Jobbers and Dealers—Interior Equipment Perfect in Every Detail and Much Admired

Victor dealers and distributors who have visited the new warehouses of the Blackman Talking Machine Co., Victor wholesaler at 28 West Twenty-third street, New York, have commented enthusiastically upon the attractive appearance of the equipment. Many of the dealers have expressed the opinion that the new Blackman home is one of the finest wholesale establishments in the country, and Mr. Blackman and his associates have received congratulations from members of the trade throughout the country.

The Blackman Talking Machine Co., however, gives a goodly portion of the credit for the perfection of its interior equipment to Jaff Bros., New York, designers and makers of showroom and store fixtures, who collaborated with the company and carefully carried out every detail of the plans. M. Goldstone, sales representative for Jaff Bros., worked in close co-operation with C. L. Johnston, secretary of the Blackman Talking Machine Co., in laying out the new warehouses, and the satisfactory result of their combined efforts is self-apparent.



Size: 12 1/2 x 11 1/2 x 6
Weight 16 lbs.

"Take Your Cirola Music With You"

CIROLA HAS PROVED ITS WORTH—Dealers everywhere are stocking it this season. REASON: IT STILL REMAINS THE LIGHTEST, SMALLEST, MOST COMPACT, REAL STANDUP BIG TONE PORTABLE MADE.

We are now also sole distributors in this territory for a crackerjack record, "THE PARAMOUNT," which is working well with the CIROLA, likewise the CIROLA NEEDLES AND COVERS.

Write for Proposition.

CIROLA DISTRIBUTING CO., Inc.

Distributors of the

CIROLA PHONOGRAPH

PROMPT DELIVERIES



204 Colonial Trust Bldg.
Phone Spruce 6337
PHILADELPHIA, PA.
U. S. A.

SELF-SERVICE NEEDLE MACHINE

Modern Merchandising Medium Being Used in the Sales and Exploitation of the Brilliantone Steel Needle—Will Increase Sales

The Brilliantone Steel Needle Co., of New York City, is a firm believer in the proper presentation of merchandise. The various counter display cases which it has distributed in the past for Brilliantone steel needles have always been very attractive and have proven their worth in the silent salesmanship which they perform.

The latest development in the merchandising of Brilliantone needles is to be found in the new automatic needle-selling machine which the Brilliantone Steel Needle Co. is now trying out in three large retail establishments in New York City. This self-service needle machine is attractive in appearance and is of the simplest variety. It contains four grades of needles and the depositing of a coin delivers to the purchaser a package of the exact tone he requires.

The possibilities of this machine are unlimited. It does not seem too optimistic to say that in the future it may be possible for the talking machine owner to pick up a package of needles for his evening's entertainment at any subway station on his way home.

GEO. SEIFFERT WITH MODERNOLA CO.

To Represent This Company in Eastern Territory With Offices in New York City

George Seiffert, who was formerly connected with the Eastern Phonograph Corp., Eastern distributors of the Modernola line, has announced that he has severed his connections with that corporation, which has decided to wind up its affairs.

The Modernola Co., of Johnstown, Pa., has requested Mr. Seiffert to represent it in the Eastern territory. He has opened temporary offices at 25 West Twenty-third street for the purpose of giving Modernola dealers such service as they may require. Mr. Seiffert states that work on

The Value of Prestige



HE prestige of an institution is one of its strongest assets. It is guarded preciously by old institutions and sought by new ones.

The talking machine dealer who sells Victor merchandise sells goods with prestige. Therefore Victor products build prestige for his institution.

That is why Victor dealers are the reputable dealers of their respective communities.

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK

NYOIL
FOR YOUR PHONOGRAPH

IN THE HARRY CANS



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

NYOIL is put up in 1-oz., 2 1/2-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.

the new Modernola factory is progressing rapidly and it is expected to have the new product ready for the market by the end of September or early in October.

SCHOOL BOARD SELECTS SONORA

Committee in Ohio City Unanimously Chooses Sonora for School—Unique Demonstration

LORAIN, O., August 5.—A Sonora phonograph was sold recently to the school board of this city, after being chosen by a committee of seventeen people appointed for the purpose of investigating the merits of the best-known makes of talking machines. The Sonora was represented by the Kirkland-Bond Co., of this city, of which V. W. Bond is president and H. B. Kirkland secretary and treasurer.

This live-wire Sonora dealer was keenly interested in the outcome of the competition, and incidentally the demonstration was conducted on a basis which was unique. The names of the various talking machines were placed in a hat and each one was demonstrated in the order drawn. The Sonora was the last one to be played, and when the superintendent of schools announced the adjournment of the committee to make its decision he was informed by the spokesman that there was no need for an adjournment, as the committee had already decided on the Sonora.

HOT NIGHTS BOOM RECORD SALES

Talking Machines Seem to Coax Passers-by From Sidewalk to the Store

"This is real phonograph weather," said the proprietor of a talking machine shop on upper Broadway to a paragraph writer on the New York Sun, as he placed a record on the machine by the open front door. "On warm nights like this I really do more business than any other time of the year. As soon as I put a record on the machine a crowd gathers outside the door to hear the music. Generally after the record is finished one or two people come in and purchase one of them. In warm weather like this we can open the front door and really bring the music to persons who never would think of coming in here to hear it. In the Wintertime a person never hears a record unless he or she makes it a point to walk into the store and sit in one of our booths. In Summer we play records to hundreds of passers-by every night."

The talking machine store of C. B. Crawford in Pascagoula, Miss., was destroyed by the fire which visited that town recently and in which seventy buildings were gutted.

TRADE CONDITIONS STEADILY IMPROVE IN LOS ANGELES

Volume of Business Better Than a Year Ago—New Vocalion Jobber—Canadians to Locate in Los Angeles—Brunswick Manager a Visitor—Sonora Prices Interest—New Stores—Columbia Expansion

LOS ANGELES, CAL., AUGUST 6.—The month of July just past proved an excellent one as compared with the corresponding period of a year ago. Sales of machines in many departments were exceptionally good, while the improved stocks of records enabled salespeople in those departments to supply customers' requirements and then sell additional numbers. Vacations are, of course, the order of the day, but so arranged that departments are not left short-handed, and those in charge have been able to take care of the brisk business. Throughout July and August practically all departments have closed and are closing on Saturdays at 1 p. m.

New Distributor for Vocalion

The Western Jobbing & Trading Co. has secured the jobbing rights of Vocalion phonographs and Vocalion records in southern California. E. R. Darvill, who was with the Aeolian Co. for some time, has been appointed manager of the new Vocalion department. Mr. Darvill anticipates a large increase in sales of records particularly, due to the fact that the new Vocalion policy allows dealers to handle Vocalion records with or without Vocalion phonographs, thus enabling some who are specializing on other makes of phonographs to add Vocalion records.

Unit Construction Vice-president Here

Harry A. Beach, vice-president of the Unit Construction Co., spent a week in Los Angeles last month arranging for some complete installations of his company's equipment in talking machine departments. Mr. Beach was, of course, well known as the manager of travelers for the Victor Talking Machine Co., which important position he so ably directed for a number of years until he resigned for his present position.

Famous Canadian Jobber Here

J. A. Sabine, of Toronto, Canada, has arrived in Los Angeles and intends to make southern California his home in the future. Mr. Sabine is one of the best-known phonograph men in the Dominion of Canada. He was for a number of years senior partner of the Music Supply Co., distributor of Columbia products in Eastern Canada, and was directly responsible for a great deal of the popularity of Columbia products in Canada through his indefatigable enthusiasm, hard work and good management of the largest phonograph distributing house north of the line. Originally from England, Mr. Sabine has lived in Canada many years; he is accompanied by

R. L. Tamplin, a business associate and old-time friend, who has for some time been successfully engaged in the phonograph business in Windsor, Canada. It is understood that Messrs. Sabine and Tamplin will open a chain of Columbia Gramofola stores in California in the near future.

Brunswick Sales Manager Visits Los Angeles

A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collider Co., visited Los Angeles early last month and was well pleased with conditions in the Southland. Mr. Kendrick was entertained at an informal luncheon by Rudy Wiedloff, the famous saxophone player and leader of the well-known jazz orchestra, the Californians.

Sonora Phonograph Reductions

The reductions in price of some models of the Sonora have not yet been announced in Los Angeles. It is reported that such announcement will take the form of advertising of the new prices in the ordinary way, and will not be seized upon as an opportunity for sensational comparisons with former prices; it has long been recognized that such comparisons are very odious to customers who are paying on contract at the old price, and, in addition, that advertising of permanent reductions calculated to attract attention succeeds only in unsettling the minds of prospective purchasers, who immediately anticipate further reductions in the near future and put off buying as a result.

Hollywood Dealer Sells Out

C. H. Yates, Edison dealer in Hollywood, has sold out his business to the Hollywood Music Co. Mr. Yates, who is agent for the Metrola, will devote his efforts to wholesale business.

Colyear's Good Victor Sales

W. W. Burdsall, manager of the Victrola department of Colyear's Furniture Co., is well pleased with the business in his new department. Mr. Burdsall was formerly in the talking machine department of Byron Mauzy, San Francisco, and previous to that was assistant manager of the Victrola department of Strong Bros., Albuquerque.

Miss May Peters, who superintends the record department in Colyear's, is well known in Chicago, where she was a member of the Victrola department of Lyon & Healy.

New Glendale Music Store

The Kenny Music Shop is the name of the new music store in Glendale. Mr. Kenny has



Introducing "Shimandy"

The Modern Dancer for Your Phonograph

START SHIMANDY SHIMMY-ING IN YOUR WINDOW AND YOU'LL WAKE UP THE WHOLE BLOCK

Great Window Display. A Business getter and a help to sell records

This wonderful Shimmy Dancer is a reproduction of the Queen of the Black Shimmylike Tribe of Walyku and to the music of a phonograph she performs the new dance steps in a scandalous manner—Shimandy does 87 different steps.

Shimandy has a classy silk dress, a feathered hat and retails for \$2.50. We also make Ragtime Raisin, \$1.50; Boxing Darkie, \$1.75; Combination Natus and Bosses, \$2.00.

Wholesale and Export Discount in less than 3 doz. lots of one kind or assorted, or 33 1/3%, in 3 doz. lots or more, of one kind or assorted, the discount is 40%.

National Company
Cambridge Sta. 39, Boston, Mass.

been connected with the wholesale department of the Columbia Co. for a number of years, his last position being with the Omaha Columbia sales force. The Kenny Music Shop will handle the Columbia line exclusively.

Columbia Shows Increase in Sales

William F. Stidham, manager of the Los Angeles branch of the Columbia Co., reports an increase in sales for the month of July over those for June. This is the third month in succession showing an increase over the previous month; May, which was 40 per cent ahead of April, also showed an increase of 50 per cent over May, 1920; June sales exceeded those for May.

Window Display Elks Week

The Platt Music Co. took advantage of Elks Convention Week in Los Angeles to make a very attractive window display. A huge elk's head, which took two men to carry, formed the central figure in the window.

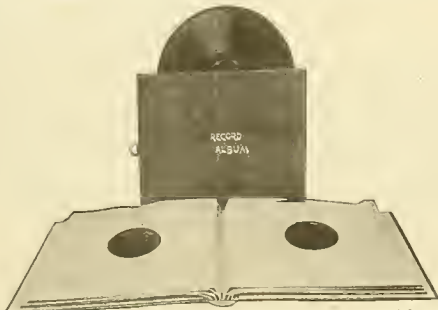
SEND "TALKERS" TO THE FAR EAST

Two Trenton Shops Make Distant Deliveries, One to Tokio and the Other to India

TRENTON, N. J., AUGUST 5.—The G. A. Barlow's Son Co., of this city, recently shipped a Cheney phonograph to Tokio, Japan. The instrument was purchased by a Japanese who is a student at Princeton University, and whose parents are wealthy. The machine was shipped to faraway Japan with a number of the latest records, including jazz selections. The young student also purchased a Victrola for his room at the university.

Elmer Fouratt, of the Fouratt Music Shop, sold a Victrola to the Board of Foreign Missions and it was sent to India, where it will be placed in the home of a missionary.

Albums That Are Made Right



We are now ready to give the dealers excellent service in the delivery of our new line of record albums (patented).

FOUR NEW MODELS—All leaders in their field

Our factory is well worth your inspection, for it is up-to-date in every detail.

BOSTON BOOK CO.

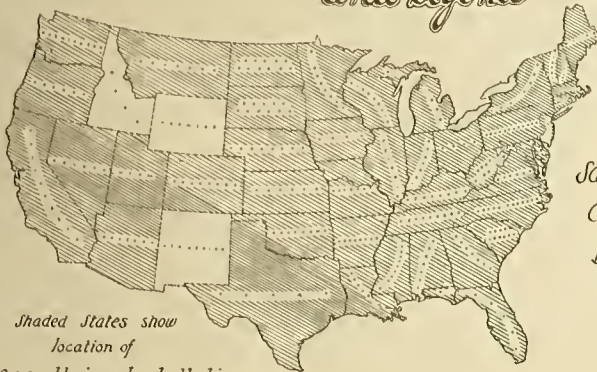
501-509 Plymouth Court

CHICAGO, ILL.

World Wide

*Ocean to Ocean
and beyond*

Canada
Australia
Panama
Peru
Chile
Hawaii



England
Nova Scotia
Porto Rico
San Domingo
Argentine
Belgium

*Shaded States show
location of
1800 Unico Installations*

**Unico Service is producing results *Today* for
progressive musical instrument merchants in**

925 cities
45 states
12 foreign countries

**The Unico System will Solve *Your* Sales problem
ECONOMICALLY—Expeditiously—Efficiently**

Economically because *complete* Unico Departments can be installed from \$500.00 upwards. Unico Equipment, though high in quality, is moderate in price.

Expeditiously because Unico Departments, no matter how large or how small, are shipped promptly on receipt of order. Delivery is expedited by our Traffic Department and installation completed by our Service Department immediately on arrival of shipment at your store.

Efficiently because whether your requirement is for a \$500.00 department or a \$50,000 installation, the skill and experience which have created over 1800 successful departments guarantee you similar results.

Unico Service Functions Regardless of Distance or Size of Your Requirements.

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

Unico Service

A New Unico Installation Every Working Day, 1921

Shown Below Six Recent 1921 Unico Installations



S. Kahn & Sons Co., Cleveland, Ohio



Forbes & Wallace, Springfield, Mass.



Peoria Music Shop, Peoria, Ill.



Dealers throughout the country are realizing the Sales Compelling Force of Unico Equipment in overcoming inactive trade conditions.

A recent canvass of 3000 Dealers in 438 Cities shows Unico-Equipped Dealers enjoying active business.

Let us put this valuable Service to work for YOU. You can secure IMMEDIATELY—and at moderate cost—the benefits of the Unico System.



New York Band Instrument Co.

*Demonstrating Rooms
Record Racks, Counters
Decorative Treatments
Complete Interiors*



Pineus & Murphy, Alexandria, La.



Edgar Music Shoppe, Tulsa, Okla.

Prompt Action is necessary to protect your Fall business

Write, wire or phone our nearest office TODAY

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



EUROPE'S BIGGEST DANCE HIT
MY MAN (MON HOMME)
 AMERICA'S BIGGEST DANCE HIT
 Sung by MISS FANNY BRICE in
ZIEGFELD FOLLIES of 1-9-2-1
 "ASK TO HEAR IT" "You can't go wrong with any 'feist' song" A "Tune" You Can't Forget

CONSIDERABLE ACTIVITY EVIDENT IN ST. LOUIS TRADE

Talking Machine Sales Have Supported Music Business Generally for Some Months—Giving the Public What It Wants—Ditzell Announces New Terms—Some Recent Trade Developments

St. Louis, Mo., August 8.—The talking machine business is suffering for the sins of music merchandising in general. Most merchants say the talking machine business is bad. If they were more exact they would say that it is good, but not good enough to make up for the badness of the piano business. That is what dealers who have both lines have been expecting of the talking machines. When the piano business began to drag the talking machines were going strong. They continued strong for a long while. They stayed pretty strong, in fact, until the dealers undertook to make them supply enough prosperity for the whole establishment. They were not equal to that and they sagged. That is, they did less than was expected of them, but what was expected of them was more than could reasonably be expected. When the books of the Summer's business are balanced, however, it will be found that the talking machines have acquitted themselves well and have done a good deal toward keeping up the average in the other branch of the business.

Give the Public What It Wants

Miss G. Golda Airy, head of the service department of the Koerber-Brenner Co., Victor distributor, has learned something from the movies and she is passing it along to the dealers in a pamphlet, "Give the Public What It Wants."

The latter class of motion picture theatres, she has discovered, have been doing this, not by giving what it is supposed to want, which was formerly the practice, but what it really wants, which is classical music of the "not-too-heavy" class, with some popular music mixed in. "Now, what's the lesson we can learn from all that?" she asks. "Simply this: When selling Victor records, give the public what it wants. But don't always judge the public's desires by what it asks for. There's many a customer who comes in and asks for dance music or popular songs, who has a latent appreciation for better music. You have the opportunity and the ability to develop this appreciation. And by developing it you can increase your sales.

"So will you make this resolve and try faithfully to carry it out during the month of August? Resolve that every customer whom you serve will hear at least one selection of good music before going away. It may be necessary to play it while you are wrapping records the customer has bought or while you are getting records he has asked to hear. By using a little tact, a little diplomacy and a little judgment in the records you select you can really carry out such a resolve."

To help them the August Red Seal records are analyzed and divided into four groups, each with

a different appeal, and with the class of people it will appeal to noted at the head of each group. For the busy, bustling, business type of person who just cannot keep still and is alert for something new she prescribes pronounced rhythm. For the quiet, reflective customer, the doctor, the lawyer, the teacher and the house-keeper, she recommends quiet tonal quality and sentiment. For elderly people and middle-aged, and those to whom music means memories, she suggests "Dream Faces" and "Swing Low, Sweet Chariot." The fourth classification is the imaginative customer who likes to picture the scene described.

Announces New Terms on Machines

Manager J. F. Ditzell, of the Famous & Barr Co., has announced the following new terms on talking machines: On purchases of \$25, \$5 down and \$4 a month; \$35 to \$50, \$5 down and \$5 a month; \$55 to \$75, \$6 down and \$5 a month; \$80 to \$100, \$7 down and \$6 a month; \$110 to \$125, \$8 down and \$7 a month; \$135 to \$160, \$10 down and \$8 a month; \$165 to \$200, \$10 down and \$10 a month; \$210 to \$250, \$15 down and \$12 a month; \$260 to \$310, \$20 down and \$15 a month; \$315 to \$350, \$25 down and \$15 a month; \$360 to \$400, \$30 down and \$18 a month. Records on contract are not to exceed the initial payment. It is understood that the terms of the other dealers are substantially the same.

Take on the Kimball Line

The Union House Furnishing Co., which had its formal opening August 1 at 1124-32 Olive street, will handle Kimball talking machines and Okch records. The contract was secured by C. R. Salmon, sales manager of the Artophone Corp., against vigorous competition. The opening order was for more than 100 machines and a complete stock of records. Mr. Mosley will be in charge of the talking machine department. Records will be featured. Miss Jordan will have charge of them.

Changes in Brunswick Staff

The following changes have been made in the Brunswick organization: Charles F. Shaw, who has been traveling in southern Illinois and western Kentucky, transferred to St. Louis; H. H. Sheldon, who has been doing local work, takes that territory; J. M. Dick temporarily goes to northern Illinois; J. E. Hornberger, formerly with the Cheney Co., with headquarters at Kansas City, is to cover the South, working out of Memphis and New Orleans.

New Victor Account

The Koerber-Brenner Co. reports a new Victor account at Fulton, Mo.—that of Baker & Ashurst. Mr. Baker has been in the book business in Fulton for many years and Mr. Ashurst has handled talking machines. The partnership extends only to the Victor business. The department is in the front of the store with two booths, record racks and other appropriate fixtures.

Off on Their Vacations

H. R. Koerber, of the Koerber-Brenner Co., left with his family July 27 for a month's pleasure trip to Honolulu. E. C. Rauth, secretary of the same firm, is spending his vacation in Canada, following a trip to the Pacific Coast. Mr.

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The CIROLA



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Get All Your Accessories From One Source

We carry in stock everything in the phonograph line. Get on our mailing list and carry the merchandise that sells

Distributors of

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Made from start to finish in U. S. A.



Extra Loud—Loud—Medium

Made at the

W. H. Bagshaw Co. Factory
Lowell, Mass

INSURE PERFECT REPRODUCTION

and Mrs. C. B. Gilbert, after attending the jobbers' convention in Colorado Springs, spent some time in the Colorado mountains. H. S. Grover, who accompanied them, is visiting friends in California.

Emphasizes Educational Possibilities

J. W. Strain, Victor dealer of Carrollton, Ill., is alive to the educational possibilities of his territory. During the Summer school of the teachers of his county Mr. Strain arranged for a Victrola demonstration, which was given by Miss Airy, of the Koerber-Brenner Co. Mr. Strain expects to put on a thorough campaign in the Fall among the rural schools of his territory.

Kieselhorst's Active Campaign

The Kieselhorst Piano Co., of St. Louis, has engaged a force of canvassers and a Victrola truck with which to make an active canvass of the city in the sale of Victrolas.

Visit Columbia Dealers

Robert Porter, field sales manager of the Columbia Co., spent the last week of July in St. Louis territory. He accompanied Branch Manager E. M. Morgan on a tour which included several of the larger cities in this territory, such as Paducah, Memphis, Little Rock. They found dealers feeling much more cheerful and encouraged over the business outlook, due to improvement in credit conditions, generally favorable crop prospects, etc. Mr. Porter returned to New York after his St. Louis visit.

Branch Manager E. M. Morgan is spending the first half of August on a vacation trip in the East, visiting various points of interest. His itinerary includes a visit to the executive offices of the company in the Gotham National Bank Building, New York City.

Vacation season is on. Assistant Manager Bryant just returned from a trip to his former home in New York. Miss Cora M. Douthitt, cashier, has returned from a two weeks' visit with relatives in southern Illinois. Chief Serviceman Ernest Schueddig is enjoying his vacation on an automobile tour, on which he is accompanied by his brother, wife and mother. Dealer Service Supervisor R. N. Johnson is passing his vacation at his old home in Nebraska.

A Change in Harrisburg, Ill.

The business of the Hetherington Music Co., in Harrisburg, Ill., has been taken over by Messrs. Gunter and Wilson, who are now conducting it under the name of Gunter & Wilson Music Co. They called recently at the St. Louis office and are planning quite an aggressive Columbia selling campaign in their section.

New Post for Martin

Delbert Martin, formerly connected with the Columbia St. Louis branch, and later with the Meyer Piano Co., has accepted the position as manager of the phonograph department of the Woodward Hardware Co., Cairo, Ill.

Miss Hazlett a Visitor

Miss Florence Hazlett, representative of the educational department of the Columbia Co., stopped at the St. Louis office a day on her way to and from the points she has been visiting and giving demonstrations of educational work that can be carried on by means of Columbia records. Among the points she recently visited are Springfield, Mo.; Cape Girardeau, Mo.; Columbia, Mo., where she addressed teachers' institutes and normal college classes.

Shattinger Has Sonora Line

The Shattinger Music Co., of 1103 Olive street, has been appointed retail dealer of the Sonora line. Manager Boxley expects to sell his share of these instruments.

Meinell Secures Sonora Agency

The Meinell Music Co., 4035 West Florissant avenue, has taken on the Sonora line for the North Side of St. Louis. Mr. Meinell, who is new in the music business, has fitted up his place in a very high-class way and is well equipped to give first-class service.

Stix, Baer & Fuller, of this city, report selling three Sonora grands at \$375 in one day. This is certainly getting phonograph business for this season of the year.

The Sonora display room in the Arcade Building has been instrumental in selling quite a few

perior designs for the Sonora dealers of St. Louis. This office has had an inquiry from a party in this city who is expecting to move to Germany and wants to purchase a Sonora machine and have it shipped to that country at the time they intend to sail.

The C. D. Smith Drug Co. reports that the sales of Sonora Portables have been three times greater than last year.

Some Personals

Miss J. Kramer, secretary of the Artophone Corp., has returned from a vacation trip to Chicago.

Mr. Cotter, of the Kimball Co., Chicago, was in St. Louis the early part of August.

Miss Melina Dean, of the wholesale Vocalion department of the Aeolian Co., has returned from a vacation trip.

R. W. Jackson, manager of the Brunswick Co., has returned from Michigan, where he left his family for the balance of the Summer. He also stopped in Chicago.

The Culp Bros. Piano Co., of Fort Smith, Ark., with branch stores in Hartshorn, Okla., and Russellville, Ark., has taken on the Edison line through the Silverstone Music Co.

PRODUCES CARUSO ENVELOPE

Lewis C. Frank Corp. Makes Timely Announcement—New Envelope Has Human Interest Appeal—Will Stimulate Record Sales

DETROIT, MICH., August 6.—The Lewis C. Frank Corp., of this city, manufacturer of wrapping envelopes, has just issued an announcement that is attracting considerable attention because of its timeliness and progressiveness. This company has for many years made a specialty of producing distinctive envelopes, and immediately upon learning of the death of Enrico Caruso, the world-famous tenor, Mr. Frank announced an exceptionally handsome new wrapping envelope, carrying a 10x10 rotogravure of Caruso.

This rotogravure picture, ready for framing, is a striking likeness of the famous artist, and is reproduced on the entire face of the envelope. On the reverse side there is printed, as a sales promotion plan, a list of Victor records selected by Caruso himself as his favorites. There is also an intimate story of his career, which adds a touch of human interest that cannot fail to

Edward Cosgrove, of the Famous & Barr Co. talking machine department, has returned from an enjoyable vacation at the Famous & Barr Co. farm on the Merrimac River and officiated as star pitcher of the baseball team.

Mrs. Frieda Bollman, of the Famous & Barr talking machine department, has returned from a vacation trip to Atlantic City and Asbury Park.

Department stores which close all day Saturdays during the Summer are advantaged by the change of the Victor records' opening day from Saturday to Friday.

Miss Laura Piekel, in charge of the Field-Lippman record department, has returned from an automobile vacation trip to Kansas City. R. R. Connor, assistant retail manager of the Silverstone Music Co., has returned from a vacation trip to the East.

G. H. Downey, formerly with the Musical Instrument Sales Co., is now connected with the Silverstone Music Co.

J. F. Ditzell, manager of the Famous & Barr music salon, is a member of a committee of the National Music Merchants' Association to take steps to organize a national talking machine association.

attract the attention of the reader. Mr. Frank believes that the extensive use of this envelope will undoubtedly stimulate the demand for Caruso records materially, and his announcement to the trade is noteworthy for its dignity and timeliness. It may be termed a "memorial envelope."

NEW EXCLUSIVE VICTOR STORE

FOSTORIA, O., August 8.—The Spratt Bros. Music Co., of this city, has just opened an exclusive Victor store that is one of the most attractive establishments in town. The equipment includes four sound-proof demonstrating rooms, and the formal opening was attended by over one thousand people.

The large army of visitors were presented with carnations as souvenirs, and a five-piece orchestra was in attendance all day. Among the trade visitors who attended the opening were Warren L. Kelllogg, Charles H. Womeldorff, William B. Gannon and Arthur S. Leybourn, of the Toledo Talking Machine Co., Victor wholesaler.

THE PHONOSTOP
5th Successful Year

ACCURATE—SIMPLE—DURABLE



Reasonable Price

Guaranteed Fully

Nickel or Gold

UNIVERSAL STANDARD

NEED-A-CLIP
New Fibre Needle Clipper

Guaranteed RETAIL AT 75 cents
Trade Discount

A SUPERIOR TOOL

THE PHONOMOTOR CO., 121 West Ave., Rochester, N.Y.



SEPTEMBER RELEASES

ODEON

RECORDS
NOW READY



POPULAR SERIES

All the Latest Hits

DANCE SELECTIONS

- Od 20051
10-in. 85c. Ain't We Got Fun? (R. A. Whiting). Fox-trot,
Joseph Samuels' Jazz Band
- Od 20052
10-in. 85c. Poor Me (O. Finney-B. Adams). Fox-trot,
American Odeon Orchestra
- Od 20052
10-in. 85c. The Last Waltz (From the Operetta "The Last
Waltz") (Oscar Straus). Waltz,
American Odeon Orchestra
- Od 20053
10-in. 85c. A Baby in Love (From the Operetta "The Last
Waltz") (Alfred Goodman). Fox-trot,
Green Brothers' Novelty Band
- Od 20053
10-in. 85c. My Cherry Blossom (Ted Snyder). Fox-trot,
Green Brothers' Novelty Band
- Od 20054
10-in. 85c. Every Girlie Wants to Be a Sally (From "Snap-
shots of 1921") (Malvin M. Franklin). Fox-
trot. Julius Lenberg's Harmonists
- Od 20054
10-in. 85c. Stolen Kisses (Ted Snyder). Fox-trot
Lanin's Roseland Orchestra
- Od 20055
10-in. 85c. Ti-O-San (Lou Traveller-L. Clair Case). Fox-
trot American Odeon Orchestra
- Od 20055
10-in. 85c. Ilo (A Voice From Mummy Land) (Johnny S.
Black). Fox-trot. American Odeon Orchestra
- Od 20055
10-in. 85c. Waltzing In Spreading From Land to Land
(From "Phoebé of Quality Street") (Walter
Kollo). Waltz. Lanin's Roseland Orchestra
- Od 20058
10-in. 85c. Toddle (Biese-Westphal-Steiger). Fox-trot.
Julius Lenberg's Harmonists
- Od 20058
10-in. 85c. Would You? (A. B. Sterling-G. McConnell).
Fox-trot. Jos. Knecht's W.-A. Dance Orchestra
- VOCAL**
- Od 20050
10-in. 85c. Anna in Indiana (B. and E. Gorman-H. Rose).
Tenor, with Orchestra Harry Rose
- Od 20050
10-in. 85c. Oh Me! Oh My! (From "Two Little Girls in
Blue") (A. Francis-V. Youmans). Tenor,
with Orchestra. Lewis James
- Od 20057
10-in. 85c. Bring Back My Blushing Rose (From "Ziegfeld
Follies 1921") (Gene Buck-Rudolf Friml).
Tenor with Orchestra. Lewis James
- Od 20057
10-in. 85c. My Daddy (Norworth-Swanstrom-Morgan).
Tenor, with Orchestra. Billy Jones

VOCAL—(Continued)

- Od 20059
10-in. 85c. (All By Myself (Irving Berlin). Tenor, with
Orchestra Billy Jones
- Od 20059
10-in. 85c. Little Girl, Don't Say Good-bye (A. Miller-Al.
Roberts). Tenor, with Orchestra. . Lewis James

ARTISTIC SERIES

(Red Label)

by well-known celebrities

JOHN McCORMACK, Tenor

Recorded by the Odeon Co. in Europe

- Am 33021
10 3/4-in. \$1.00. I'll Sing Thee Songs of Araby (Clay)
- Am 33035
10 3/4-in. \$1.00. The Ould Plaid Shawl (Haynes)

MARIA IVOGÜN

The admirable Coloratura Soprano

- Am 44026
12-in. \$1.50. Vilanelle (E. dell' Acqua) (Sung in French)
- Am 44027
12-in. \$1.50. Il Barbiere di Siviglia (Rossini) Cavatina di Rosina
La parte (Frag ich mein beklommes Herz)

FRIEDA HEMPEL and HERM. JADLOWKER

- Am 45010
12-in. \$1.75. La figlia del regimento (Donizetti) Duetto: "Tonio-
Maria" (Duettt Tonio und Maria: Nicht zweifeln
darf ich laenger)

EMMY DESTINN

- Am 34007
10 3/4-in. \$1.25. Lohengrin (Wagner) (Elsa's Sang an die Luefte)

CLAIRE DUX

- Am 44015
12-in. \$1.50. Der Freischuetz, Preghiera (Leise, Leise)

BARBARA KEMP

- Am 44031
12-in. \$1.50. L'Africana (Meyerbeer) "Di qui si vede il mar"
(Von hier seh-ich das Meer)

Ask for Our Catalogues of Foreign Language Records
and
FAMOUS-ARTISTS Selections

Ours is a big proposition for high-class distributors

Write for particulars

We are now appointing Jobbers

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK



HAPPENINGS IN THE DOMINION OF CANADA

MUSIC PLAYING A PROMINENT PART IN TORONTO LIFE

Greater Appreciation of Music Results in Good Business—Record Artists Attract Attention—R. S. Williams & Sons Owing—Recent Trade Changes of General Interest

TORONTO, ONT., August 11.—E. R. Parkhurst, who conducts the "Music-in-the-Home" page of the Globe, a daily paper of this city, in a recent article, headed "How to Make Canada a Great Musical Nation," said: "Every Canadian home should set apart an hour each day to music. Parents can read interesting musical events, stories of operas and other articles of musical intelligence to their children as they develop musical understanding. The advancement of music is certain to create a universal desire for it. Libraries where music is presented will also be a great help to parents in conducting the music hour in the home, especially when the children are studying music themselves. The music pages of the newspapers will also be one of the big factors in making the music hour a fixed institution in the home. The children of future generations will talk of operas and concerts of the highest order as they now do about movies and baseball. They may even form opera companies in their own communities and have local concert halls. The

musical advancement of the last few years is pointing in this direction. Canadian parents should find time for more music in the home, as this is the only true medium through which we can ever hope to advance the cause of music in Canada."

The Musical Merchandise Sales Co. recently called attention to the fact that Vessella's Band, playing at Scarborough Beach Park, is listed in the Brunswick record catalog with a number of very fine selections.

Edward Johnson, "His Master's Voice" tenor, while on a recent visit to his old home town at Guelph, was the guest of the Rotary Club of that city and was presented with a certificate of honorary membership.

Kenneth Ross has resigned the sales management of the Musical Merchandise Sales Co. and will represent, in Alberta and British Columbia, the McLaughlin talking machines and Sun records, with headquarters in Calgary.

The marriage of Burdick A. Trestrail, one of the partners of the Musical Merchandise Sales

Co. and a prominent Rotarian, to Margaret Gibson, formerly of the retail talking machine department of the R. S. Williams & Sons Co., Ltd., was solemnized at the Bloor Street Baptist Church recently in the presence of a large number of Rotarians. Mr. and Mrs. Trestrail spent their honeymoon in New York and Atlantic City.

The R. S. Williams & Sons Co., Ltd., Edison jobbers in this city, recently enjoyed their thirtieth annual outing at Queenston Heights Park. This was one of the most successful outings ever held by the company. H. G. Staunton, vice-president and general manager of this company, attended the convention of the Rotary Clubs of the World in Edinburgh. Before returning he will enjoy a visit to many of the interesting historic spots in Europe. He will tour the French battlefields.

The Ottawa branch of the R. S. Williams & Sons Co., Ltd., gave indications of pronounced prosperity recently by a display of many bags of gold in its show windows. The exhibit, which was not carefully guarded, was arranged to invite interest in the Thomas A. Edison contest, details of which have been widely disseminated. Edison phonographs were featured, along with the piles of money-bags.

NEW BASIS FOR FIGURING IMPORT VALUES IN CANADA

Government Adds Premium of Exchange to Actual Value of Imported Products—Victrola and Magnavox for Kiwanis Club—New Firms Enter Field in Montreal

MONTREAL, CANADA, August 5.—An important change, which will have considerable effect on American imports into Canada in computing the value for duty of currencies of invoices from countries where the rate of exchange is adverse to Canada, has been put into force by the Department of Inland Revenue and Customs. On an invoice of goods imported from the States it is suggested, as an example, that where actual home consumption value is \$100 and the premium of exchange will be \$112. Where there is heavily depreciated currency, on the other hand, not more than 50 per cent depreciation of the proclaimed value of the currency is to be allowed by customs for computing value of invoices for duty. Thus the German mark, whose proclaimed value is 23.82 cents, will be taken as worth 11.91 cents, though actually worth a great deal less.

Brown's Talking Machine Shop is supplying a Victrola No. 6 model and a Magnavox for use at the open air meetings of the Kiwanis Glee Club, which recently introduced community singing to large Montreal audiences, who hold forth once a week at Fletcher's Field.

During the appearance in Montreal of Sousa the march king, a large volume of advertising appeared in all the local dailies featuring the Victor records of this famous artist. The personal appearance of the great bandmaster stimulated sales to a considerable degree.

Layton Bros., Edison, Columbia and Brunswick dealers, recently held their third annual jollification at Otterburn Park, with an attendance of seventy-five employees and their wives and children. A program of sports was carried out and prizes were contributed to the winners. The outing was voted one of the most successful ever held by the company.

New firms registering in Montreal during the past month include: Premier Plano. Parts Co., and Phonograph Apollon, Ltd.

Portable and small machines are being extensively advertised for Summer camps and homes. The ads are linked up with real live window representations of camp life.

The Taylor Music Co., of Halifax, N. S., has been particularly successful in placing a large number of Victrola school outfits, together with

a library of educational records, with the schools in its territory. The company anticipates more sales of machines as soon as the schools open in the Fall.

William F. Wegener, Dartmouth, N. S., has developed a nice trade in demonstrating and selling Victor records over the phone to a selected list of customers each month.

N. G. Valinette, Ltd., furniture dealer, is featuring Victor talking machines and records and is utilizing the entire ground floor of its large establishment in the interests of talking machine and piano departments. Albert Bicjonneite will have complete charge of these two departments.

NEW FIELDS FOR TALKING MACHINES IN WINNIPEG, MAN.

Tea Rooms, Drug Stores, Etc., Find that the Music Attracts Customers—Musical Festival for Regina—Strong Demand Reported for Various Makes of Records

WINNIPEG, MAN., August 3.—The talking machine seems to be growing in favor in tea rooms, drug stores and other public places in this city and locality. Customers like the music and there is quite a large opportunity for sales promotion in this special field.

A musical festival will be staged in Regina shortly, which promises to be one of the biggest events in the history of the local music trade.

The talking machine department of the Muston Co. is steadily growing and has proved so profitable that a motor car has been purchased for the use of the sales force.

Emil Van Gelder, of I. Montagnac & Co.,

Canadian distributors of Sonora talking machines, was in Edmonton recently. He reported that he transacted a very good volume of business on his recent trans-continental tour. He declared that indications in Saskatchewan and Alberta were good in regard to the crop situation. This is a favorable condition for Fall trade. "His Master's Voice" dealers of this city report a big sale of the special release records, as well as the regular supplement.

Miss Mac E. Skilling, of the educational department of the Columbia Graphophone Co., attended the recent convention of Federated

(Continued on page 106)

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS AND PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 127



Marion Harris has a brand new attack of the blues in "I'm Nobody's Baby" and "I Wonder Where My Sweet, Sweet Daddy's Gone?" Paul Biese's Orchestra accompanies her in both. That's a swell combination that means sales. Stock up. A-3433.

Columbia Graphophone Co.
NEW YORK

HAPPENINGS IN CANADIAN TRADE

(Continued from page 105)

Women's Institutes, held in Edmonton, Alberta. She delivered an address on the work of the Grafonola in the classroom, which gave much pleasure to the audience.

Proving to the evident satisfaction of the large audience present that the claims of the "phonograph with a soul" are not overrated, and that he himself is an artist of the first rank, Vernon Archibald, the well-known Edison baritone, gave an interesting recital in St. Stephen's Church recently.

Plans to launch a "Music Week" in Winnipeg in November or December are in the air inspired by the success of New York's "Music Week" certain Winnipeg music lovers believe that the whole community would benefit if Winnipeg had a week in which the searchlight of public interest were turned strongly on matters musical. A committee will be formed soon to canvass the Board of Trade, Citizens' League, musical organizations, clubs devoted to community welfare, moving picture houses and every other institution likely to be interested in music. If the co-operation of all these elements can be secured it is likely that Winnipeg will have a "Music Week" some time in November or the early part of December.

Belknap-Murphy has started their Summer rental campaign. The company rents talking machines to any reliable person for a small monthly fee and a guarantee that a certain number of records will be purchased. Mr. Belknap

said that this plan proved very successful last year as a record sales booster, and that practically everyone who rented a machine eventually purchased one. The money paid by them as rental was credited as part payment for the machine. To increase their newspaper advertising results the company is sending out circular letters describing new records. This plan has also been found effective in disposing of old records.

OHIO VACATION NOTES

TOLEDO, O., August 9.—Arthur Pete, manager of the Victor department of the Lion Store, Toledo, O., has just returned with his family from an extended vacation at Reno Beach. Mr. Pete secured a well-deserved rest and returns to his work with renewed vim and energy.

Another returning vacationist is Albert Fink, of the Albert Fink Music Store, Canton, O., who spent several weeks at Atlantic City. While East, Mr. Fink visited the Victor factory at Camden and thoroughly enjoyed his inspection of the mammoth plant.

GIVES VICTROLA TO CAMP

Dr. William D. Olmstead, of Trenton, N. J., has presented a \$275 Victrola to the Kiddies Camp, conducted by the Trenton Rotary Club on Rotary Island near Trenton. The machine is adapted for outdoor use because of its loud tone. Dr. Olmstead also contributed two score records.

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.

ANNOUNCES THE SONORA PIANO

Sonora Phonograph Co. Adds Pianos and Player-Pianos to Its Line—Will Be Merchandised Through Jobbers and Dealers

The Sonora Phonograph Co., New York, has announced the addition to its line of the Sonora piano and player-piano, and these new products, combined with the Sonora phonograph, will give the company complete representation in the musical field. This important announcement has been received with enthusiasm by Sonora dealers everywhere, who have been quick to appreciate the unlimited sales possibilities of a piano and player-piano bearing the name "Sonora."

In a chat with The World George E. Brighton, president of the company, stated that it is the intention of the Sonora Phonograph Co. to merchandise its pianos and players both through jobbers and dealers direct, depending upon the conditions in the various territories. For the time being the Sonora line of pianos and players will consist of uprights only, although in the near future it is expected that grand pianos and grand player-pianos will be added to the line.

There will be only one style of the Sonora upright piano, which will retail at \$500, and two styles of the Sonora player-piano, retailing at \$700 and \$800. The quality of Sonora pianos and player-pianos will be in complete accord with the fame and renown of the Sonora phonograph, which has won for itself international prestige and popularity.

The factory for the production of Sonora pianos and player-pianos is located in the East, and the same executive and sales organization that is merchandising the Sonora phonograph will also merchandise the piano line. These instruments will be on display at the handsome Fifth avenue salons of the Sonora Phonograph Co. at 665 Fifth avenue, New York, and the magnificent furnishings in these warerooms will form a fitting background for the presentation of the new Sonora piano.

From a publicity angle, the addition of pianos and player-pianos to the Sonora line is, recently interesting, for it will enable the Sonora dealer to use his newspaper space to maximum advantage. Joseph Wolff, treasurer of the Sonora Phonograph Co., will devote a considerable part of his time and activities to the executive end of the new branch of the business, and Sonora jobbers and dealers are collaborating with him in planning an extensive sales campaign.

NEEDLES

WE MANUFACTURE

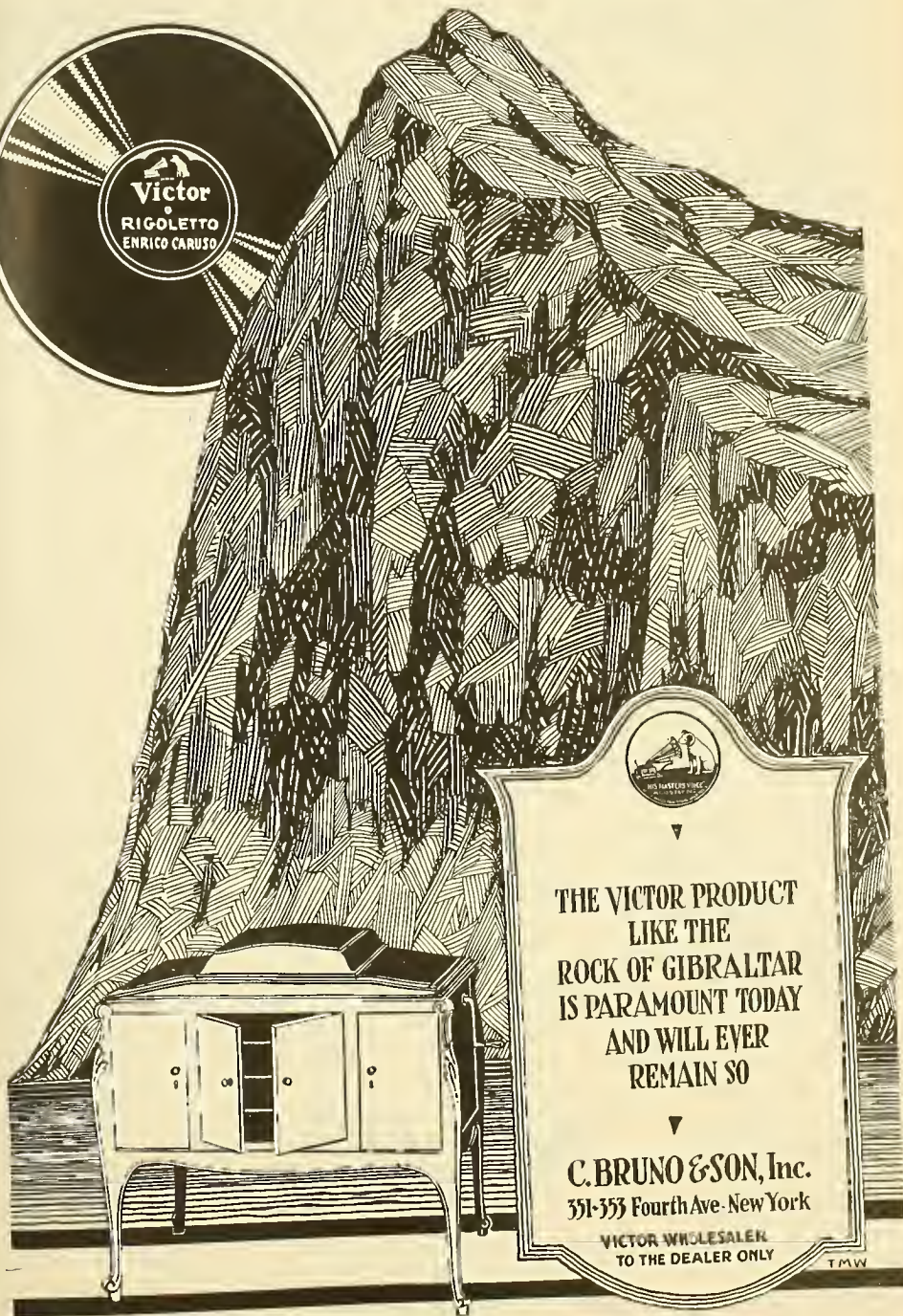
Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathé

in stock ready for delivery

HERMOO & CO., 874 Broadway, N. Y.



THE VICTOR PRODUCT
 LIKE THE
 ROCK OF GIBRALTAR
 IS PARAMOUNT TODAY
 AND WILL EVER
 REMAIN SO

C. BRUNO & SON, Inc.
 331-333 Fourth Ave. New York

VICTOR WHOLESALER
 TO THE DEALER ONLY

T.M.W.

DEVELOPING MUSICAL APPRECIATION IN KANSAS CITY

Educational Work Expected to Have Real Influence on Trade—The Jenkins Co. Policy—Schmelzer Co. Staff Profits by Convention—Some Improvement in Business Reported

KANSAS CITY, Mo., August 4.—"Music Is Essential" is the slogan with which J. W. Jenkins, president of the J. W. Jenkins Sons' Music Co., is building up his great Victrola and piano business in Kansas City and vicinity. It is on all the literature put out by the house, and it is at the head of every advertisement that is printed. With this slogan Mr. Jenkins has been educating the communities in which his advertisements have gone. The daily papers in which he has bought space have gone into hundreds of towns in which Jenkins Sons' Music Co. has no stores, and to this extent Mr. Jenkins has earned the thanks of the general public in building up the cause of music, and thereby the welfare of the community.

It seems to be with this same idea of convincing the public that "Music Is Essential" that the wholesale Victor department of the J. W. Jenkins Sons' Music Co. has recently added to its force Miss Margaret de Forest, formerly a music supervisor in a number of Kansas towns. Her work will be to visit communities in which there are Jenkins dealers, and conduct campaigns of music education. She will give concerts and talks to clubs, churches, societies and gatherings of all sorts, and increase the intelligent interest in the music for all these ends. Dates have been arranged for her in connection with thirteen teachers' institutes in Kansas, and the filling of these will be her first work. The Jenkins organization and the local dealers will co-operate with her in her work, and he prepared to meet the demand for the records which she will refer to and use in her demonstrations. Aside from the demand for records thus created, there will be secured the good will of a group of teachers in each county visited and a desire on their part to have a Victrola and Victor records in their schools.

Many Constructive Conferences

A. A. Trostler, manager of the Victor department of the Schmelzer Co., is holding up his reputation for seeing an opportunity if there is any around. The Schmelzer Co. believes in schools and conferences, and keeps one going most of the time for its Victor dealers. This time the school was for the large connected with the wholesale department itself, and it was connected with the jobbers' convention in July. Mr. Trostler gathered his force before the jobbers

came and told the members what the opportunity would mean to them. He held several conferences during the convention, and at its close he held another at which the strong points developed at the convention were reviewed, those especially applicable to the Schmelzer campaign were stressed, and the boys sent out to put them into effect in the field. The Schmelzer Co. had the distinction of heading the list of jobbers in the number of representatives at the convention, and with the systematic method of utilizing the points brought out it is pretty safe to say that there will be no organization to profit more by its attendance.

Satisfactory Brunswick Business

July business in the Brunswick shops in this territory was better than June business, according to reports received at the Kansas City office. The new financial plan of backing up dealers with credit is working out even better than was hoped. A number of new agencies have been established during the month. Reports from Tulsa are to the effect that business is good even in the face of the oil situation there. V. K. Henry, who has been salesman in the southern Missouri and southern Kansas territory, has been transferred to the Cleveland, O., agency and made sales manager. Phos. H. Condon, of the Kansas City office, has been sent out in his place. The Brunswick Shop, at Kansas City, reports the largest record sale during July that they have had in their whole history, with no special drive in advertising or salesmanship.

James W. Buck, vice-president of the Rorbaugh Dry Goods Co., large Columbia dealer of Wichita, Kan., was in Kansas City recently in conference with the branch manager, E. A. McMurtry. Mr. Buck is anticipating a substantial Columbia business this year and is optimistic over the general conditions in the section of Kansas where Wichita is located.

Miss Mona Meyer, at the head of the record department of the local store of J. W. Jenkins Sons' Music Co., has an appreciation of the value of hitching a sales campaign to a local event which is commanding popular attention. The outstanding musical feature of the amusement world sales in this city during July has been the Brown Saxophone Sextet performances at one of the parks. Thousands of people have heard them, and their performances have popularized

saxophone music. Upon this fact Miss Meyer built her advertisement of saxophone records, some of them by the sextet itself, but some two dozen others by other aggregations. The result of the advertising has been the only real rush for records during the heated term.

New Quarters for J. Ed. Black Co.

The J. Ed. Black Music Co., exclusive Columbia dealer at Springfield, Mo., expects to be in its new location in that city within the next thirty days. Mr. Black says he will undoubtedly have the best-looking Columbia shop in that section of the country and will be located in the very heart of the business district. He will occupy two floors of a three-floor building. Those in the music trade who know Mr. Black know that with his new location and larger quarters he will be able to do even a larger volume of business than he has been doing during the past few years.

A shipment of the new No. 50 Victrola has been received and distributed by the wholesale Victor department of the Schmelzer Co. It has been enthusiastically received by the dealers.

E. B. Yousse, of the Edison Co., has been called to California by the serious illness of his wife.

Displaying Period Models

The Columbia dealers in Kansas City are making considerable display of the period model Grafonolas. These models are meeting with considerable favor in this city and several of the local dealers expect to put over a great many sales of these models in the Fall. The Grafonola Shop has a special window display of the period model instruments that is exceptionally attractive.

E. A. McMurtry, branch manager of the Columbia Graphophone Co., is a member of the local Co-operative Club. So when the Columbia Saxophone Sextet, an organization of six saxophone players making records for Columbia, came into town recently he made arrangements to have them present a program at the Co-operative Club meeting. The local Columbia dealers were guests of Mr. McMurtry at this luncheon. The club members and dealers enjoyed the program very much and were very hearty in their expression of appreciation.

Optimistic Over the Outlook

E. A. McMurtry, branch manager of the Columbia Co. here, who has just returned from a trip to the executive offices of the company at New York, stopping on his return in Pittsburgh and Chicago, spending a day with S. H. Nichols, manager of the Pittsburgh branch, and J. W. McKenna, manager of the Chicago branch. Mr. McMurtry is quite optimistic about the revival of business conditions this Fall throughout the Central West. He reached New York just in time to congratulate Geo. W. Hopkins on his new appointment as vice-president of the Columbia Co.

Prize Winners in Edison Sales Contest

Encouraged by the big selling success of the contest which was held in June by the Phonograph Co. of this city, the larger Edison organizations, including Chicago, Milwaukee, Detroit, as well as Kansas City, will hold another contest covering August and the first half of September. The plan of the contest was worked out, and the trip which is to be the prize for the winners was proposed by M. M. Blackman, of the Phonograph Co., Kansas City. The plans are an improvement on those of the former contest in that they allow the dealers to contest with others in towns of about the same size. Thus all dealers in towns up to 3,000 population are in one class, those in towns over 3,000 and up to 7,000 in a second class, those in towns over 7,000 and up to 15,000 in another, and so on. There are five prizes, one to be given to a dealer in each class. The five prize winners will make a special trip to the Edison laboratories in New York and Orange at the expense of the company, under the personal direction of Mr. Blackman, and will be joined by a similar party from the three other districts.

The trip will include a night boat trip from Detroit to Buffalo, a day at Niagara Falls, a trip down the Hudson; sight-seeing in New

A.F. Co.

Beauty Sells

You've often admired the beautiful details in finish that makers of the finest automobiles are careful to observe. They realize that APPEARANCE plays an important part in selling.

So it is with Talking Machines. The total impression should be one of SERVICE PLUS BEAUTY.

American Felt Company

TRADE MARK



100 Summer St.
114 East 13th St.
325 S. Market St.

BOSTON
NEW YORK
CHICAGO

American Felt
Company
Turntable Felt

helps to achieve the general effect of refinement. Its smooth, lustrous surface harmonizes magically with the high polish of fine wood and bright metal.

Incidentally it is long-wearing felt—its appearance lasts.


A LAUGHING FOX-TROT TUNE

VAMPING ROSE

**FULL OF FUN —
A LAUGH IN EVERY LINE**

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

**You can HEAR IT
and BUY IT-HERE!**



York, Washington City and Chicago; breakfast with Mr. Nixon, president, and John Lee Mahin, of the Federal Advertising Agency, the men who write the Edison advertising, and a visit to the Edison recording laboratories in New York, where they will hear re-creations made by Edison artists, and where the prize winners will record their own voices and receive a record as a souvenir. They will then meet Mr. Maxwell in his office in Orange and be introduced to Mr. Edison; visit Mr. Edison's library and make a tour of the Edison plant; take in the big league baseball game; be presented to President Harding at Washington (if possible) and return through the Alleghenies.

F. K. Babson, the Edison manager for the territory centering in Chicago, Milwaukee, Detroit and Kansas City, in backing up the contest, has arranged to secure credit for the dealers so that they will not be embarrassed in their selling campaign. In the bulletin from the main office he is quoted as believing that the farmers of the territory will take advantage of the instalment offer, and that he is informed that most of the farmers have money coming in every month of the year, and that to take notes from them payable at crop time is a decidedly out-of-date practice. His formula for successful selling just now is: "C plus C plus C"—C for contest; C for the confidence which comes to the dealer when he gets into the contest, and C for the credit which is necessary to back up the dealer when he makes the sales.

An Unique Window Attraction

The Paul Talking Machine Co., exclusive Columbia dealer, of this city, has a very unique window attraction. It is a loose-leaf book, consisting of six pages about twelve inches by eight inches, and is electrically operated. On each side of each leaf is an illustrated advertisement of a late Columbia record, and these advertisements are turned from cover to cover continually. Mr. Paul reports that it is one of the best methods of window advertising that he has used.

REBATE TO SONORA DEALERS

Sonora Phonograph Co. Makes Important Announcement Relative to New Prices—Will Give Dealers Rebate on All Stock on Hand

The Sonora Phonograph Co., Inc., New York, made an important announcement to the trade this week relative to its recent revision in the prices of Sonora phonographs. It read as follows:

"The Sonora Phonograph Co., Inc., advises its trade that in reducing the prices on the various models every dealer will receive a rebate for the net difference between the prices paid and the new prices established on all stock on hand. While this means a tremendous loss to the Sonora Co., nevertheless the company feels that the future good will of its trade is more valuable than any temporary loss, no matter how great, for without the good will of the trade no company can succeed."

In recognition of its broad-minded policy in connection with this rebate, the Sonora Co. has received enthusiastic letters of commendation from its dealers and jobbers throughout the country. The trade had hardly expected such a sweeping rebate, and the attitude taken by the Sonora executives is keenly appreciated by the Sonora representatives.

SCHOFIELD WITH OHIO STORE

SANDUSKY, O., August 6.—"Jack" Schofield, formerly associated with the Cable Piano Co. at Flint, Mich., has accepted a position with the Scheuer-Frankel Co., of this city. This concern, which is new in the Victor field, is to be congratulated upon securing the services of Mr. Schofield, who is thoroughly experienced.

Clendinning, W. Va., now boasts of a new Brunswick Shop, which is known as the firm of Roberts & Farris.

DEvised CLEVER SALES IDEA

Talking Machine Dealer "Summons" Motoring Public to Inspect Store and Investigate Choice Selections Carried—Idea Worth Copying

A talking machine dealer located in a mid-Western city of some 70,000 inhabitants recently devised a clever sales idea. He printed up a paper which closely imitated the police summons card which traffic policemen give to speeding motorists, etc. In it he "summoned" the people to whom it was given to his store to take advantage of a wide choice of selections while the records just released for the current month were well stocked. The summonses were distributed to motorists parked in front of theatres, stores, etc., much after the manner policemen distribute their more gloomy communications.

The idea proved to have considerable advertising value on account of its humorous connection, on account of the good news it conveyed and on account of the idea being so unique. In fact, it produced both business and advertising. The success was so immediate and lasting that this particular merchant is now hailed by many of his fellow townsmen by the nickname of "Cop."

NEW COAST ESTABLISHMENT OPENS

RICHMOND, CAL., August 9.—A recent addition to the music establishments of this city is the Richards Melody Shop, at 909 MacDonald avenue. The complete line of Columbia Gramofolax, as well as a full stock of Columbia records, is handled. Carl L. Richards, the proprietor, was formerly music director at the Hippodrome in St. Paul, Minn., and at the same time was the head of the piano school in that city.

The salesman who himself believes that he can be of service to his customer compels attention, disarms doubt and carries conviction.

Victor Dealers,

It is not yet too late to begin preparations for your Christmas trade.
In proportion as your vision is great or small so will
be your Fall Victor business.

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY

BALTIMORE TRADE IS STEADILY IMPROVING

Dealers Look for Rapid Improvement—Elmer Walz Reassigns—Cohen & Hughes Entertain Victor Dealers—Caruso's Death Regretted—Columbia Co. Reports Trade Betterment—Peabody's New Department—Other News

BALTIMORE, Md., August 11. While the talking machine business, in common with other mercantile lines, has been dull practically since the first of the year and especially so since the advent of the present hot spell, which started in the early part of June, business generally has shown an improvement during the past month and the best posted men in the music trade here now believe that the worst is over and a steady increase may confidently be looked forward to from now on. While the increase, which has been general throughout the city, has only been slight it has been steady and not sporadic, indicating a revival of normal business activity which has been absent for some time past.

This condition is all the more gratifying to the trade when the fact is considered that there is hardly an industry in Baltimore that is working to full capacity at present and three lines of industry are tied up by strikes, all of which adds to unemployment with a consequent curtailment of buying power.

Elmer Walz, manager of Cohen & Hughes, Inc., has severed his connection with the firm and J. Son Cohen, head of the firm, has taken personal charge of the business, with H. T. Boese as assistant sales manager. Mr. Boese is one of the most bustling and enterprising young men in the business in Baltimore and last year won the cash prize offered by the firm for the best showing made by any of its salesmen.

Under the direction of Mr. Boese, Cohen & Hughes were the hosts to several hundred Victor dealers on a moonlight trip down the bay last Tuesday, which was one of the most enjoyable "get together" events of its kind for which this firm is noted. Immediately after leaving the pier at 6 o'clock dinner was served and from then until the return about midnight there was not a dull moment on the boat. In addition to an orchestra a number of Victrolas were scattered throughout the boat on which the latest pieces were played and, literally speaking, there was not a moment during the whole trip when there was not "something doing." During the evening announcement was made of the resumption of the regular monthly meetings of the dealers at the firm's main office on Saratoga street in September, at which the October records would be introduced.

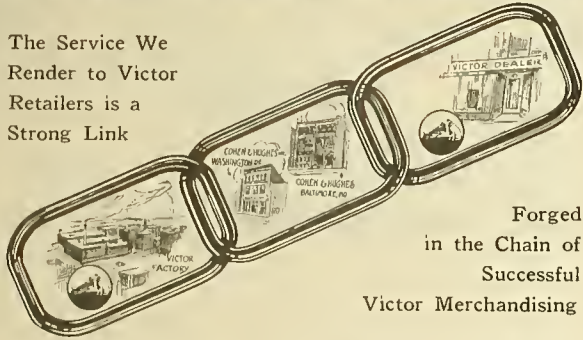
W. S. Parks, manager of the Columbia Graphophone Co.'s branch here, says that business for the past two months has shown an increase, which, while only slight, has been steady and leads him to believe that the worst is now over and the trade may look forward to a profitable business in the Fall, when the thousands of vacationists who are now out of town return to the city.

A. M. Calais and Webb Peplow, salesmen of the Columbia, have returned after spending two weeks in the factories of the company, while Dealers' Service Supervisor Marshall has just left for a short trip, during which he will spend several days at the New York office.

SERVICE

To Our Customers We Owe All—To Them We Give All

The Service We Render to Victor Retailers is a Strong Link



Forged in the Chain of Successful Victor Merchandising

COHEN & HUGHES

BALTIMORE

Wholesale Exclusively

WASHINGTON

The Peabody Piano Co., 216 West Saratoga street, has installed an up-to-date Victrola department and is carrying a full line of machines and records.

The death of Enrico Caruso, the noted Italian tenor, has caused a big demand here for his records and some of the enterprising dealers have made artistic window displays featuring a large picture of the world's most famous singer, draped in mourning, and some of his most famous record selections.

NEW OKEH WINDOW DISPLAY

The Okeh window display for September is both reasonable and attractive, for it typifies the

opening of the Fall season, and, as a whole, is one of the most attractive displays that has been presented to Okeh dealers for some time past.

LITTLE THINGS THAT COUNT

Talking Machine Department of the L. Bamberger & Co.'s Store Getting Business Through Several Plans Worthy of Note

NEWARK, N. J., August 8.—A number of interesting plans are being put in operation by C. A. True, manager of the talking machine department of the L. Bamberger & Co. department store, in this city, which are worthy of note.

One which is proving of value as a business getter, as well as increasing the friendly relations with customers, is that of receiving payments for machines or records right in the department. In most large stores there is only one credit department for the entire establishment where payments are made and the work of the salesman in establishing friendly relations with the customer is practically



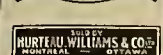
Effective Okeh Window Display for September

lost after the sale has been made. When customers make payments under this plan they go to the talking machine department. They are courteously greeted by the salesman and the cashier in the cage, an opportunity is given for record suggestions and many sales are made. The complete lines of Victor talking machines and Brunswick phonographs are handled, as well as a full stock of records.

The Pooley line of talking machines, manufactured by the Pooley Furniture Co., of Philadelphia, has just been taken over by the L. Bamberger store, which will have the exclusive agency for this make of talking machines in Essex County.

Chas. J. Noll has taken over the ownership and management of the Phonograph Shop, 131 Marion Street, Oak Park, Ill.

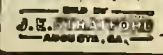
"MAGNET" DECALOMANIE NAMEPLATES



FOR TALKING MACHINE CABINETS Etc.

Pamphlets, with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City



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., AUG. 10, 1921
 JULY has been fairly busy around these parts and the first part of August is displaying a great deal more in the way of excitement of every kind. We have the Pageant of Progress going strong as these words are written, with every indication that the crowd of visitors from all parts of the mid-West will continue to pour into Chicago until the last day of the festivities, which will be the day before the publication of the present number of The Talking Machine World. The talking machine industry, we may observe in passing, is pretty well represented among the exhibitors, as our news column shows. But what to us mid-Westerners is really most important at this moment is the indubitable fact that the terrible cloud of depression is slowly but surely lifting from men's minds. Men of the business world are beginning to sit up and clear the cobwebs from their brains. We see that the world has not come to an end, and, in fact, is not going to come to an end just yet. During the past few weeks, for example, we have had in Chicago the annual meetings of quite a number of national trade and commercial associations. Naturally, at all these meetings the question uppermost has been the state of business. And what do they all find when they look at facts? Well, for one thing, despite all the head-shakings, they find that our city of Chicago, which has the reputation of always showing signs of industrial distress earlier than any other great city of the country, reports at the end of July only about 40 per cent of unemployment. We have not yet had to organize bread-lines and every day the prospect of extraordinary distress during the coming Winter diminishes in intensity. The world, of course, is in distress, but if we know that much we ought to spend the rest of our energy in working hard to overcome the troubles, not in crying about them and in wondering how long it will be before we are all in the same condition as is Soviet Russia. What we need, in other words, is more work and less talk. Which statement applies precisely and specifically to the talking machine business. Let the doubters note carefully the facts disclosed in Ralph Freeman's talk at at Colorado Springs on the Victor business for 1921. That will give them something to think about. It is well worth reading a fresh now that we are entering a Fall and Winter season that will bring results for those who work earnestly and persistently to achieve.

SPEAKING of our Pageant of Progress reminds us that the various papers of our fair village, both morning and night, have had a lot to say, in the course of their descriptions of the festivities, about the Magnavox. When the Mayor opened the show his voice was carried to the furthest ends of the Municipal Pier by means of Magnavox. When the prize song of the Pageant was first sung (you can get it on a Columbia record, don't forget), the composer, from an aeroplane, magnavocalized his throat and lungs by means of Magnavox and conveyed his tones five thousand feet down to the crowds on the pier. Some of our more enterprising talking machine dealers have been using Magnavox for daily outdoor demonstrations of the latest records for the benefit of the crowds passing in front of their doors along the streets. Magnavox is simple and easily attached to any talking machine. We have had a number of demonstrations of the possibilities of an adequate voice-magnifying apparatus in Chicago during the last year or so, in fact, ever since the Republican convention of June, 1920, and we are finding new uses for it daily.

THE Eastern shore of Lake Michigan is this year simply studded with camps for boy scouts, for boys taking military training, and for just boys. Some friends of the writer have been taking a trip along the Michigan side of the Lake to see what the kids are up to, and find them all having one device of a good time. One of the best things they do is drill. The setting-up exercises and the mild military drill are very useful and are making the kids strong and healthy.

One or two of the large encampments have bands, but it is noticeable that in the others portable talking machines are being used to supply music for all purposes. For instance, in this matter of exercises and general drill, music is extremely useful, even if not indispensable, seeing that movements which have to be carried out simultaneously and in rhythmic unison can be done much better to music. So the portable talking machine comes in very useful. This being the case, why don't dealers make an effort to get the names of boys who are attending these camps? The portable machine is just the thing for a boy to have in his room in Wintertime when he is trying to keep himself in good shape by exercises of various sorts. And that is only one side of it. The young folks like portables and find uses for them twelve months in the year. For any kind of open-air doing the portable is the best of all, and even when the months of Winter are with us there is plenty of opportunity for using them. Why not run a campaign among the families whose sons have been camping out and doing their setting-up exercises to the music of a portable talking machine?

EVERYBODY is, or ought to be, glad that the Brunswick people have opened a recording laboratory in Chicago. We out here have often conspired patience among ourselves, knowing that if we but waited the Eastern monopoly in that respect would some day be broken. Of course there have been excellent reasons for planting the great recording laboratories in or near New York. But the mid-West has a superabundance of talent which has never been able to get a hearing without transplanting itself one thousand miles east of Lake Michigan. For that reason, as well as for many others, we hope most decidedly that the Brunswick wise men will arrange to give to local talent in voice, piano, violin, 'cello and many other instruments an opportunity to make good in the record game. The fact that a Chicago laboratory for recording now exists is tantamount to confessing that the object of commercial recording is more than merely to provide a lot of records which the people can somehow be induced to buy. The talking machine interests of America are not unaware that they have a responsibility toward American music, and the more they come in contact with the general run of American musical talent the better it will be for all of us. We have here in Chicago an army of potential hit-makers, in every branch of music. Not only so, but there is a constant stream of inquiry coming into the Chicago office of The Talking Machine World from persons who want to know where they can get records made for private purposes. Whatever be the commercial value of such inquiries, the fact is indicated by them that a Chicago laboratory has long been a need. Well, now we have it. And the Brunswick people have given us another reason to be glad they are members of the great talking machine industry.

WE welcome F. D. Hall back home from his half year's tour of the Far East. The father of the fibre needle has been away all this time in those far-away lands buying up suitable bamboo poles for the great needs of the Hall Mfg. Co. There may be some who suppose that one kind of bamboo is as good as another kind for making fibre needles, but this is not so. A good many years of experimentation were needed in order to discover the precise species of the bamboo best adapted for making fibre needles for talking machines; and ever since then Mr. Hall has been selecting his own wood personally. It was for such a purpose that he recently went to the East. It has been more and more difficult to obtain through ordinary import sources the needed qualities, and Mr. Hall, who has acquired extraordinarily deep knowledge of the requirements in his raw material, thought it best to make a personal investigation of its sources. He is now back, better equipped than ever before to satisfy the growing wants of his big factory. He has had a good time and we are glad to see him home again ready to resume his accustomed place in our trade circles.

The Clouds Are Lifting

Now! A Western Laboratory!

Magnavox: The Great Voice

Welcome Home, Mr. Hall!

Boy Scouts and "Portables"

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5 242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, Ill., August 9.—The trade continues to be optimistic in this section of the country and both dealers and manufacturers continue to look forward to a healthy Fall and Winter business. Any industry or market that breaks even at this particular time of the year is enjoying a wholesome business, as things are, but one good feature of the talking machine industry is that even though there may be a let-down in other lines records and accessories continue to move, in spite of everything. The records, in turn, seem to have a stimulating effect upon the movement of talking machines.

Both manufacturers and dealers here have one idea in their minds and that is "quality plus price." There has been no price cutting to speak of and it looks as though figures will remain stationary. This, of course, refers to high-grade goods. The so-called "junk" that the warehouses around Chicago are loaded with is still on ice in cold storage and, from the looks of things, is going to stay there. The people have had their fill of inferior goods, not only in talking machines, but in everything else as well, and are refusing to buy this sort of material under any consideration or at any price. They have been taught the lesson of their lives during the past two years as to all lines of merchandise, and that lesson is that it is cheaper in the long run to buy a high-grade product. Therefore, the people are demanding this quality of goods. All manufacturers seem now to be aware of this and are meeting the demand by offering machines to-day which would have commanded a price two or three times as great when buying was at its height.

In our opening paragraph of this section of

The Talking Machine World last month we said that in spite of prevailing business conditions optimism ruled the day throughout the trade, and that the dealer who is getting up and shouting that "Business is rotten" is merely inviting the live dealers into his territory. This was more nearly true during June and the first weeks of July than it was during the latter two weeks of July and the beginning of August, and the reason for this change was that the howling parties began to get down off their perches and look around them. They are now busy stimulating "old mother hen," who knows that no matter how hard and dry the earth is it is up to her to scratch a little deeper and she will find the worms in the same place.

Illinois Phonograph Co. Formed

A new company, known as the Illinois Phonograph Co., has just been organized and preparations are now well under way for the introduction of its line of talking machines, which consists of ten models, ranging from the portable to the console type. The general manager of this concern is B. B. Blood, who has been well known to the trade for so many years. Although Mr. Blood has gained a reputation for himself mainly as an inventor of tone arms, stops, reproducers, etc., he is, nevertheless, a man of no mean ability in the manufacture of cabinets.

The instruments turned out by this company are known as the Illinois cabinets and they embody many new characteristics and features. They will all contain the new Blood tone arm, which will be an exclusive feature and will not be seen on any other make of talking machines. The new arm is said to involve prin-

ciples never used before in the talking machine industry, though long recognized in telephone construction. The Illinois Phonograph Co., exhibited at the Pageant of Progress on the Municipal Pier and was located in section B, booth 49. This company is already well under way in its manufacture of Blood tone arms, reproducers and automatic stops of new designs, which it expects to offer to the trade within a comparatively short time.

Get the Business

There is plenty of business to be had all over the country, if the dealer will only go out and get it. Every jobber, wholesaler and manufacturer knows that, and is therefore exceedingly busy thinking of ways and means for the furtherance of dealer's business. The main idea involved in all of these big schemes is the "Go out and get it" feature.

One of Chicago's largest jobbers, Lyon & Healy, are working along these lines, and are doing everything in their power to bring out helps to lighten the task of the dealers: One of the ideas they are announcing to the trade this month is a small record-carrying case. This case is made to carry twenty-five records, and when canvassers call upon a prospect they will be in a position to demonstrate the best hits of the season, should said prospect already have a talking machine. Other places where these carrying cases will fit very handily are among the campers, motorists, picnickers, etc. Every time the parcel postman makes a delivery at Lyon & Healy's all the boys and girls there give him the once over. In fact, he has been getting the once over so frequently the last

(Continued on page 115)

Sterling No. 41 BALL-BEARING TONE ARM

Another Forward Step in Phonograph Engineering and Design
Another STERLING Refinement of Phonograph Construction

The STERLING No. 41 Ball-Bearing Tone Arm swivels accurately on a double row of ball bearings practically eliminating friction, thus making it possible for the Sterling Reproducer to bring out the most delicate tones of the record. The same attention to finish and construction is given to this new Sterling device as is given to other members of the Sterling family of phonograph accessories.



Write for our new prices on Sterling Tone Arms and Attachments

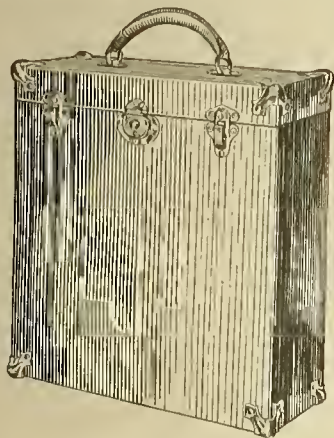
Bulletin No. 9 sent upon request.

STERLING DEVICES CO.

Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-Set Automatic Stop, and the Sterling Reproducer fitted with Victor, Edison or Columbia attachments.

534 Lake Shore Drive

Chicago, Ill.



A Record Case that holds 25 records

Strong but light in weight. Nickel-plated corner protectors, lock and catches. Covered with black leatherette cloth. Equipped with card filing system and index.

\$3.50
RETAIL PRICE

A Big Help to Dealers

Every talking machine dealer needs these cases for his own use as well as for the retail trade. The up-to-the-minute dealer no longer waits for business to come to his store, he goes out after it to his customers' homes—with his latest records. Carry 25 of them in this strong, light-weight case. Get a case for each of your salesmen; it saves breakage of records, it is easy to carry and it looks businesslike because it is efficient.

You Can Sell Many

Sell the Record Carrying Case to your customers who own portable machines. They will be glad to buy such a handy means of carrying and filing their records. Campers, motorists, picnickers will all want this case. It is excellent, too, for school and recital work.

Victor Dealers should sell one with every Victrola No. 50.

Look all through these pages, advertising hundreds of accessories. It is very unlikely that you can find another record carrying case displayed. Lyon & Healy have undertaken to distribute this case in response to a large number of requests for such an article from dealers and the retail trade—requests that have been coming in for a great length of time. Now that the case has been placed on sale we are more than gratified because of the manner in which our dealers have received it. Plainly this case, carrying just 25 records, is much needed.

We shall be glad to supply your requirements in them. Send in your orders today.

*Write to us for information about our liberal
dealer's discount*

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS— (Continued from page 113)

few days that he began to wonder why all the dotted lines were coming his way. Upon inquiry he discovered that a certain young lady by the name of Jane had arrived at the home of our old friend Billy Nolan, and the bunch down at the big store had been anticipating a couple of boxes, one of cigars and one of candy, from Philadelphia, where Billy now works for Louis Behn, Victor jobber.

A couple of years ago Mr. Nolan was connected with the educational branch of Lyon & Healy's Victrola department, and so was Mrs. Nolan, then Miss Louise Sutton.

Worker's Reward

Happily indeed are now the automobilists who make use of the main highway which traverses Lake County, Indiana. Their happiness is due to a new concrete road covering a stretch of twenty or more miles, which heretofore was considered the worst mud-hole north of the Mason and Dixon line. This road is now the main thoroughfare between Chicago and points east, which the automobilist traverses on his way across Lake County. To-day he is a very happy man, but until recently, when he attempted to go over this road, his machine would sink in the mud and disappear.

The new road is to be known as the Anthony J. Burns Road in honor of Anthony J. Burns, president of the Burns-Pollack Elect. Mfg. Co., of Indiana Harbor. For years the old road had been an eyesore to the residents, but it seemed that no one in that section had pep enough to begin a campaign for a good concrete pavement.

The road runs along the side of the Pennsylvania Railroad, and in order to put over the big idea of paving it was necessary for someone to effect a liaison between the railroad officials and the county fathers. But it seemed that everybody wanted to let "George" do it, and meanwhile the road was getting worse and worse. At last this state of affairs got the "poet" of Mr. Burns, who set about to get the new road or "bust" and after seven months of good hard work, plus salesmanship and a lot of argument, the contracts were let and the road finished.

Busy Mr. Caplan

Harry Caplan, sales manager of the Granby Corp., of Norfolk, Va., while in Chicago recently, busied himself for several days assisting in the supervision of unloading the first carload of goods consigned to the Consolidated Talking Machine Co. of Chicago. The Consolidated Co. was recently appointed Chicago distributor for the Granby Corp.

Kendrick on Coast Conditions

General Sales Manager A. J. Kendrick, of the Brunschwilke-Balke-Colleander Co., has just returned from a several weeks' visit to the Pacific Coast country, where he had been looking over the trade. He reports that the business situation in that territory is practically identical with Chicago's except in certain localities, where the business is kept active by the tourist trade. Thus, Southern California, in and about the seaport towns, is a little better off than Chicago, as the tourists from all parts of the country are compelled to refurbish their Summer homes each season, because they invariably sell out all of their house furnishings immediately after the close of the vacation season. This fact in itself is keeping Southern California music dealers pretty active.

Declares Second Dividend

The World Phonograph Co., bankrupt, has declared a 2 per cent dividend, this following a former dividend of 5 per cent, and still another is expected at an early date. This company was adjudicated a bankrupt about a year ago.

Builds Another Shop

The Krause Furniture Co., of Cicero, Ill., has just completed a building with a fifty-foot frontage, 150 foot depth and three stories high, at 5717 West Twenty-second street. The first floor of the new establishment will be given over to a Victor retail salesroom. The new shop is said to be the largest of its kind in any suburb around Chicago. In all there will be twelve sound-proof booths, each of which offers ample

room for dancing purposes for those who care to select popular dance music and wish to try it out on the spot.

The record bins are located in the center of the floor and these in turn are surrounded by an island counter. One of the features of the new building is a large twenty-five-foot electric sign on the roof. This can be seen from all the nearby towns. The president of this concern is M. Krause, who also conducts another furniture salesroom in Cicero.

Magnavox Helps Pageant

The new official song of the Pageant of Progress, "Hail Chicago," was formally dedicated at the Municipal Pier on Saturday when the great hydroplane, Santa Maria, equipped with a Magnavox and carrying as passenger Bob Allyn, the composer, flew over the city. When the plane

was some five thousand feet up Bob Allyn's voice was heard warbling the lines of "Hail Chicago" through the Magnavox. The strains were transmitted by means of wireless to another Magnavox located on the top of the pier, and through this instrument the song was passed out to the listeners below.

The installation of the Magnavox was made under the supervision of S. L. Miller, manager of the Telephone Maintenance Co., local distributor for the Magnavox Co., of Oakland, Cal. During the Pageant this instrument was used by Mayor William Hale Thompson, of Chicago, as well as for the purpose of making numerous announcements to visitors.

Anna Shaw Faulkner to Lecture

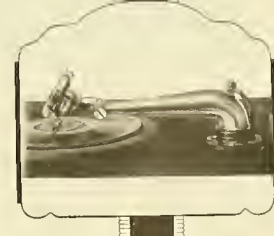
Anna Shaw Faulkner (Mrs. Oberndorfer), who (Continued on page 116)

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 Plated, \$10.00.



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 or surface or needle noises on the records.
 Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plated, \$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 Plated, \$9.50.



The Oro-Tone Co.
QUALITY FIRST
 1000 to 1010 GEORGE STREET
 CHICAGO, ILL.

SEND FOR
 Copy of the "Oro-Tone" Illustrating the Complete Oro-Tone Lines

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 115)

has for a number of years played such a prominent part in the musical activities of the West, both as a writer and lecturer on musical subjects, and more recently as head of the musical activities of the National Federation of Women's Clubs, will, it is announced, give a series of lectures in the Cheney talking machine department of the Marshall Field & Co store here. The announcement of the lectures has already attracted much attention, and the lectures themselves will undoubtedly draw large audiences.

Here Comes the Bride!

Out on the Gold Coast, the habitat of Chicago's 400, the younger members of the social set are anxiously awaiting the announcement of the date when William Wallace Kimball, son of Curtis N. Kimball, president of the W. W. Kimball Co., will take unto himself a bride, Miss Dorothy Marley Eady, of Highland Park. The announcement of Mr. Kimball's engagement has just been made, but the wedding is not expected to take place until Fall.

Giant Victrola Amazes Evanston Throng

During this year's annual "County Fair," held in Evanston, on nearest north shore suburb, the North Shore Talking Machine Co., 603 Davis street, had an opportunity to contribute notably to the entertainment and at the same time advance its own interests as Victor dealers. The members of one of the university societies came to Paul Seeger, the company's manager,

**Giant Victrola Used at Evanston Fair**

asking him for a new idea of some sort to be used in connection with the musical program, which is a feature of the fair. All the events take place in Patten Gymnasium of North Western University, which contains a magnificent Kimball pipe-organ. Mr. Seeger got his think-tank working and evolved a brilliant idea. A giant case was made in reproduction of a regular Victor machine, and inside it was put a

Victor Auxetophone, the compressed-air machine which does such wonderful outdoor work. During the musical events of the evening this huge Victrola played in ensemble with the Kimball pipe-organ and rendered Caruso's famous solo in "Lugnesi," together with some orchestral and band numbers, easily filling the great spaces of the Patten Gymnasium and satisfying the audience. A group of young ladies also took part in the affair with the giant Victrola, appearing in Japanese costume through the doors of the great machine, singing music from "Madame Butterfly."

The annual County Fair at Evanston is a great society event. More than eighty booths were set up in the Patten and it is estimated that fifteen thousand persons attended during the three days, July 22-25 inclusive.

The photograph plainly shows the huge size of the Victrola as compared with the console of the great Kimball organ.

A Columbia Visitor

R. E. Porter, field sales manager of the Columbia Graphophone Co., has been spending some weeks visiting the Chicago branch of the Columbia Co. and while here not only visited the Chicago trade, but held many interesting sales conferences with the Columbia traveling staff. F. L. Scott, Jr., who formerly managed the Indianapolis branch of the Columbia Graphophone Co., was a visitor to Chicago recently and while here attended the Columbia picnic at Glenwood Park.

W. W. KIMBALL CO.

Wholesale Distributors of

Oké 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

J. A. McMurtry, manager of Columbia's Kansas City branch, was a recent visitor to Chicago. He was on his way home from a visit to New York headquarters.

Oro-Tone Activities

The Oro-Tone Co. has just brought out a new catalog, which is one of the most complete of its kind ever issued by a supply house. It covers tone arms, sound boxes and also the new safety point needles, specially adapted for the Oro-Tone sound boxes, which this company is now putting out. This catalog contains many pages more than the old one, and among its new items are two new reproducing styles, 01 and 02. They are also featuring their new model 03, which has been greatly enlarged in size and makes a far better soundbox than the old one. They have recently brought out a new arm, known as 3D. This, with the 03 sound box, makes a high-grade but inexpensive equipment. It is made with a set-screw arrangement that permits length adjustment, but the need for height adjustment is cleverly done away with. The Oro-Tone Co. has also brought out a new Victor attachment with a concert size reproducer for playing the Edison records on Victor machines.

Safety Point Needle

With the idea that the manufacturer of sound boxes is in the best position to know what kind of a needle should be used for his particular kind of box the Oro-Tone Co. has brought out some new styles of needles which are now being

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 116)



Snapshot of Successful Outing of the Columbia Graphophone Co. and Its Dealers, Held on July 20, at Glenwood Park



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 Priced to Dealer, \$4.75 Nickel—\$6.25 Gold
Retail Prices, \$7.50 Nickel—\$10.00 Gold
Quantity Prices on Application



Superior Specialists for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

offered to the trade. The needles are of the jewel and all-steel types and embody the new safety-point feature. The jewel needles are for the Edison and Pathé phonographs and the jewel point is of genuine sapphire. These needles come set upon a handsome display rack and each needle is mounted on a fancy card and enclosed in a transparent envelope. The steel needles come packed 100 in a package, which retails for ten cents. Each display package contains twenty-five thousand needles, five thousand extra loud, five thousand loud, ten thousand medium and five thousand soft. The safety-point feature of these needles lies in the fact that both the steel and sapphire points are made with an exceedingly long taper, so designed as to perfectly fill the trough of the record groove.

Columbia Dealers Enjoy Outing

The outing of the Columbia Graphophone Co and its dealers, held on Wednesday, July 20, at Glenwood Park, Ill., was one of the most successful affairs of its kind ever known in the trade. From start to finish it was a huge success, with a large attendance and a great amount of fun expended into twelve hours of merry-making. About three hundred persons took their lunches and traveled out to the banks of the Fox River to enjoy a day of sports, dancing

and entertainment. Manager John McKenna is to be congratulated. So are his assistants on the various committees, whose names are printed on page 119.

We are inclined to think the dealers had a lunch of what was in store for them in the way of an enjoyable day, for many of them closed their stores and took their entire sales forces with them to the picnic. There was a baseball game between the dealers and the wholesale force in which the latter defeated the former by a score of 9 to 2. But things were evened up when the dealers' girls won from the Columbia office girls by a score of 16 to 2. We do not mean to depreciate the girls of the Columbia office. Myomy, no. They were no good when it came to baseball, but when it came to dancing—and looks—O, boy! they're known all over Chicago as the greatest aggregation of pulchritude in the world of talking machines!

But speaking of mere men: Our friends, Keilly, Blimke and Lemberg, of the city sales force, were some performers in the "athletic" events, and little Jack Kapp, of the record department, showed some speed in the fifty-yard dash. Wm. Lyons, who championed the cause of the dealers in the ball game, made a great battle, but was helpless against the stellar aggre-

(Continued on page 119)

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.

DEALERS, ATTENTION!

You are looking for a Standardized Line of Phonographs. You want a Distinctive Machine, not only in respect to the cabinet, but one with a tone arm that is used on no other instrument, because you cannot establish a permanent business on nondescript merchandise.

The Illinois Phonographs are strictly a standardized line, with a Tone Arm that is the last word in Sound Reproducing Equipment, it being the very latest Blood product, the superiority of which has always been recognized.

This arm is exclusively used on the Ill. Phonograph.

IT HAS NO EQUAL.

We Have Every Facility for Large Production

We Invite Comparison Without Restrictions

Illinois Cabinets are made of the best selected Mahogany all the way through, inside and out, with excellent finish and genuine carvings.

Our line is most complete, ranging from portables to the finest period models. We can suit you in Style, Quality and Price, and give you a Distinctive Line.

Our motors are the well-known Saal, which have stood the test of years. We guarantee every part of the Illinois Phonograph.

Bear in mind that the future phonograph must be a real musical instrument, as well as a fine cabinet—The Reason Why you should investigate the Illinois Phonograph. "Built Right All the Way Through."



BLOOD TONE ARM



Send for Our Descriptive Literature on This Tone Arm



ILLINOIS PHONOGRAPH CO.
400 W. Erie St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

gation on the other side. Highlights in the performance of the girls were: Marie Collier, in the baseball game; Mildred Stark and Marie Rejion, in the fifty-yard dash; Marie Baer, in—but we could go on endlessly, there were so many there and they were all so good! So we'll have to bring the story to a close with a mention of the inspiring, but incidentally unscheduled, race between John McKenna and Field Manager Robert W. Porter, who had an argument over another race and decided to settle it by running a race themselves. This was a tie. The various committees were as follows:

Committee of Arrangements—John McKenna, chairman; G. MacNichol, J. M. Cooper, D. W. Donohue, Carter Corder, N. B. Smith, G. H. Pfaff.

Traffic Committee—D. W. Donohue, chairman; Walter Schultz, L. T. Wells, A. E. Reinink.

Program Committee—G. MacNichol, chairman; N. B. Smith, Frank Solar, C. F. Woolley, H. J. Wileks, R. F. Koenig, H. Friedman, M. G. Peters, E. N. Wexberg, Wm. Lyons.

Music Committee—J. Kapp, chairman; S. R. Lemberg, Z. Ganis, H. L. Hanson, I. Kupferberg, Marie Baer, Ed. Michaels.

Reception Committee—L. M. Sherlock, chairman; Ed. Blimke, R. F. Koenig, J. Klineberg, R. M. Reilly, Arthur Fram, S. A. Burrell, G. A. Penrose, Louis Solar.

Issues Four-page Folder

Drying Systems, Inc., manufacturer of drying equipment in this city, has received many requests for the four-page folder which it re-



Drying Systems' Novel Cover Illustration

cently issued under the designation of Bulletin No. 10. This folder contains considerable information of practical value, and the accompanying illustration used on the cover will give some idea of its effectiveness.

Business Embarrassment

An involuntary petition in bankruptcy has been filed against the Great Eastern Mfg. Co., of this city, and the petitioners are: Krasberg Engineering & Mfg. Co., Wisconsin Chair Co. and New York Recording Laboratories. The head of the Great Eastern Co. is Nat Kavin, one of the oldest members of the industry in the Chicago trade who, by the way, was one of the first of Chicago's many talking machine manufacturers.

Columbia Dealer's Success

One of the recent visitors to the Chicago office of the Columbia Co. was W. H. Rolland, who conducts a retail establishment in Bloomington, Ill. Mr. Rolland is one of the finest dealers in the trade, and his motto is "Business is what you make it." He is one of those live ones who do not believe in the fetish of "hard times." He, in fact, is of the opinion that the trade is not going through hard times at the present, but is just getting rid of the easy times. He believes that the only thing for the dealer to do is to go out and get the business, and that it is there waiting for him. He and



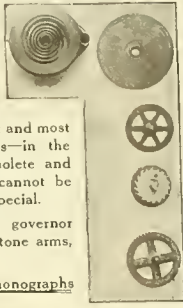
Repair Parts

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:
Henderson Talking Machine Co.
Victrol Talking Machine Co.
Hormay Talking Machine Co.
W. H. Johnson Co.
Auric Co.

Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"
GRAND DESIGN
CORNER

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Grand Ave., Detroit, Mich.

his manager, Fred T. Ashton, according to reports coming to the Chicago branch of the Columbia Co., are making everyone sit up and take notice down in the Bloomingtion section of Illinois, where four auto trucks are going all the time, conveying machines to all parts of the territory and covering every prospect they hear of.

Uses Truck to Advantage

C. B. Corder, manager of the Symphony Music Co., 1020 Wilson avenue, was so thoroughly sold on the Columbia "Sell-by-Truck" sales plan, as presented to him by S. R. Lemberg, Columbia Northside representative, that, regardless of the fact that he is located in the heart of Chicago, he is operating one of the finest trucks in the Columbia service.

This is a complete Grafonola store on wheels. A stock of several hundred records, several different type Grafonolas and a complete line of

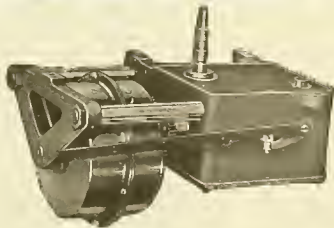
accessories, such as Grafonola oil, Grafonola polish, needles, Siam Soos, etc., is carried in this store's truck. Mr. Lemberg carefully



Symphony Music Co.'s Truck

trained two University of Chicago students in the selling of Grafonolas and records. They
(Continued on page 120)

Price Reductions on Enclosed Motors



We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

REMEMBER

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

are at present working the State of Michigan, specializing on Summer resorts they strike. The boys are both musically inclined and furnish wonderful entertainment with the smaller instruments they sell. They plan on working the States of Michigan, Indiana, Illinois and Wisconsin by the end of September. The two boys and the Grafonola store on wheels are a great medium for increasing Grafonola sales and it won't be many months until this progressive Columbia dealer will have a caravan of trucks operating through the country.

Enter, the Ambassador Phonograph Co. A new manufacturing company has made its appearance in Chicago, known as the Ambassador Phonograph Co., manufacturing a line of seven models, four uprights and three consoles. The retail prices range from \$55 to \$215. These instruments received their introduction to the trade during the Pageant of Progress, where the company maintained Booth #1, Section B, on the Municipal Pier.

A very clever stunt was pulled by the Ambassador Co. on the opening day of the Pageant, when they helped to introduce the official song of Chicago, "Hail, Chicago!" by means of one of their instruments equipped with a Magnavox and placed aboard the monster hydroplane Santa Maria. When everything was in readiness the Santa Maria ascended to a height of about two miles, the talking machine was started, and by means of the Magnavox the songs was wireless to the listeners below. The test is said to be the first of its kind in the history of aviation. The president of the company is Dr. Orlando F. Scott, who has a national reputation as a specialist in industrial surgery.

Melody Portable Phonograph

Equipped With 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.



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.

MELODY NATIONAL SALES CO. - - - - - 190 N. State Street, Chicago, Ill.

...bassador Co. on the opening day of the Pageant, when they helped to introduce the official song of Chicago, "Hail, Chicago!" by means of one of their instruments equipped with a Magnavox and placed aboard the monster hydroplane Santa Maria. When everything was in readiness the Santa Maria ascended to a height of about two miles, the talking machine was started, and by means of the Magnavox the songs was wireless to the listeners below. The test is said to be the first of its kind in the history of aviation. The president of the company is Dr. Orlando F. Scott, who has a national reputation as a specialist in industrial surgery.

Golfers—Attention, Please "How to Start the Game Wrong" is the title

are equipped with the most modern accessories, such as automatic stops, cover supports, etc.

In the announcement the Cheney Co. states that for every Cheney machine of Models 2 or 3 that dealers have on hand on the date the announcement was made a credit will be allowed equal to the difference between the old and new price for those models, provided that said dealer purchases new models at least equal in number to those for which credit is asked. It might be well to mention in this connection that the retail prices of Styles 2 and 3 have been reduced to \$145 and \$145, respectively, and that the manufacture of Style No. 1 has been discontinued. Purchase Record-Lite Stock

The firm of Cole & Dumas made the announce

The Windsor Phonograph.



IN

Period Designs like highest grade Furniture

Produced by

The Windsor Furniture Company Chicago, U. S. A.



Arno B. Reincke L. L. Spencer G. P. Ellis D. A. Creed about this week that it has purchased from the Interstate Music Co., of Milwaukee, that

of the accompanying illustration. We understand that Jim Davin, of the Reincke-Ellis Co., Inc., is responsible for snapping this group of expert golfers, but it is a serious question if amateur golfers can learn anything of real value from these photographs. We have been informed that all of the four talking machine experts represented in these photographs were benched at the Milliothian Course a few weeks ago, when they accepted an invitation from G. P. Ellis, of the Chicago Talking Machine Co., to explore the mysteries of this course. The cards for this game have joined company with the confessions of the "Black Sox," but we learn from good authority that they ranged anywhere from 120 to 160 for the right-teen-hole course.

New Cheney Models

The Cheney Talking Machine Co. made a very interesting announcement this week, explaining the Cheney new model adjustment plan. This has been embodied in a letter to Cheney dealers. After describing the important and fundamental improvements which have been presented since 1913, when the Cheney was first introduced, the company sets forth a constructive merchandising plan that will enable the dealers to stimulate their Cheney sales.

This plan is built around the two new models, No. 30, Queen Anne period, and No. 120, Early English period. The former carries the retail price of \$185 and is an upright furnished in Biltmore mahogany and Newby walnut. The legs of this instrument are of the cabriole type, carved at the knee, with a ball foot, all very characteristic of the period. The model No. 120 comes in American walnut stained to an English walnut, with polished wax finish, and is a console. These new models are very artistic and

"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"



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 8200 1/2 BROADWAY NEW YORK CITY

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

concern's entire stock of Universal Record-Lites and the privilege for sale and manufacture of this well-known little accessory. This Record-Lite has been manufactured and put on the market by the Interstate Music Co. for a number of years and it is the intention of Cole & Dunas to bring this well-known little instrument into even greater popularity and demand. The former retail price of the "Lite" was \$3.25 for the nickel and \$4 for the gold, but as soon as Cole & Dunas launch their sales plan these Record-Lites will be put on the market at a probable reduction of 30 to 40 per cent under the old price. This will extend their sale.

Liquidated Its Business

On August 3, at 10.30 a. m., the Chicago Phonograph Supply Co., a retail store located at 2936 Milwaukee avenue, liquidated its business by means of an auction.

Clever Repair Outfit

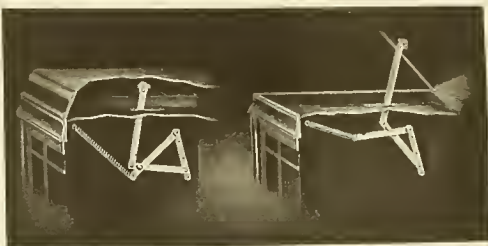
The firm of Cole & Dunas has just put on the market a very clever little outfit for dealers. This outfit consists of a package containing an assortment a dealer may need for small repair jobs on motors, tone arms, etc. The assortment consists of springs, diaphragms, stylus bars, etc., and comes neatly packed in a large carton, the sales price of which is \$30.

Pageant of Progress Novelties

Many novel ideas have been made up of at the Municipal Pier during the Pageant of Progress. Perhaps the most novel was that put over successfully by the Ambassador Phonograph Co. by means of a four-round boxing bout between the "Ambassador Kid" and Ben Turpin, the famous movie star, who is continually looking both ways for Sunday. The "Ambassador Kid," by the way, is the four-year-old daughter of Fred Wesson, manager of the company, who gives daily boxing exhibitions. When boxing Ben Turpin she wore the regulation boxing trunks and gloves, and so did Ben, but while Ben was looking at a red-headed lady on one end of the pier and at the same time looking at the luscious near-beer ebbling from the fountain across the aisle, the little lady managed to crawl upon a chair and belt him on the nose and end the scrap.

—But His Voice Goes On

Hardly had the news of the great Caruso's passing reached Chicago than Victor dealers here dressed their display windows in mourning. Those in the Loop, especially, devoted much space to their Caruso windows and large photographs of the dead artist were placed in them,



The Superior Lid Support

A touch of one Fisher-Lite or closes the Lid, which stays in any point desired. Does not wear the Lid.

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold
Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Montrose and Throop Streets. CHICAGO

surmounted by wreaths and black crepe, and in the foreground, in many instances, the entire Victor library of Caruso's works. In Chicago, elsewhere, many public memorial services were held when people from all walks of life gathered in honor of the memory of Caruso. The Fine Arts Building, in Chicago, was the nucleus for many of these gatherings, for it is in this building that most of Chicago's musical artists have their studios, and many of these artists were close friends of the great tenor. In the Italian settlement on the West Side of Chicago nearly every place of business, and residences as well, were draped in black crepe; for Caruso, "The Glory of America and Italy," as he was known.

Installs Another Machine

The R. C. Wade Co. has just installed another automatic machine for the manufacture of its well-known Tonofoam needle. This makes in all three of these machines that are now in operation. Each one of these machines is turning out needles at the rate of one hundred and fifty per minute, or 30,000 per hour. Their average run is about six hours per day and those who are good at figures could spend a few interesting moments figuring out how many of the Tonofoam type will be turned out in the course of a year, on the 300-working-day basis. After

this is figured out one may remember that these retail at four for a dime, or twelve for a quarter, and that will show what the Tonofoam dealers are going to turn over in twelve months. But even at that one would probably be entirely wrong, for the R. C. Wade Co. has several other similar machines under construction which they hope to have in operation before very long.

Emerson Activities

F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co., put in a busy week with H. E. Morrison, Emerson's general sales manager, in going over the trade situation and lining up for the Emerson Fall campaign. After all plans were laid four new Emerson travelers received their samples and instructions, and were sent out on their respective trips to carry out these plans. The new men are: W. N. Mutzbar, who will look after Northern Wisconsin; F. P. Howard, who is traveling Southern Wisconsin and Northern Illinois; R. V. Emmert, handling the Chicago territory, and R. J. Chirehill, who will take care of Emerson dealers in Central Illinois.

Sales Manager Morrison will spend about a month in going over the Western territory before he returns to Eastern headquarters.

F. A. Dempsey, assistant to Manager Clement, is spending his vacation at Greenlake, Wis., on a fishing trip. He writes back to the boys in the Loop that the mosquitoes are biting splendidly well this season.

Foreign Record Activities

E. A. Fern has just returned from a week's visit to Detroit, where he did some great work in conjunction with Messrs. Thalmeyer and Giles, of the General Phonograph Corp. The latter two gentlemen came on from New York and met Mr. Fern at the Consolidated's Detroit branch. These gentlemen went over the foreign-record field of Detroit in a very systematic manner and were successful in opening quite a number of exclusive Okch accounts for foreign records. Among the new accounts was the main store, on Garrett avenue, of the Cunningham Drug Co. This company took on the Okch line in one of its other downtown stores last month. While they were there they also attended the formal opening of The Record Shop, at 8559 Grand River avenue. Mr. Fern says that this very pretty little shop, owned by G. D. Elliott, will feature Okch records exclusively. In addition to his regular sales help Mr. Elliott has put on six girls to canvass the city.

Another new Detroit account opened by Messrs. Fern, Thalmeyer and Giles while in Detroit was the Brooks Shop. The instruments handled here are manufactured by the Brooks Mfg. Co., the parent concern.

Move Talking Machine Department

The firm of O. W. Richardson & Co., one of Chicago's largest Loop furniture stores, have

(Continued on page 122)

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 GRDSVENOR PROCESS PATENT 1,385,477

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

moved their talking machine department from the fourth floor of their building to the first floor. The department has been greatly enlarged and is now located near the main entrance. They have also installed a number of demonstration booths, something they never had before. This company represents the Widdowith, Sonora and Columbia lines, as well as the Columbia records. One of the features of the way this furniture store handles talking machines is that no matter where one goes, throughout the entire building, he is sure to find a talking machine in operation. This stunt was put into effect by Manager Gossweller and has proven its worth many times over. The plan of putting talking machines where they can be seen in all departments by people making purchases therein is an exceedingly good one, according to Mr. Gossweller, and has been the means of increasing their business manifold.

New Electric Sign

The Crystal Palace of Music, at 2445 West North avenue, has just had installed one of the most beautiful outdoor electric signs ever seen in Chicago. The Crystal Palace is an account of the Chicago Talking Machine Co. and is one of the most up-to-date and beautiful music stores in Chicago. The formal opening of this store was announced in the news columns of the July issue of *The Talking Machine World*.

Returns From Vacation

L. C. Wiswell, wholesale and retail manager of Lyon & Healy's Victor department, has just returned from a vacation trip through Yellowstone Park. Mr. Wiswell was accompanied on this trip by his children, Elizabeth, Ruth, Leslie, Jr., and James. Besides the trip through the Yellowstone the party attended the Victor convention, held at Colorado Springs, and also took in Denver, Omaha and Salt Lake City. In speaking about the trade conditions in that section of the country Mr. Wiswell said that they were similar to those of Chicago, but the dealers feel more optimistic. In commenting upon the

death of Caruso, Mr. Wiswell said: "Caruso's death caused a remarkable demand for his library of records. There are in the Caruso library about seventy-five records, and our own retail department as well as retail stores all over the country report that in many instances their customers have purchased the entire Caruso set. Caruso's death shows the importance of the talking machine," continued Mr. Wiswell, "in that it brings forward the fact that we can record the voices of great artists and musicians for posterity, and causes this fact to sink into the consciousness of millions of prospective owners of talking machines."

Receives New Models

This month heralded the reception in Chicago of two new Victor models, the No. 50 Portable and the No. 300 Console. Their arrival caused quite a commotion in the retail department of Lyon & Healy and the sales people in that department are being kept mighty busy demonstrating them to the trade. The new No. 300 Console received particular attention and it is anticipated that this model alone will go a great way toward stimulating business.

Good-bye, Marie!

Miss Marie Toony, of the record department of the O. W. Richardson Co., recently went on her vacation. She will not return. She wrote that she has met the "Man of Men," and that her record-selling days are no more. Date not mentioned yet.

Sterling Headquarters Jammed

A few months ago the Sterling Devices Co. sent out in its trade hundreds of invitations inviting its patrons et al. to make use of the Sterling offices as headquarters during the Pageant. These offices, by the way, are located in the Lake Shore Building on the lake front, immediately across the road from the Municipal Pier. Of course, no one in Chicago, not even the Sterling people, anticipated the great crowds which have come to the Pageant, but the invitation, nevertheless, was sent out, and it cer-

tainly brought results. Members of the trade took advantage of the offer to such an extent that the elevator man of the building nearly worked himself to death hauling visitors up to the Sterling headquarters. The officers and employees of the company put in an exceptionally busy two weeks in entertaining visiting members of the trade, and many of these latter, who, by the way, were nearly all out-of-town manufacturers, rewarded the Sterling Co. with substantial orders after looking over Sterling products. On the pier proper the Sterling exhibit was looked after by W. H. Wade, of the Wade Talking Machine Co.

Visiting the West and South

Sales Manager W. E. Burr, of the Cheney Co., is making an extensive trip throughout Missouri, Texas, Kansas, Oklahoma and other important territory. He writes that general opinion indicates a profitable Fall season for dealers who are all hustling to make this one of the biggest talking machine years in spite of the general business slump that prevailed throughout the country from the first of the year. Mr. Burr feels that such optimism among the dealers is bound to make business good, regardless of what men in other lines say.

Brunswick Window Display Service

A merchandising brief, prepared for subscribers to the Brunswick window display service, has been issued by the advertising department of the Brunswick-Balke-Collender Co. This brief, which will be given hereafter with each month's window display, consists of window trim suggestions, prospect letter and "Brunswickgrams." The ideas outlined in this brief are noteworthy for their practical value and they can be used to splendid advantage by Brunswick dealers in connection with the monthly display.

The Western division of The World has received a picture post-card from Brussels, bearing the well-known signature of Otto Schulz, who has been touring Belgium with his family.



MODEL L S

**COMPOUND
ROCKER
ACTION**

The highest grade and most scientific reproducer offered the trade.



**ORO-TONE
FEATURES**

Extension A telescopes into large elbow B, giving a length adjustment from 7 3/4 to 9 1/2 inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE



PAT. APPL'D FOR.

Illustrating Angle Throw Buck Engagement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing thru and Dale or lateral-cut records.

**1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS**

The Oro-Tone Co.
QUALITY FIRST

Capitol!

A Combination Phonograph and Lamp

*Every Woman's
Choice*



As a Phonograph



As a Lamp

Manufactured and distributed by

Burns Pollock Elec. Mfg. Co.

Indiana Harbor, Indiana

*Located within Chicago's great
Manufacturing District*

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

CHICAGO'S PAGEANT OF PROGRESS FEATURES MUSIC

Several Prominent Music Houses Represented by Notable Exhibits—Columbia Co. Records Official Pageant Song and Presents First Record to Mayor Thompson—Magnavox Used

CHICAGO, Ill., August 13.—Twenty-eight years have gone since the World's Fair was opened and ever since then Chicago has held the record for putting over big shows. Now, Chicago has done it again. On July 30, of this year, Mayor Thompson opened the Pageant of Progress at the great Municipal Pier. The World's Fair was considered

Everything under the sun is on exhibit, but we are concerned with such as relate to the talking machine industry. We shall endeavor here, in a brief way, to tell how the talking machine industry showed up in with the Pageant of Progress.

As one enters the pier the first thing one encounters is the booth maintained by the Columbia Graphophone Co.

In this booth the official Pageant song, "Hail, Chicago," is demonstrated and passed out to the public. One of the Chicago papers offered \$2,000 for the best song typifying the spirit of Chicago, which was won by Bob Allyn, a member of the song-writing staff of Leo Feist. There were, in all, about 1,300 competitors for this \$2,000 prize, but Bobby Leighton home the laurel. No sooner were the prize awarded than J. Kapp, of the Columbia staff,

with a copy of the song, hopped aboard a train bound for the Co-

lumbia recording plant. The song was recorded and the records were brought back to Chicago in time for the opening of the Pageant. A facsimile of Mayor Thompson's signature is impressed on each record. During the Pageant these records, together with the Feist publication of this song, were on sale in the Columbia booth. The Co-



Mayor Thompson Receiving Columbia Record of "Hail, Chicago!" Mayor Thompson, seated left in front standing, Raymond Reilly, Jack Kapp and S. B. Leighton, all of Columbia Graphophone Co., the of the Mayor's Aids, Arthur F. Neely, of The World, and M. E. Scovrington

a big thing, but the Pageant of Progress makes even a better showing. Of course, the Pageant does not cover the acreage of the old World's Fair, but, from a standpoint of the number of visitors and exhibits, it is way ahead of the Fair. The success of this Pageant has been so great that plans are now well under way to run the show annually

Advance Notice to Edison Dealers

THE NEW IMPROVED

Jewel Attachment for the Edison Phonograph

Will Be Ready for Distribution
September First

NOT

Just Another Attachment

BUT

A DISTINCT IMPROVEMENT IN TONE REPRODUCTION AS WELL AS IN MECHANICAL CONSTRUCTION AND FINISH

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

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

Needle scratch almost entirely removed.

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

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

Needle CENTERS on all records.

Straight upright construction and absence of movable joints insure perfect reproduction and great volume.

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

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

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

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

If your dealer does not handle, write us. Price the same. Liberal discount to Dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

Retail Price

Net Price \$ 2.50

G.P. Co. \$10.00

We handle highest grade Jewel Point Needles.



154 Whiting Street,

CHICAGO, ILL.

A High-Class Cutter

Sharpens the Fibre Needle without removing it from the Tonearm.

THE LIDSEEN Fibre Needle Cutter

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

Jobsbers—Line up on this live one and get ready for the season.

LIDSEEN

£32-840 So. Central Ave.,

CHICAGO

India exhibit was supervised by R. M. Reilly, assisted by S. R. Lenberg, M. G. Peters, L. M. Sherlock, J. Kapp and L. Schok. There were a great many visitors at the booth.

The Camper's Companion

Across the aisle from the Columbia exhibit we found the "Camper's Companion," a little portable instrument manufactured and distributed by the World's Products Association. This machine is designed very cleverly and weighs only twenty-one pounds. The carrying case is strongly built with reinforced corners and covered with heavy black Keratol. Its main feature is a combination multiple horn and amplifier. The amplifier is built in pyramidal shape and constructed with an "X" partition running its entire length, which divides it into four longitudinal sections. This exhibit was in charge of Vice-president H. E. Woods.

The School Room

A little way further along the pier we came across an exhibit showing the modern classroom. The desks were placed around in the usual manner and with the teacher's table in front. All the kids around the pier were clamoring to get in and get a seat. It is the first time we saw kids anxious to go to school, but we guess the reason was because the teacher was an exceedingly pretty young lady, who asked the kids questions. Every time they gave a right answer teacher handed out a nice little souvenir. By her side was a Victor classroom model machine, on which she was playing Victor educational records, and every kid who could name the piece being played received a pretty souvenir. The exhibit was put on by a manufacturer of modern school equipment.

Double-deck Bridge

On one end of the pier the engineering firm that built Chicago's wonderful Michigan avenue double-deck bridge had an exhibit and in this exhibit they demonstrated the working features of this bridge by means of a replica that was scaled one-quarter of an inch to the foot. The fascinating thing about this little bridge demonstration was that it showed the value of the talking machine from a commercial standpoint. The little bridge was operated by electricity just like the Michigan avenue bridge, and as the two leaves went up in the air little indicator lights would brighten up at various points to attract attention to each particular part. As these lights glowed a talking machine, placed

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 124)

at the side of the bridge, began to speak and delivered a lecture on the engineering features indicated by the various lights.

Readers of The Talking Machine World know that, from time to time, they read in these columns suggestions for the commercial application of talking machine records, and we cite the news of this exhibit as another example of how that side of the talking machine fits in.

Are We Oversold?

For a good many moons now we have been hearing the yell that the talking machine industry is oversold. We have heard it said that the reason we are oversold, etc., is that on the market and in use there are now about 4,000,000 talking machines. We also hear that until all of these machines are discarded by their owners and the ones now on the market are sold the talking machine business will go along at a snail's pace. Happily, however, the men who do this kind of talking represent but a few members of the industry.

Now, while rambling around the exhibits at the pier, we came across one exhibit which caused us to wiggle our ears and wonder. What caught our eye was a little, insignificant sign set up in the Ford motor car exhibit. The little sign was placed on the windshield of a sedan fivver and bore the following words: "This car is No. 5,000,000 and was finished at 7:45 a. m. May 21." It might be well to state here that at Henry's plant at Detroit they are turning out one car every sixteen seconds, or at the rate of about 4,000 per day, so, figuring from the time "Lizzie" No. 5,000,000 was born until the time you read this, you will see that Henry has added quite a number of fivvs to his family, and there is no sign of a let-up. The cars Ford has put out, added to the bunch manufactured and produced by the numerous other companies, do not yet even begin to fill the demand. So there is a chance for an argument as to whether the talking machine industry is slopping over the sides.

The Federal Sign System

The Federal Sign System had an interesting exhibit, wherein it showed everything possible in the way of electric signs for advertising purpose. One interesting feature was that nearly all of the signs were particularly for the talking machine trade. The Victor dog was especially prominent and they even had him not only sitting still, but running around in circles and wagging what is left of his tail.

The Magnavox Everywhere

Magnavox was perched on rafters, under tables and in fact everywhere. Wherever you went you were sure to bump into Magnavox. One installation was connected direct with the Mayor's headquarters and evidently there must have been quite a little party there the night we visited the pier, because we were able to recognize the liquid tones of the Mayor's voice as they traveled out of the amplifiers of the many Magnavoxes, not only in the announcements as they came along, but running on in the chorus of "Hail, Chicago!" as well.

Windsor Exhibit

Over on one side we found an interesting exhibit by the Windsor Furniture Co. It had a very nice line of furniture on display, together with a full line of its well-known talking machines. One of the features here was a bedroom suite, wherein a beautiful young lady comes in and disrobes, while a Windsor talking machine is playing. After disrobing she crawls into the bed and the talking machine keeps on playing. This attracted a great deal of attention, especially from the males.

Claxtonola Exhibit

The Bernard Mfg. Co., of Iowa City, Ia., manufacturers of the Claxtonola, exhibited its line of instruments, together with the Claxtonola records. Its advertisement, "Golden Throat" talking machine, drew quite a crowd to this booth, from which were given out sales leaflets and souvenirs.

(Continued on page 126)



**THE KAMP-O-PHONE
ALL YEAR 'ROUND**

Always First Seller—Read the Reasons

The popularity of the Kamp-o-phone is built, first of all, upon its splendid tone quality. To this quality we have added fine appearance, portability and the advantage of low price. No dealer could ask for better talking points for securing the Fall and Winter trade of the big popular-price market—the millions of homes where rooms are small and often crowded—or the homes of the well-to-do, where a nursery costly cabinet machine. The alert dealer will say, "Buy the Kamp-o-phone for Winter to save room, save time and money—next Summer you will be already equipped for your outings." Sell Kamp-o-phones all year round.

DESCRIPTION

Carries like a suitcase. Weights 20 pounds. Mahogany case. Guaranteed three-record motor. Many other features. Retail for \$35—at a generous profit to you. Write us. Use Kamp-o-phones to extend your business.



KAMP-O-PHONE
THE JOY OF THE SOUND

Merchandise Distributors Co., 221 W. Randolph St., Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

The Exhibit of O. W. Richardson Co.
The next exhibit we ran across was that of the O. W. Richardson Co., furniture dealers. This concern, although primarily a furniture house, mostly exhibited talking machines, including the entire line of handies, namely, Wild diomb, Columbia and Sonora. The exhibit was in charge of A. Gosswiller. When we called, Mr. Gosswiller was busily engaged with his assistants in demonstrating these instruments to visitors. Needless to say, he received quite a number of nice little orders.

Wade Co.'s Display

Among the other exhibits was that of the Wade Talking Machine Co., which displayed talking machines and accessories, as well as the Strohm Diminutive, a little player-piano which, by the way, made a tremendous hit.

New Electrical Instrument

A new electrical instrument, known as the Electra-Voice, was shown by the Electra-Voice Co., of this city. This company was recently incorporated for \$50,000. The incorporators and

officers are: M. Banks Cragler, president; vice-president and secretary, A. A. Howard, and B. E. Cover, inventor and general manager. This instrument comes built like a Console cabinet and can either be played as an ordinary talking machine or, by wires and transmitters, the music, etc., can be switched to any part of a building.

Chicago Electric Sign Co.'s Display

Another concern that showed some mighty clever electric signs for talking machine shops was the Chicago Electric Sign Co., with its "Day-N'ite" signs. These signs are so constructed that they produce an even light and the electric bulbs are so concealed that the letters are flooded with an even light and do not spotted immediately over the light. This exhibit was in charge of Harvey B. Honck, sales manager.

Steger & Sons' Interesting Exhibit

The Steger & Sons' Piano Co. exhibit was exceedingly interesting. It was here the visitors were taught how talking machines and pianos are constructed. The amplified sound boxes and motors of the Steger instruments were assembled at this booth and proved to be very interesting to the onlookers. Besides their full line of pianos, the Steger people showed a model of every type of talking machine they manufacture.

Illinois Talking Machines Shown

Another of their interesting exhibits was that of the Illinois Phonograph Co. The exhibit was in charge of B. B. Blood, general manager. The full line of Illinois talking machines, about fifteen models, ranging from the Cantonphone to the Console type, was on exhibit. Quite a number of out-of-town dealers who were visiting the pier mainly their headquarters at this exhibit and many placed orders with Mr. Blood.

The Ambassador Arrives

The Ambassador talking machine, a newcomer in the Chicago market, was also shown, and the manufacturers interested the visitors with their many novel ideas.

The Mystery Man

The man of mystery was also greatly sought after by the crowd. He was representing the R. C. Wade Co., manufacturer of Tonotone needles, his job being to circulate through the crowds and pin a little ticket on some unsuspecting person. The person who got this ticket and brought it to the booth where Tonotone was on exhibit received as a reward a half dozen packages of Tonotones.

There may have been other exhibits representing the talking machine industry that we missed, but if such is the case shall look them up and publish an account of them in the September World.

EUGENE A. WIDMAN TO EUROPE

Eugene A. Widman, chairman of the board of directors of the Pathé Frères Phonograph Co., Brooklyn, N. Y., sailed for Europe on the "Aquitania" during the latter part of the month. Mr. Widman's trip is a business one and his itinerary includes both England and the Continent.

STEGER AIDS FLOOD SUFFERERS

Plan to Replace All Steger Pianos and Player-pianos Lost in the Pueblo Flood

CHICAGO, Ill., August 3.—Arrangements are under way by the Steger & Sons Piano Mfg. Co., of this city, for the replacement of Steger pianos which were lost or damaged in the Pueblo, Col., flood. Dan Fagetta, manager of the wholesale credit department of the company, is in Pueblo, where he will co-operate with Lewis S. Brown, Pueblo representative of the Steger & Sons Co. in replacing all pianos and player-pianos lost by Mr. Brown's customers. The determination of the company to assume the burden of loss and render such material assistance to the patrons of the Brown store evoked many expressions of hearty appreciation.

LITTLE DAMAGE FROM FIRE

Edison Official Discounts Rumors Regarding Extent of Fire in Chicago Warehouse

In reference to the report about the Edison fire in Chicago, which has attained various aspects in its process of being passed along, A. H. Curry, the new vice-president of Thos. A. Edison, Inc., recently issued the following bulletin to Edison jobbers:

"A rumor seems to be abroad to the effect that our entire stock of phonographs in storage at Chicago was destroyed by the recent warehouse fire in that city. We are very glad to be able to say that such is not the case. While we have not as yet full details of the loss as to types and finishes, we feel confident that, with some possible exceptions, service to the trade will not be seriously impaired as a consequence of the fire.

"At any rate, our jobbers have, or should have, a marked degree of ability to sell what may be had, since we all learned the art of substitution during the years of shortage, as compared with demand. Therefore, if substitutions as to types or finishes must again be resorted to for a little while no one should be embarrassed.

INSTALLS NEW EQUIPMENT

Progressive Brunswick Dealer in New Haven Prepares for Active Fall Trade—Souvenirs Distributed at Formal Opening

NEW HAVEN, CONN., August 8.—In anticipation of an active Fall business John Duncan, exclusive Brunswick dealer of this city, has just completed renovations of his store at 188 Crown street and installed new modern equipment. Many unique methods of merchandising Brunswick phonographs and records have been used in the past year by Mr. Duncan, which have proven very successful. He recently announced the formal opening of his store and on that day the public was given an opportunity of inspecting these new quarters, while Mr. Duncan distributed appropriate souvenirs with a cordial invitation to call again.

CABINETS

WITH OR WITHOUT EQUIPMENT



These High Grade Cabinets, made in Mahogany, Walnut and Oak, built up to the standard for which our product is noted.

For Descriptive Matter Address

FUEHR & STEMMER PIANO CO.
2701 So. Wells St., Chicago

HEINEMAN SAILS FOR EUROPE

President of General Phonograph Corp. to Be Abroad Until September

Otto Heineman, president of the General Phonograph Corp., New York, sailed Tuesday, July 26, on the "Aquitania" for a four weeks' trip to Europe. According to his present plans, Mr. Heineman will visit London, Paris and Berlin, and will attend to a number of important business matters. He will meet Mrs. Heineman



Otto Heineman

abroad and will probably be back at his desk the early part of September.

In London and Paris Mr. Heineman will make a general study of the business situation, visiting the company's clients, and in Berlin will confer with the officials of Carl Lindstrom, Ltd., relative to various important deals of the business connection between this concern and the

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 ARE BETTER COST LESS

RENE MFG. CO.

Montvale, N. J.

General Phonograph Corp. Being thoroughly conversant with business conditions abroad, Mr. Heineman will undoubtedly find this trip invaluable in many respects.

RECENT VAN VEEN INSTALLATIONS

Establishments in New York and Massachusetts Which Have Had Equipment Installed

Arthur L. Van Veen, president of Van Veen & Co., Inc., New York City, manufacturers of Van Veen equipment for talking machine warehouses, reports considerable activity manifested on the part of the dealers for talking machine warehouse equipment. This desire for increased or new equipment is particularly noticeable in and about New York City. Among recent installations reported by Van Veen & Co., Inc., is that of the Fennell Furniture Co., situated at Third avenue, in Bronx Borough. This company has had recently installed an entire new Van Veen equipment, which is attractive to a very high degree. Another complete installation, including an interior decorative treatment, has been made in the warehouses of Pagani & Bro., on Bleecker street, New York. This enterprising dealer has now what is considered one of the show places among talking machine warehouses on the lower West Side.

T. G. Flag, a druggist of Whitesville, Mass., has had installed a complete Van Veen equipment similar to the Model Shop built for the Columbia Graphophone Co., in Boston. Mr. Van Veen reports that these Columbia model shops, installed at the headquarters of the various distributing points of the Columbia Graphophone Co. by Van Veen & Co., Inc., are attracting wide attention throughout the country and that dealers are specifying duplicate installations for their warehouses.

L. L. SPENCER INJURED

Popular Victor Man Sustains Painful Injuries—Was Visiting Home of Thos. F. Green

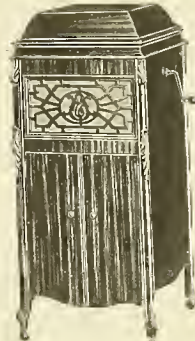
Lloyd L. Spencer, sales manager of the Silas E. Pearsall Co., New York Victor wholesaler, was painfully injured recently when he sustained a fall at the home of Thos. F. Green, president of this company. Mr. Spencer was the guest of Mr. and Mrs. Green at their home in Great Neck, L. I., and during a brief spell of somnambulism sustained a severe fall that was fortunately broken by an awning. Mr. Spencer was injured in the face and chest and required twelve stitches from the surgeon for these injuries. He returned to his desk a few days ago, although not yet fully recovered from the accident.

THE DEALER WHO DOESN'T—

- I. Make it his first concern to meet his customers' real desire—
But is contented to sell whatever seems profitable;
- II. Trouble to compare the actual qualities of instruments
But placidly accepts any trade name given publicity;
- III. For his own benefit have at least one Manophone,
If only to demonstrate records upon.
PLAYS ANY AND ALL DISC RECORDS

The natural tone of the Manophone fulfills the customer's constantly refining taste. It is due to the use of the "Humana", a human throat of carved wood, which, in the Manophone, replaces the customary "piece of pipe."

A record played on it is sold. Comparative playing of a record sells the Manophone.



The Warren-Style B.

DOES—

- I. Deprive himself of profit and his trade of satisfaction
By merely following where he should lead;
- II. Lacks foresight and proves himself a slack business man
By failing to anticipate increasing discrimination
- III. Deserve the slack business of which so many complain.
To Hear a Manophone Effects a Sale

Manophones are made in all styles. The new period cases (Console style) are revelations in artistry. As to prices—this Company has manufactured world-famous musical instruments for over seventy years and will not sacrifice quality. Nevertheless, its dealers can more than meet competition while making the usual profit.

We prove this in our Business Building Plan for Dealers. Write for it today.

The Manophone
The Music Master of Phonographs

The Manophone Corporation, Adrian, Michigan.

AND after a most thorough publicity campaign "Fooling Me" the fox-trot is today the leading hit of that type of dance. As a vocal number, too, it is among those that are prominent. All of which is substantiated by the orders of the jobbers and dealers of sheet music who find it an active seller in an abnormal sales season.

After releasing "Dixie" to the trade and profession it was quickly acclaimed the greatest one-step of the year. It is popular despite the fact that the average one-step is hard to "put across."

The above should be enough sales creators in any one catalog during a none too lively season—but "a natural" does not arrive at the wish of even the most hopeful. They just arrive now and then, and good business judgment says "cash in" while the "cashing" is good. So "Gypsy Rose," "a natural," arrived and all you need to do is to hear it to be convinced that it is "there."

There can only be one criterion of the success of a song—sales, ever-increasing sales. The Robert Norton Co., New York, publishers of the above numbers, can show sales—steadily mounting sales, on all these hits. Sales from the largest dealers in the country—yes, and some small ones, too.

GLEANINGS *from the* WORLD *of* MUSIC

MOVING OF SURPLUS MUSIC STOCK

How the Dealer May Secure Co-operation of Publisher in Cleaning Up Slow Sellers

Much has been said regarding the co-operation of the sheet music publishers with the talking machine trade and the extent of the "tie-ups" that have been arranged by mutual agreement is quite remarkable. This holds true of publishers co-operating with the manufacturer, distributor and dealer, but one very important channel through which a publisher may lead aid to the retail dealer has, to a great extent, been overlooked.

We refer particularly to the dealer or dealers in a given locality who find his or their shelves with a surplus stock of popular titles. By requesting the aid of the publisher of the number it is often possible to have the publisher make a special campaign in the territory on the title or titles which it is sought to move and thus create a special demand.

In the large trade centers many of the publishers have either branch offices or representatives and in such localities the publishers' representatives, upon being informed of the desire upon the part of the dealer to move a certain number, will see to it that the orchestras, including those of the dance, motion picture houses and theatres, and very often some vaudeville performers, are persuaded to make a feature of a song for a short period. The dealer or dealers, by giving the record a window display at the same time and by other co-operation "hooking up" with the special drive, find

that their stock of the song is depleted in a short period.

In smaller communities of a size that would not justify the publisher sending on a special campaign manager the dealer can carry out such a campaign on his own behalf and in this he will have the co-operation of the home or branch publishing offices.

The following is the method that should be pursued in such instances. Finding a surplus stock upon his shelves the dealer makes note of the number of orchestras in his city that in a given week are to be active. He then sends to the publisher, explains his proposed campaign and requests that the publisher forward him orchestras for the various organizations that will lend their support to his campaign. He will find the publishers will readily respond, as will, too, the orchestras in his home city. The

latter will feel gratified to know that they are to be the means of assisting in a successful campaign which relieves a local dealer of surplus goods.

Of course, it has only been in recent months that talking machine record dealers have been acquainted with what it means to have a surplus stock of popular numbers and to some this has opened up a new problem. However, if the record titles are the copyrighted works published by a leading publishing house there need be no great amount of worry as to their stability for arrangements, as outlined above, will quickly move the dead stock and also be the means of adding to the activity of the store, which, of course, can cash in on the campaign in other directions. Briefly put, dealers will find it most profitable to get in touch with publishers when they have sales problems to solve

LOUIS BERNSTEIN NOW PRESIDENT

At the recent annual election of the Music Publishers' Protective Association Louis Bernstein was elected president; Saul Bornstein, vice-president; Joe Keil, secretary, and Charles K. Harris was continued in the office of treasurer.

TED BARRON WITH BROADWAY CORP.

Ted Barron, the well-known songwriter and former head of a music publishing company, but who during the past year has not been actively interested in the sheet music field, has joined the Broadway Music Corp. as manager of the orchestra department

"LAND OF MINE" SUNG AT PAGEANT

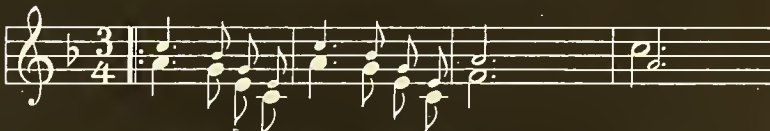
J. G. MacDermid's "Land of Mine" was sung by 10,000 voices at the Pageant of Progress in Chicago, which was celebrated July 31 to August 14. "Land of Mine" is published by Forster, Music Publisher, Inc.

JACK MILLS, INC., GETS RIGHTS

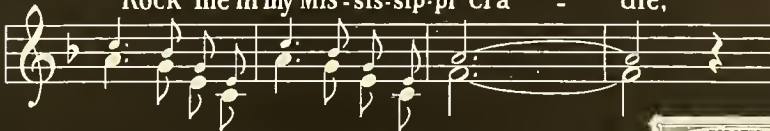
Jack Mills, Inc., has secured the exclusive publication rights for Zee Confrey's series of piano solos. These numbers are one of the features of the Brunswick records and his "Kitten on the Keys" is nationally known.

The Most Talked-About Song since "MISSOURI WALTZ"

"MISSISSIPPI CRADLE"



Rock me in my Mis - sis - sip - pi Cra - dle,



Let me look in - to my mam - my's eyes;



Published by the publisher of "MISSOURI WALTZ," "NAUGHTY WALTZ," "SWEET AND LOW," "KISS A MISS"

TO FIGHT COPYRIGHT BILL

Publishers and Writers' Organizations to Oppose Proposed Amendment to Copyright Law Recently Introduced in Congress

The Music Publishers' Protective Association and the Composers' and Lyric Writers' Association and the American Society of Authors, Composers and Publishers have formulated a campaign to combat the new copyright amendment recently introduced in Congress by Senator Lampson.

Nathan Burkan, J. C. Rosenthal and E. C. Mills, of the above organizations, contemplan leaving for Washington, D. C., to confer with the Committee on Patents and commence it of the inequity of the new amendment, which provides that any purchaser of a printed or published copyrighted work can perform it for profit.

While the Committee on Patents will not reach the new amendment for formal consideration before the Fall, the societies feel the necessity of sending representatives to Washington to forestall any possible serious consideration of an amendment which obviously affords no protection to a copyright owner.

It is understood that the bill is sponsored by motion picture interests who object to paying a tax to the American Society of Composers, Authors and Publishers for the public performance of music for profit.

NEW SHERMAN, CLAY & CO. SONGS

SAN FRANCISCO, CAL., August 1. Sherman, Clay & Co. will shortly announce two new fox-trot songs for early Fall release. They are entitled "Smilin'" and "Have You Forgotten?"

Jack Robbins, general manager of Maurice Richmond, Inc., is spending his six weeks' vacation in Atlantic City, N. J. Incidentally, he is putting on a campaign of publicity in favor of the firm's waltz, "Mello 'Cello"



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

IRVING BERLIN, INC., TO MOVE

Irving Berlin, Inc., has leased practically the entire third floor of Churchills, Forty-ninth street and Broadway. The quarters are undergoing alterations and it is expected that the removal will be made to the new location late in August. It will be one of the best-equipped offices and studios in the music publishing field. The present offices of the Berlin organization have been crowded and in recent months the company has found it necessary to take additional space for some of its departments.

"FANCIES" PROVES PROMISING

"Fancies," a new fox-trot by Fleta Jan Brown and Herbert Spencer, writers of the famous "Underneath the Stars," bids fair to rival their former success. At least, the reception the number has been receiving would so indicate.

M. Witmark & Sons, the publishers, are putting their entire sales and publicity forces behind the number and one of the most thorough campaigns covering every publicity channel has been inaugurated.

NEW HOME FOR BROADWAY CORP.

The Broadway Music Corp. has leased the fifth, sixth and seventh floors of the new Robinson-Cole Building, Forty-eighth street and Seventh avenue, for a term of five years.

The lease of the present Broadway quarters, at 145 West Forty-fifth street, does not expire until December, but the company is arranging to occupy the new home early next month.

"MOON RIVER" DOING WELL

Lee David, who writes exclusively for B. D. Nice & Co., Inc., is the composer of a new song entitled "Moon River." It is a waltz number and has received a favorable reception with a number of orchestras which have given it a try-out.

FEATURING "DANGEROUS BLUES"

The J. W. Jenkins' Sons Music Co., Kansas City, Mo., which has numerous branches in the Middle West, is carrying out a very elaborate campaign on the firm's novelty number, "Dangerous Blues."

WARNING!!! ALL RECORD AND ROLL COMPANIES

You are hereby notified that the American Public will commence action against you unless immediate release is made of

I Ain't Nobody's Darling

The Overnight Surprise—A "Natural" Hit

SKIDMORE MUSIC CO., Inc., Publishers

Gaiety Theatre Building, 1547 Broadway, New York

SHAPIRO, BERNSTEIN & CO., Inc., Selling Agents

Corner Broadway and 47th Street, New York





The Quickest and Biggest Hit of the Year

CHERIE

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

PREHISTORIC PERUVIAN JAZZ

Some Interesting Light on the Antiquity of the Type of Music Now Popularly Known as Jazz, Written by J. H. Davis, of New York

An interesting article on "Prehistoric Peruvian Jazz," written by J. H. Davis, secretary of the American Museum of Natural History, recently appeared in the magazine section of the New York World. It read, in part:

That the Indians of prehistoric Peru knew the art—or should we call it something else?—of "jazz" is apparent from the decorations, representing orchestras and dancers, found on the ancient pottery and metal objects of the region. Further evidence is furnished by accounts of early writers and, most convincing, by numbers of the musical instruments themselves, which have been recovered by archaeologists from graves and ruins. These instruments include drums, bells, cymbals, rattles, pipes, flutes, whistles, trumpets and an unmistakable ancestor of the oboe. If the activities of an energetic Indian orchestra equipped with some or all of these instruments did not produce something akin to present-day jazz, the writer is guilty of an error in judgment.

Undoubtedly, early man sang and danced before he produced instrumental music. As the most important element of the song and dance is rhythm, and as in singing and dancing a desire for some sound to clearly indicate the rhythm seems to be universal, primitive vocalists and terpsichoreans everywhere have found assistance in the snapping of fingers, clapping of hands, beating of hips and stamping of feet. Then, probably, the drum was devised—the first musical instrument. The allied instruments of percussion, as cymbals, rattles and bells, soon followed. Later came the wind instruments, such as musical shells and varieties of pipes and horns. And finally the more complex stringed

instrument was developed. The greatest single step forward in the history of instrumental music was the mechanical production of a musical scale. This came with the pipes. In Peru evidence is found of the first two types—instruments of percussion and wind instruments—but so far nothing has been found to indicate that the prehistoric Indians of the region knew how to make so-called music from the vibrations of strings.

In the American Museum of Natural History, in New York City, there is a large collection of prehistoric musical instruments of Peru. They have been carefully studied by Charles W. Mead, assistant curator of the Department of Anthropology, whose findings have been published in a short paper.

According to Mr. Mead, no drums have been found in ancient Peruvian graves. This may be

for the reason, he believes, either that the drums of the time, being made of perishable material, have all disintegrated, or that because of some superstition it was not customary to bury drums with the dead. Drums, however, were pictured by the native artists of the time and described by early writers, the evidence showing that they were identical in kind with the drums used today in several parts of Peru. They were made of skin stretched over a hoop of wood, or over one end of a short section of a tree-trunk hollowed out to a thin cylinder. Small drums seem to have been the rule. The drumheads were usually made of the skins of deer and other animals common to the country. But sometimes, as among the Huancas, the skins of captured enemies were used in the belief that the sound of such drums would strike terror into the hearts of living enemies.

ENJOY CONTINUED POPULARITY

"Home Again Blues," the big success of the Irving Berlin, Inc., catalog, has surprised the sales force of that organization by the great spurt in the demand for the number during the past six weeks. This is unusual, inasmuch as "Home Again Blues" is by no means new. Another number that has been quite a surprise to the Berlin organization is "Oh, My Sweet Hortense!," which in some sections of the country is very popular.

MORE ROOM FOR TRIANGLE CO.

The Triangle Music Publishing Co., 145 West Forty-fifth street, New York City, has acquired additional floor space adjacent to its present location. Alterations are now under way fitting the new quarters for occupancy.

TO ACT AS SELLING AGENTS

The Skidmore Music Publishing Co., Inc., which some time ago released the novelty rube

song, "I Ain't Nobody's Darling," has made Shapiro, Bernstein & Co., Inc., the selling agents for the number. The song is being sung by a large number of college glee clubs and it apparently is to have some unusual popularity.

BEING FEATURED IN VAUDEVILLE

The new Goodman & Rose fox-trot, "Who'll Be the Next One (To Cry Over You?)," written by Johnny Black, composer of "Dardanela," is distributed by the Edward B. Marks Music Co., which has been appointed selling agent. The number is being strongly featured in vaudeville.

A NEW MECHANICAL CONTRACT

The Music Publishers' Protective Association of New York is preparing a new simplified form of standard contract which it is hoped to put into universal use between mechanical recording companies and the publishers, replacing the various special contracts now issued by mechanical interests.

THE COUNTRY'S QUICKEST "BLUES" HIT
Everywhere is heard the

Ta De Da De Dum

DANGEROUS BLUES



Publishers, J. W. JENKINS SONS' MUSIC CO., Kansas City, Mo.
Also publishers of "12th Street Rag," "Sweet Love," "Colleen O' Mine"

Oh, Boy! Have You Heard Mamie Smith Sing— “NERVOUS BLUES”

Mamie Says—“NERVOUS BLUES” is better for me than ‘CRAZY BLUES’”

“FRANKIE”

is on the other side of the record, and “Frankie” is a hit before the record comes out

P. S.—LAST BUT NOT LEAST—

“VAMPIN’ LIZA JANE”
THAT GREAT COMEDY SONG

PERRY BRADFORD, Inc., 1547 Broadway, New York

NEW MUSIC-MEMORY CONTEST BOOK

Enlarged Edition of Descriptive Folder Issued by National Bureau for Advancement of Music—Expected to Stimulate Interest

A revised and enlarged edition of its descriptive folder on the music-memory contest has just been published by the National Bureau for the Advancement of Music, and it is expected that the booklet will do much to encourage the adoption by towns and cities throughout the country of the music-memory contest for acquainting children with the standard musical compositions and arousing a deeper appreciation of music in the community as a whole. Contests have already been held in nearly two hundred cities and towns and in every case local music dealers have been enthusiastic regarding the results.

Many new developments have taken place in the working out of the contest idea since its inception in the home of C. M. Treman, director of the National Bureau, about five years ago, and some of the most important of these are described in the new pamphlet. There are also contained in it the new prize offers to be made by the Bureau when requested by cities initiating the plan. The prizes hitherto given by the Bureau were in nearly all cases money awards. Now there is a choice offered of medals, banners, pins or money.

The twenty-four page booklet is illustrated with pictures taken at the finals of one of two contests in large cities and with facsimile repro-

ductions of the medals, banners and pins the Bureau is ready to give. It contains an introduction on the purpose and scope of the music-memory contest, designed to “sell” the idea to those as yet unfamiliar with it. There is also an appendix giving a list of the one hundred selections most frequently used in previous contests and a supplementary list of desirable material, a list of leaders in music education, a list of the cities which have held one or more contests as annual events, and a collection of statements by prominent music supervisors and others on the value of the contest.

LIVE SONG IN “SNAPSHOTS”

One of the outstanding numbers in the new musical show, “Snapshots of 1921,” is called “Ivory Girlie Wants to Be a Sally.” The song is published by M. Witmark & Sons, and from present indications is recognized as one of the feature Sommer novelties.

NEW QUARTERS FOR JACK MILLS, INC.

Jack Mills, Inc. has taken over the entire building at 152 West Forty-fifth street. Alterations are now being made and the firm will occupy the second floor of the structure, greatly increasing the present floor space.

Leo Feist, Inc. recently released two new fox-trots. They are entitled “Sweetheart” and “One Kiss.” The usual Feist campaign is being placed behind the numbers.

A PRACTICE NOT APPROVED

Changing Orchestration to Suit Particular Fancies Not Favored by Publishers

There is quite a little agitation in publishing circles to do away with all special orchestras and carry out a plan to persuade orchestras to render numbers as they are written in the original orchestration. At the present time the publishers often prepare special orchestration for particular organizations and, in addition, many of these orchestra leaders rearrange these, or the originals, to what they term is the special needs of their instruments.

This often results in the rendering of a very good dance, but which does anything but “put over” the melody of the number so that the audience can carry something substantial away. The publishers state that many such “plugs” often injure the exploitation of songs



Extraordinary!

“Kitten on the Keys”

Big Feature on Brunswick Record No. 2825 A NOW READY FOR PIANO SOLD

We are the exclusive publishers of Zez Confrey's Piano Solos.

JACK MILLS, Inc., Music Publishers
152-154 W. 45th Street New York City

TWO NEW WITMARK WORLD BEATERS

JABBERWOCKY

FANCIES

THE FOX TROT ECCENTRIC
by **KENDIS and BROCKMAN**
WRITERS OF “MY FOREVER BLOWING PURMLES, COLETTA GATE” etc.
AND BROWN, EASTWOOD AND WESLYN

THE FOX TROT BEAUTIFUL
LYRIC BY **FLETA JAN BROWN**
MUSIC BY **HERBERT SPENCER**
WRITERS OF “UNDERNIGHT THE STARS” etc.

M. WITMARK & SONS - NEW YORK

A RECORD TO BE PROUD OF

MECHANICAL RELEASES OF THE BIG HITS

CROONING

Aeolian
Ampico
Bennett & White
Berliner
Brunswick
Clark Orchestra
Columbia
Columbia Roll
Cannorized
Edison
Emerson
Federal
Filmusic

Grey Gull
International
Kimball
Link
Melodee
Melodisc
Mills
National Music Roll
National Piano
Okeh
Otto Higel
Pathé Frères

Phonolamp
Pianostyle
Q R S
Republic
Rivoli
Rose Valley
Standard
Starr (Gennett)
U. S. Music Co.
Victor
Vocalstyle
Wurlitzer

37

WYOMING

Aeolian
Ampico
Arto
Bennett & White
Berliner
Brunswick
Clark Orchestra
Columbia
Columbia Roll
Cannorized
Edison
Emerson
Filmusic

Grey Gull
International
Kimball
Link
Melodee
Mills
National Music Roll
National Piano
Odeon
Okeh
Otto Higel
Pathé Frères
Phonolamp

Pianostyle
Q R S
Republic
Rose Valley
Standard
Starr (Gennett)
U. S. Music Co.
Victor
Vocalstyle
Wette & Sons
Wurlitzer

37

M. WITMARK & SONS, Publishers

New York City

ENRICO CARUSO DIES IN ITALY

Famous Tenor Succumbs After Operation in Naples—Was for Many Years One of Most Popular of Opera Stars—His Victor Records Played a Big Part in Winning Popularity

The talking machine trade was shocked to learn of the death of Enrico Caruso, the world-famous tenor, in Naples, Italy, on August 2. Caruso had left the United States in the Spring for his native country in order to recuperate from the effects of his severe illness in New York last Winter. For a time it was reported that he was rapidly regaining his health, but very recently an abscess was discovered below the singer's diaphragm and an operation for the removal of the abscess was followed by peritonitis.

Caruso was forty-eight years old at the time of his death, having been born in Naples, the son of a mechanic, on February 25, 1873. The quality of his voice was recognized when he was a child and he sang in the church choir for many years. It was while he was serving in the Italian army that an officer who heard him singing took steps to have his voice properly trained. He made his opera debut in Naples in 1894 with indifferent success, but soon acquired the art of the stage and won popularity.

Caruso made his debut with the Metropolitan Opera House in 1903 and proved a sensation, his popularity among opera-goers never waning since that time. He was one of the first prominent opera singers to record for the talking machine, aligning himself with the Victor Co. It was through the medium of Victor records that Caruso's voice became familiar in millions of homes in the country, and the tenor, in the last few years, realized hundreds of thousands of dollars in royalties from those same records.

The passing of Caruso represents a great loss in the field of the opera, for, although there have

been many claims made for other tenors, there was never any question of Caruso's standing with the opera and music-loving public.



Enrico Caruso

CARUSO'S GOLDEN VOICE PRESERVED FOR POSTERITY

C. G. Child, of Victor Co., Supplies Newspapers With Interesting Information Regarding Caruso's Records and His Recording Experiences—His Master Records Imperishable

Throughout the hundreds of stories appearing in the daily newspapers regarding Caruso's death and his public career there was continued emphasis placed upon the fact that although the great tenor was dead his voice was preserved for all time on talking machine records.

The majority of the leading New York newspapers, in their issues of August 4, pub-

The prominent position occupied by Caruso was strongly emphasized in the elaborate obituary articles which appeared in the newspapers throughout the country, the majority of them giving several pages to the story of Caruso's career and paying tribute to the great singer's ability, emphasizing particularly the fact that the singer's voice has been perpetuated through the medium of the many superb talking machine records which he made.

As Arthur Brisbane said editorially in his column in the Hearst papers:

"It is our loss, but their gain. And the loss is less because Caruso has left his genius and his voice to sing for us. Sentiment and sound written in wax and in steel to last forever. His voice will be heard a thousand years after all our voices shall have been silenced forever. That is close to immortality."

Dealers in Victor records were quick to pay homage to the memory of the great artist who had contributed so much toward placing the talking machine record on a high plane. A number of talking machine houses carried special memorial announcements in the daily newspapers, and a great percentage of them arranged memorial window displays with large pictures of Caruso appropriately draped with crepe as a centerpiece in most cases.

lished long articles running well over a column, each devoted to the story of Caruso's records and his recording experiences, the articles being based upon a formal and authoritative statement issued by Calvin G. Child, director of the recording laboratories of the Victor Talking Machine Co., and a warm personal friend of Caruso. One

(Continued on page 134)



ALL NEW YORK IS DANCING AND SINGING

BRAZIL

SPANISH FOX-TROT SONG

REED MUSIC CO. 1639 BROADWAY, *New York City*

Edison Record No. 50794

Pathe Record No. 22485

CARUSO'S VOICE FOR POSTERITY (Continued from page 133)

of the best of the many articles appearing in the New York newspapers read as follows:

"The voice of Caruso in all his greatest roles is preserved intact for the ages as long as nations wish to study his marvelous technique and to compare his tonal beauty with that of other great tenors yet to come, or as long as the public wishes to hear the arias of the greatest singer of his time.

"The voice of the great Mario was stifled with his death, but the voice of Caruso is recorded in about 200 songs, arias, hymns and duets, in metal matrices that are virtually imperishable. Millions more of phonographic records may be added to the several millions already in existence without any deterioration in the metal discs that first took the impression of the 'golden voice.'

"For twenty years Caruso had been making records in this country and in Europe, and his total income from this source alone since 1906 is estimated by experts at about \$1,500,000. The largest sale of his records was in the last two

years and his yearly income from royalties was said to be more than \$150,000.

"About 162 records of Caruso's already are in the catalog of the Victor Talking Machine Co., for whom Caruso made records exclusively for about eighteen years, and it was learned that between twenty and thirty have not yet been released. These were made at the recording laboratories of the company in Camden, N. J. in June and September, 1920.

Caruso's Heirs to Get Royalties

"The contract under which Caruso was making records was made in 1911 and was to have run until 1935. Under its terms Caruso was to have a guarantee of a certain amount of royalties each year—it never went under the guarantee and some years nearly doubled it—and his heirs were to receive the same royalties on the records after his death and just as long as Caruso records were made. This royalty was 10 per cent of the catalog or selling price of each record.

"Caruso's first records for this country were made in 1902, the year before he joined the Metropolitan Opera Co. They were taken by the Gramophone Co. in London, which at that time had a working agreement with the Victor Co. C. G. Child, director of the recording laboratories of the Victor Co., met Caruso that year in Europe, but it was not until 1903 that an arrangement was made for him to make records in this country for Victor dealers.

"For these first years he worked on a cash basis for each record—how much has not been disclosed—but Mr. Child said to the writer that when he reported this arrangement to his company some of the officials told him that it would ruin the company. This arrangement was continued for about two years and then a new contract was drawn which provided for royalties. It was the custom to run this contract for five-year periods until 1911, when Caruso informed the company that he desired to make a life contract. Twenty-five years was the period finally decided upon.

"In a formal statement to the press Mr. Child told of the great work of Caruso as a recorder of his voice and was loath to talk of the records because he feared that the public might believe he was 'trying to exploit the calamity of our beloved friend.' This feeling of delicacy has been so widely expressed among the officials of the company that there has been discussion of withholding a record listed for October sale.

Records Are Imperishable

"The requests have been many that we should make some statement as to the records of Caruso's voice, their possible life and selections yet unlisted," said Mr. Child in his formal statement. "We had thought to evade replies to inquiries of this nature, as we did not wish any one to think we were commercializing Caruso's death, but it is the general opinion and expression of those with whom we have talked that the records of Caruso's voice are for the world in general and their future is of interest to every one who knew or had heard him.

"Records which have been made are preserved in such a way that they can be landed on from generation to generation without loss or deterioration. The master matrices are cared for in such a way that there is absolutely no loss or change and new records can be made from these indefinitely for all time.

"Furthermore, there are between twenty and twenty-five Caruso records which the public has never heard, but which it will hear in due time. The last two made were sacred songs—"Domine Deus" and "Agnus Dei." The former is on sale, the latter is not.

"As to the new selections," said Mr. Child, "Caruso was with us several days a year ago last June and again in September after his Summer rest. He made a great many records which have not yet been listed, and which, out of respect to our dear friend, will be held back for a little time before issuing. In one of our last interviews with Caruso we went over this list of records quite carefully with him. I asked him to express his preference for the order in which they should appear. At first he wanted us to use our own judgment, but I persuaded him that

I would like to have his expression of the order in which the selections were to be presented to the public, and he then went over the list, marking them as he would like to have them appear."

"The June record—"Messe Solennelle-Domine Deus"—was sung from a manuscript by Rossini, which Caruso found in Italy at his last visit there and was chosen by him as a "Thanks to God" for what we believed at that time was his recovery. The records which will follow in later issues will be in the order chosen by Caruso himself for their appearance."

"One of these new pieces from Caruso was Salvatore Rosa, a canzonetta, written originally for the violin and piano. Caruso himself wrote the words of a Neapolitan song to go with this music. Among the other preserved pieces are some of Caruso's best work and the experts who record the human voice believe that he did his best work in the last few years.

"Caruso was enthusiastic about his records and worked at them with infinite care. He prepared his work in advance, and then spent hours going over the records, and his ear and judgment were so marvelously fine that he would pick a flaw where the experts could discern nothing but perfection. Sometimes he would insist on making a record over again, and this making of records was harder work than in the opera because there was none of the magnetic influence of the audience.

"When an artist makes a mistake on the stage," Caruso was reported as saying, "he can make a gesture of displeasure or glance angrily at the conductor, but not for this machine. It records only the human voice, and all must be perfect."

"Pressed for some opinion as to what he believed was Caruso's greatest record, Mr. Child reluctantly expressed the opinion that the best was Handel's "Largo." "That was the greatest ever made, and will be a singing lesson for generations to come," said Mr. Child.

"Speaking of the great affection felt for Caruso by all his associates, and particularly young singers, to whom he was especially kind, Mr. Child related a story told him by Geraldine Farrar. Mme. Farrar had never heard Caruso sing before her first performance with him at Monte Carlo, and she was so enthralled by Caruso's notes that she remained transfixed when it was time for her to move to the center of the stage. Caruso whispered to her the first few words of her lines and added "Go ahead, now; you're all right." He knew all his operas.

"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 De Music Come Out

May we send you our handsome illustrated catalog check full of information concerning the wonderful construction system of Magnola and the beauty 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 Office: 111 MILWAUKEE AVENUE, CHICAGO
Branches: Wholesale Grand 1325 CANAL ST. ATLANTA, GA.

The United States Government

Urges Business Men to Action

"Get Busy" is the substance of the word sent out to Nation's Bankers and Merchants.

Get Busy!

That's the Story

If we do we'll have a good Fall Trade. The contemplated tariff changes will make Musical Instruments higher—another reason to

Get Busy!

You Will **Be Busy** If You Sell Such Lines As

Duss Band Harmonicas
Lester & Monarch Accordeons

S. S. Stewart
UKULELES
MANOOLINS
BANJO UKULELES
BANJO MANOOLINS
TENOR BANJOS
GUITARS

Abbott SAXOPHONES
(BAND INSTRUMENTS)

TRUMPETS, BUGLES
S. S. STEWART ORUMS and

DURRO
VIOLINS
BOWS
STRINGS (The String That Reaches Round the World)

Write For Our Up-to-the-Minute Prices



Buegeleisen & Jacobson
5-7-9 Union Square
New York

This Remarkable Service Is Unique You Can't Get Its Benefits— In Any Other Way!

When you think of advertising service, your thoughts naturally turn to the mats, electros and copy furnished by manufacturers whose instruments you handle.

* * *

This is one kind of good advertising—it sells the products of a specific manufacturer. *But this advertising does not sell your store.* That is the other half, and a very vital half, of your advertising.

* * *

THE TALKING MACHINE WORLD SERVICE is, in reality, a sales promotion service for *your store* with particular emphasis on the economy side. For instance:

* * *

. . . You couldn't afford to appropriate a thousand dollars a month for art work in your advertisements. We can give you the exclusive use in your city of art work worth this amount, which is the handiwork of many of New York's greatest commercial artists. Moreover, we can give you the benefit of these drawings for a few dollars a month instead of a few thousand per month.

* * *

. . . You can't afford to retain a half dozen brilliant men with practical advertising and merchandising experience in the talking machine field at a salary of from \$6,000 to \$10,000 each. We can afford to retain such a staff and give you the benefit of their copy and merchandising suggestions at a cost to you of only a few dollars each month. You probably will not, inasmuch as you cannot employ such a group of specialists, conceive of the ingenious *campaigns* which are now a permanent feature of our Service. Each month we give you a completely co-ordinated sales promotion campaign, every item of which links up with, and thereby increases the effect of, every other item. In each campaign we include copy for your newspaper and other forms of advertising, window display, sales letters and merchandising ideas.

In addition to the staff engaged in the production end of our Service, we have a corps of representatives which extends throughout the entire country and in several foreign points. In other words, we have, as an avenue for securing new ideas which have been tested, the entire resources of The Talking Machine World under whose auspices we operate.

Our Service tells the good points of the merchandise you have for sale, but more particularly convinces the people of your city why they should buy from you rather than from some other dealers who sell competing (or perhaps identical) lines of merchandise.

* * *

The style adopted for our Service is not hackneyed. Every month it has a new, fresh, appealing slant. Personality and individuality will most certainly accrue to your store if you use it, and public attention will focus on your establishment.

* * *

This Service is now being used by many of the foremost concerns of the country, because it fills a well-defined need in a resultful and economical manner. You need it, too, and you will find it most valuable to your increased growth and prosperity.

* * *

Without obligation to you, ask us to send you selected portions of the latest issue of our Service. Study it critically. You will find that we can give you what you have been looking for, and what you have not been getting and will not be able to get from any other source.

IT WILL PROFIT YOU TO FIND OUT JUST WHAT WE MEAN AND HOW TRULY WE MEAN IT.

TALKING MACHINE WORLD SERVICE

373 Fourth Avenue, New York

SEES BETTER TIMES AT HAND

Tom Griffith, of the Udell Works, Gives Reasons Why Optimism Should Prevail

Tom Griffith, of the Udell Works, Indianapolis, Ind., is a man well known to the members of the music industry. His familiarity with the facts and conditions in the music industry of the country are at all times valuable, as the Udell sphere of activities spreads not only over talking machine record cabinets, music roll cabinets, talking machine cases, etc., but into the furniture field proper. In a recent interview published in the official organ of the Indianapolis Chamber of Commerce Mr. Griffith said:

"That the business machinery of the country is rapidly becoming energized was demonstrated without a doubt by the buying at the Grand Rapids and Chicago markets last month. These two were truly stabilizing markets. Dealers and manufacturers agreed that liquidation was over. Furniture prices have reached rock bottom. In many cases goods were sold to dealers at the low actual production costs. Retailers cannot expect lower prices.

"On the other hand, it is equally true that conditions point to a rapidly quickening demand which will soon overtake the demoralized production of furniture in this country and soon lead to a condition where it will be hard to get goods. There isn't a factory in the country with a surplus on hand. You may find here and there some factories with talking machine cabinets or special lines of one kind or another, where they have stock on hand, but as a general condition the manufacturers have been unwilling to work very far ahead of their actual orders.

"Retail dealers at the shows report a good six months' business. There was hardly one who did not say that his business up until July was far ahead of what he actually thought it would be. They have been buying from hand to mouth, however, and they must speak their purchases for Fall and Winter trade. Many of the dealers went into the market and bought in large quantities. Some of these said that they could foresee a shortage in two or three months. Others bought for only thirty to sixty days' needs."

BOOKLETS AS SOUVENIRS

CLEVELAND, O., July 11.—The Harter School Supply Co., progressive Columbia dealer in this city, distributed useful pocket booklets at the recent convention of the National Education Association, held at Cedar Point. These booklets were printed on serviceable paper and the cover carried an embossed design that aided considerably to its individuality.

BRUNSWICK NEW YORK ACTIVITIES

Many New Brunswick Accounts Opened in Metropolitan Territory—Dealers Report Satisfactory Summer Business

E. A. Strauss, phonograph sales manager of the New York office of the Brunswick-Balke-Clendenen Co., states that the sales of Brunswick records and machines during July were very satisfactory throughout the East. A special campaign has been inaugurated in Long Island with the result that six new Brunswick dealers have been established in this territory.

The New York office of the Brunswick Co. has donated a suitable prize to be awarded to the lady winning the 100-yard dash at the Talking Machine Men, Inc., picnic, to be held on Wednesday, August 17. Mr. Strauss states that since the ladies are largely responsible for the success of the phonograph dealer he decided to fittingly recognize their supremacy.

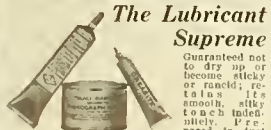
Chester A. Abelowitz, metropolitan representative of the Brunswick Co., has had a very successful Summer. He has been very busy making preparations to close up as many details of his work as possible, so that he will be able to get away and take a well-earned vacation.

A live account recently established by Mr. Abelowitz in New York City is the West Farms Music Shop, at 180th street and Mohegan avenue. A complete line of Brunswick phonographs and records will be carried and, with the new modern equipment installed, this dealer promises to become one of the representative Brunswick accounts in New York.

Several new desirable Brunswick dealers have recently been established, among the latest being Jos. H. Bryant, 861 Eighth avenue, one of the best-known talking machine dealers in New York City. Mr. Bryant is taking on the complete Brunswick line, after a thorough study of the demand in his community.

Another active Brunswick dealer recently opened is the Brunswick Shop, at Portchester, N. Y. This is the outgrowth of a small business started by Mr. Huel, the proprietor, about three years ago. At that time he purchased a small shipment of Brunswick phonographs which he sold from a demonstrating room fitted up in his own private residence. In less than a few years this business grew to such proportions that Mr. Huel recently purchased a very fine building on the main street of the town, installing an up-to-date Brunswick shop on the first floor, which has been attractively decorated and arranged. The Brunswick Co. is very enthusiastic regarding Mr. Huel's success with the Brunswick line and the New York branch is being congratulated on the establishment of such a progressive dealer.

"BLACK DIAMOND" GRAPHITE Spring Lubricant



Guaranteed not to dry up or become sticky or rancid; retails in 1/2, 1, 2, 3, 4, 5, 6, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.
North Side, Pittsburgh, Pa.
Manufacturers' Representatives
LOUIS A. SCHWARTZ, INC.
155 Broadway, New York City
21 East Van Buren St., Chicago, Ill.
315 Forsyth Bldg., Atlanta, Ga.
FOR SALE BY ALL LEADING JOBBERS

MUSIC FIRM BREAKS PARTNERSHIP

Business of J. W. Hughes & Son, of Millville, to Be Conducted by Senior Partner

The firm of J. W. Hughes & Son, which has been conducting a music store in Millville, N. J., for some time past and has recently been located in the Masonic Building, has been dissolved and the business will in the future be conducted alone by J. Wesley Hughes, the senior member of the firm.

Mr. Hughes is recognized in South Jersey as one of the leaders in the musical world in his line, and has built a flourishing business, which is steadily increasing, through fair dealing and up-to-date energetic methods of merchandising.

Pianos, players and talking machines are handled by Mr. Hughes, who is also a composer of no mean ability. His beautiful anthems have been sung on special occasions by some of the leading church choirs.

TO LOCATE IN PHILADELPHIA

Percy Trilnick, after a month's trip among dealers in Eastern Pennsylvania, returned to Norfolk recently and after a day at the Granby factory left for Philadelphia, which he will make his headquarters. Mr. Trilnick, while in York, Pa., assisted in establishing a new chapter of the Kiwanis, of which he is a member.

The Mazy store in Oakland, Cal., is now handling the Victor line exclusively.

STONE ARMS for Portable Machines
STONE ARMS for Medium Priced Machines
STONE ARMS for High Grade Machines

Quantity prices from \$2 up, including sound box

Will make specially designed tone arm
and sound box if quantity warrants

Let us know your requirements and we will quote you prices

The William Phillips Phono Parts Corp.

145 West Forty-fifth Street

New York City

NEW POSTS FOR WILLIAM MAXWELL AND A. H. CURRY

William Maxwell Becomes Director of Thos. A. Edison, Inc., With Title of First Vice-president, and A. H. Curry Becomes Vice-president, in Charge of Phonograph Merchandising

Announcement was made last week by the directors of Thos. A. Edison, Inc., that William Maxwell had been elected to the directorate of that company, with the title of first vice-president. At the same time Mr. Maxwell, in a



William Maxwell

letter to the trade, announced the election of A. H. Curry to the office of vice-president, in charge of phonograph merchandising. An engraved card, dated July 22, conveyed the news of Mr. Maxwell's promotion and Mr. Curry's election was announced in the following words: "Edison Jobbers and Dealers:

"Effective August 1, 1921, A. H. Curry becomes vice-president, in charge of phonograph merchandising. All jobbers and practically all dealers know of the great success which Mr.

Curry has made as a distributor of Edison goods at Dallas, Tex. We feel that in securing Mr. Curry's services we have made a great forward step in perfecting an organization that is capable of doing entire justice to Mr. Edison's favorite invention and realizing its full commercial possibilities. While Mr. Curry will have complete charge of our phonograph merchandising I shall retain an undiminished interest therein. Mr. Curry will continue the operation of his Edison jobbing business at Dallas.

"Yours faithfully,
"W. MAXWELL, Vice-president."

A. H. Curry assumed his duties on August 1. He is a Southerner and has had a lengthy and varied experience in the phonograph field. In 1905 he became an Edison retail dealer in Corpus Christi, Tex. Three years later he became a traveling representative for Thos. A. Edison, Inc.; some time after that wholesale manager for a well-known firm of El Paso, Tex., and in 1914 organized the Texas-Oklahoma Phonograph Co. Ever since then he has served as the head of this prominent and successful Edison jobbing enterprise. This concern was originally located in Fort Worth, but following its rapid growth was later moved to Dallas, Tex. Mr. Curry also owns the Edison Shop, of Dallas, which, according to the Dallas Morning News, holds the distinction of being the first exclusive phonograph store in that city.

For the past two years Mr. Curry has been chairman of the standards of practice committee of the National Association of Edison Jobbers. This committee's purpose is to collaborate with the Edison Laboratories in formulating Edison policies. As its chairman Mr. Curry has rendered distinguished services.

Mr. Curry has also been an active figure in the Music Dealers' Association of Dallas and his accession to the new post at Orange has been

received with great enthusiasm by his host of friends in the home city and State. He will continue to hold his interests in the phonograph field in Texas, although the major part of the work in connection with these interests will be left in the hands of his capable associates.

William Maxwell has been associated with the Edison institution for some eleven years. He originally joined the company in the capacity of director of sales promotion and at the start devoted much of his time to the motion picture end of the Edison industries. From 1915 on his



A. H. Curry

efforts centered largely on the phonograph division, of which he became the managing director. Since that time he has won a position of such prominence in the phonograph field as to make a recounting of his activities unnecessary. His election to the directorate of Thos. A. Edison, Inc., and to the office of first vice-president is another step forward in his steadily successful career.

The people who are hollering about poor business cancelled their advertising contracts ninety days ago.



The Response to Our First Advertisement in this Paper Was So Tremendous that We Have Actually Been Carried Off Our Feet

The result is that we are going to give you the benefit of our vast experience in these lines and give you fair warning that YOU PLACE YOUR STOCK ORDERS NOW if you want to get AMORITA in your warerooms for the Holiday Trade.

Amorita shimmies and shakes her hips at the same time and never gets out of order. Amorita is a doll and the mechanism is not visible

Amorita is made in 9-inch and 13-inch sizes and retails for \$2.50 and \$3.50 respectively. Write your nearest jobber or direct to us

DANCING DOLL CO., INC.

115 E. 18th St.

Phone: 2293 } Stuyvesant
9055 }

New York City



Model B

Retail Price
\$22.50

One Size
One Price
Plays All Records



The Robinson PHONOGRAPH

Made in California under ideal conditions, where every element is favorable to perfect construction. Here have gathered together the men and women representing the highest of culture in music, art, literature and the drama. They are active in making this section famous in artistic productions. The Robinson Phonograph is the outcome of earnest research and experiments by experts in phonographic work. By turning out the machines in large volume, the price has been placed at a figure where dealers can use it as a leader, a specialty, to bring in new trade, new customers, increase the sale of records, merchandise, etc. The fact is, the machine could easily be sold at retail for \$35.00, because of its quality, tone and appearance, but the price of \$22.50 has been decided upon for good business reasons.

DEALERS: TEST IT IN YOUR OWN SHOPS. RETURN IF NOT SATISFIED

Every Dealer Knows that literally hundreds of buyers exist in every neighborhood for a small, high grade, reliable Phonograph. The Robinson is made to meet this demand and the price we have set will move the machines in rapid order. Volume of sales follows even a small effort by the dealer. Every Robinson sold—sells another.

ORDER AS FOLLOWS:

ROBINSON PHONOGRAPH CORPORATION
2702-12 South Alameda Street
LOS ANGELES, CALIF.

Please ship at once one sample Phonograph, Model B, in _____ finish, for experimental purposes, for which we enclose \$16.00. It is understood that if we are not fully satisfied with this Phonograph, after five days' test, it may be returned at your expense and money refunded.

Signed _____

Shipped by _____

ANNOUNCING THE

Robinson

PHONOGRAPH

"THE IDEAL SIZE FOR THE MILLIONS"

Supplying the insistent and ever increasing demand for an artistic, sweet-toned, thoroughly reliable small phonograph

The Robinson Phonograph is not an assembled machine; it is all made under one roof, in a factory noted for its fine cabinet work and mechanical perfection.

The "Oxford" Tone-Arm, and Reproducer, are our patents, made in our own factories; the motor is of the highest type, strong and reliable; the cabinet work is beautiful and made of genuine mahogany, or solid oak, finished as follows:

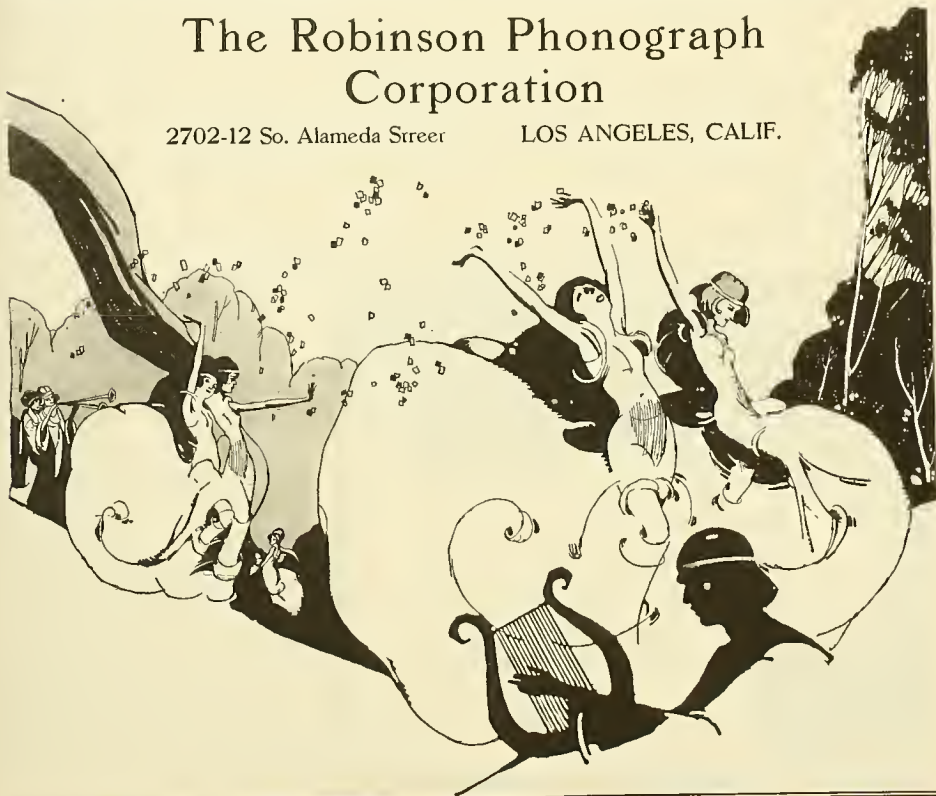
Dark Mahogany, Red Mahogany, Walnut Finish Mahogany, Golden Oak, and Fumed Oak. Model B, the popular size, measures 18 x 20½, height 11½, inches.

Dealer connections are being made in all parts of the United States and Canada. Quantity and quality production is guaranteed—dealers are fully protected by liberal terms; see sample order on opposite page. Dealer helps, window displays, advertising matter furnished to help sales. Send for sample and information. See coupon.

The Robinson Phonograph Corporation

2702-12 So. Alameda Street

LOS ANGELES, CALIF.



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!



BUFFALO DEALERS MAKE SALES IN COUNTRY DISTRICTS

City Business Is Dull—Passing of Caruso Regretted—Good Brunswick Sales—Outing of Victor Dealers a Great Success—New Store in Auburn—Markson Bros. Opening in Syracuse—Other News

BUFFALO, N. Y., AUGUST 5. VARIOUS SEASONS, an unusual spell of extremely warm weather and the general business depression have combined to make the talking machine trade rather dull in Buffalo for the present, but the dealers, for the most part, are distinctly optimistic regarding the future, for some of the plants which were closed in this city have reopened, taking on hundreds of men. Construction is also giving employment to many who were out of work, and the indications generally are that the Fall will see business conditions considerably improved. Collections are fair, and many of the dealers report that they are improving.

Many dealers are working the country districts for business and report that they are making many sales. Some of the dealers have hit upon the scheme of having their crews of salesmen working in the country hold community concerts at various farmhouses. These concerts attract many prospects and end in numerous sales.

With Enrico Caruso, the golden-voiced, who had countless friends and admirers in Buffalo, dead, dealers are experiencing an augmented demand for his records. The public, realizing that his voice is preserved forever on the records of the talking machine, are flocking to buy his

numbers. Once before, when Caruso was very low during his illness in the Winter, and it seemed that he could not possibly survive, there was an extra large demand for his records here. He had many friends in Buffalo and had made a number of visits here. His secretary, Bruno Zonta, was married here a short time ago to Nina Morgani, the grand opera singer, whose family lives in Buffalo.

Buffalo was well represented at the convention of the National Association of Talking Machine Jockeys at Colorado Springs. Among those who made the trip from here were V. W. Alford and O. L. Neal, of the Buffalo Talking Machine Co., and Curtis W. Andrews and Mrs. Andrews. They report they had a splendid time.

H. J. Hermandorfer, superintendent of the Brunswick branch here, reports an extra large business in the Brunswick 105. "We are selling our shipments of them faster than they arrive," he said. "They are meeting with a big popular demand." Mr. Hermandorfer also reports a very nice record business during the last month. Among the popular numbers are "Unfil" and "Dream" by Theo Karl; "Ain't We Got Fun?" and "Mello Cello" "Peggy O'Neil" is another favorite

Photographs have been received in the Buffalo offices of the attractive widows of Grafonola Week at Markson Bros., Syracuse, N. Y. These have Columbia dealers reported the week very much of a success.

D. A. Little and Charles E. Dickinson, Jr., have opened the Colonial Music Shops, Inc., at Auburn, N. Y. This is one of the most beautiful exclusive Grafonola shops in the State.

Her many friends are extending their congratulations to Mrs. Alvira Stinson, of the Columbia record department, who recently became Mrs. Emil Nieb. She will continue her activities with the Columbia Co.

Merchandise Manager Horn, of the Columbia Pittsburgh branch, was a recent visitor at the Buffalo branch. Other visitors included Robert Mann, of Warsaw; Mr. Martin, of Fredonia; Mr. Goldstein, of Niagara Falls, and Mr. Seel, of Jamestown.

Local Victor dealers are still talking of the success of the outing of the Talking Machine Dealers' Association of Buffalo, held on the grounds of the Automobile Club at Clarence last month. The picnic was in the nature of a family affair. Business discussions and business troubles were barred, and the members of the party devoted themselves in the afternoon to watching or participating in the various sports, including an exciting baseball game, won by the "Whirlwinds" from the "Slowdancys" by a score of 13 to 12. In the evening an elaborate chicken dinner was served, followed by dancing to the accompaniment of Victrola music. V. D. Moody, of the Buffalo Talking Machine Co., and C. N. Andrews represented the wholesalers at the outing. C. E. Sigismund was chairman of the outing committee and was highly complimented on the success of the program.

POETICAL TRIBUTE TO WERRENRATH

An admirer of Reinahl Werrenrath, the genial lecturer, whose Victor records are so extremely popular, has been so fascinated with the poetic value of his name that he has put his pen to paper and evolved the following Homeric hymn which reads:

Reinahl's home and Reinahl's fame are known in every town;
Everywhere over there, in countries of renown,
In England and in France, and back again in U. S. A.

No wonder they can't get enough—they listen night and day,
Around this big, broad country, when they want a holiday,
"Let's hustle on to the big machine," you'll hear the people

say,
"Doggone, that low can sing a tune; get a record, let 'er play!"

Wesley's known for lovely tone and many other glories,
Everyone gets some fun from his records, songs or stories,
Round the stage or freely open-mouthed they'd sit,
Recalling old familiar songs in which he's made a hit.

English hours or Irish croons, 'bout a Hebrew seaver,
"Nancy's Aislerer," "Dana," "Homeing," "Furry-Wesley,"
"Danny Decker,"

Raynard Kipling's horn his special (he does others quite as well),
All sorts of songs and ballads seem to fall beneath his spell
There's been "Klunk Lark" and "Tommy Lark," "The
Ringers," "Sundin" Through!"

He can sing "your own selection" for the great wide world
and you!

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.



REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

ANENT TOOLS FOR REPAIR WORK

Baltimore, Md., July 25, 1921.

A. H. Dodin, care The Talking Machine World—Will you please inform me through The Talking Machine World if there is a tool made to tighten the ring in the upper part of the Edison reproducer as used on the D. D. machines? Also is there a special screwdriver made for the large screw on this reproducer, as same sets in such out-of-the-way place? What are the best pliers to use to take a broken spring from motor harness?

Answer: A tool for tightening the clamp ring for holding the diaphragm in place in the Edison disc sound box is very easily made by cutting a piece of steel the proper length to fit into the slots in the clamp ring (be careful to not have it so long that its end will touch the thread in the sound box head). Then cut a half circle, of the proper size, out of the steel at a point just above the center of the diaphragm. This will prevent the tool from striking the diamond point setting. Tool can be made about three to four inches wide, according to the idea of the user.

As to a tool for use on the screw holding the swivel hinge setting, one can be made from the proper width screwdriver. Heat the end until soft, place in vise and bend over at right angles, leaving the bend about three-eighths of an inch from the point, then retemper the point.

Tools of this kind, while used in the factory, are not sold. A good tool for removing broken springs from cages has only lately appeared on the market and can be purchased at a cost of about \$5. This is nothing more or less than a hand vise, only that in place of the vise jaws



On the VICTOR

On the COLUMBIA

SUPERIOR UNIVERSAL REPRODUCER

Can Mellowen, 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 \$4.95—Gold \$5.95
Retail \$6.50 and \$8.50

Superior Reproducer with 21-CC Columbia Connection—Sample Prepaid to Dealer, Nickel \$4.95—Gold \$5.95
Retail \$7.00 and \$9.50

Superior Reproducer with 21-P Connection for O. S. Pathé—Sample Prepaid to Dealer, Nickel \$4.95—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

NEW VENEER PLANT IN OPERATION

Olympia Veneer Co.'s Plant Practically Completed—Operations Started July 5

OLYMPIA, WASH., August 5.—The new Olympia Veneer Co.'s plant in this city is rapidly nearing completion, according to Edward Westman, secretary-treasurer of the enterprise. The machinery has been installed and operations were started a few days ago. Birch, mahogany, walnut, maple and spruce will be used extensively. These are the woods used principally in the manufacture of piano and talking machine cabinets. The giant lathe which the firm has installed has a knife with a 100-inch capacity and the Hugo Proctor dryer consists of six sections, each thirteen feet long. It is expected that this concern will supply a large part of the fine veneer required by manufacturers in the Pacific Northwest.

two steel points are used; these points are pushed into the coils of the spring, the screw clamp turned up tight and the spring can be turned out of the cage with ease and safety. It is also a very convenient tool for use in putting in a new spring where the spring is coiled and held in place by a wire. The vise is clamped to the spring just in front of the end of the coil; the wire is then cut, and the end of the spring is left free, so that it can be hooked onto the cage rivet, and the spring, pushed into the cage, can then be released into position by merely unscrewing the vise clamp screw.

The partnership of the Ballinger-McNeill Co., music dealers of Oskaloosa, Iowa, has been dissolved and Ralph Ballinger has assumed charge. Mr. McNeill will remain with the firm as a member of the sales staff. A full line of pianos and talking machines is carried.



BLACK SWAN RECORDS FEATURE DOWN HOME BLUES



and Oh Daddy, No. 2010 Sung by Ethel Waters

→ THE BIGGEST HIT SINCE "CRAZY BLUES" ←

MORE GOOD BLACK SWAN RECORDS

No. 2009 {MACUSHLA MORNING } sung by Harry A. Delmore

No. 2012 {WITH THE COMING OF TOMORROW } sung by Miss Revella E. Hughes
{AH! WONDROUS MORN }

No. 2013 {WHO KNOWS SINCE YOU WENT AWAY } sung by J. Arthur Gaines

- 2011 I LIKE YOU "Because You Have Such Lovin' Ways" by Eddie Gray
- 10 in. 85c WHY DID YOU MAKE A PLAYTHING OF ME? by Eddie Gray
- 2007 I'M WILD ABOUT MOONSHINE.....by Creamer & Layton
- 10 in. 85c IT'S GETTIN' SO YOU CAN'T TRUST NOBODY...by Creamer & Layton
- 2004 BRIGHT EYES.....Black Swan Dance Orchestra
- 10 in. 85c MY MAMMY.....Sung by Juan Harrison
- 2002 FOR ALL ETERNITY.....by C. Carroll Clark
- 10 in. 85c DEAR LITTLE BOY OF MINE.....by C. Carroll Clark

- 2001 AT DAWNING.....by Revella E. Hughes
- 10 in. 85c I THANK GOD FOR A GARDEN.....by Revella E. Hughes
- 2005 I STRUT, MISS LIZZIE.....by Lela W'Hydy
- 10 in. 85c I HOME AGAIN BLUES.....by Lela W'Hydy
- 2003 I BLIND MAN'S BLUES.....by Katie Crispen
- 10 in. 85c I PLAY 'EM FOR MAMMA, SING 'EM FOR ME.....by Katie Crispen
- 2006 BY THE WATERS OF MINNETONKA.....by C. Carroll Clark
- 10 in. 85c I NODDY KNOWS DE TROUBLE I'VE SEEN.....by C. Carroll Clark

Dealers Wanted Everywhere. Wire or Write. Prompt Delivery Assured.

PACE PHONOGRAPH CORPORATION

257 W. 138th STREET NEW YORK, N. Y.

DETROIT BUSINESS SHOWS STEADY GROWTH THIS MONTH

Indications Point to Substantial Volume of Trade—Columbia Expansion—Why C. H. Grinnell Is Optimistic—Featuring the Vocalion—Planning for Music Week—Many New Stores Opened

DETROIT, Mich., August 9.—The way talking machine business jumped the first week in August has convinced some of the pessimistic dealers in the trade that they are in a very substantial industry. July was a quiet month, just as optimists expected. August is always a little hotter and it is being proven again this year. Dealers really could not expect much business during July, as this section experienced the warmest weather in its history. It started in early in the month and never let up. The temperature was above 90 most of the time, too hot to keep people home, hence no desire for music. August is different—already we have had four days of cool weather and each day talking machine dealers report a big jump in the sales of both machines and records. A number of dealers told the writer this week that their best days for business are when it is either cold or it rains—and we have had two days of rain since the first of the month.

Awake to Trade Possibilities

J. G. Megitt, Dealer Service supervisor of the Columbia Co., with local offices at 431 State street, is kept extremely busy. Columbia dealers have awakened fully to the great possibilities for increasing business, if they take advantage of the suggestions and the advice which comes from Mr. Megitt's department. The attractive window cards and various novelties are getting results wherever they are properly applied and dealers now realize that these are just the things that are needed to stimulate new buyers and increase sales. People pass by the stereotyped window or they pay no attention to the dealer who gets into the rut, but they do recognize the dealer who has attractive windows and who shows that he is progressive and live.

C. H. Grinnell Is Optimistic

C. H. Grinnell, manager of the Victor whole-

sale department of Grinnell Bros., returned last week from an extended trip, participating in the annual convention of the Talking Machine Jobbers' Association at Colorado Springs, Col., of which, by the way, he was honored by election to the executive committee. On his return home he spent a few days in Chicago on business. Mr. Grinnell is confident that we will have a very good Fall trade. He says that shipments have arrived of the new \$250 models and the new period designs and he expects to carry large stocks so that he can give the dealers prompt service. Mr. Grinnell has had a great deal of experience in salesmanship and he declares that the dealer who applies salesmanship methods to his business will be the one to prosper in the year to come.

Caruso's Death a Great Shock

The news of the death of Enrico Caruso came as a distinct shock not only to the talking machine dealers of Michigan, but to the thousands of music lovers who admired his art. The day following the announcement of his death quite a number of the dealers in the State came out with large advertisements lauding his death and calling attention to a dozen or more of his best records.

Interesting Chat With Sam Lind

Sam Lind, of the Lind & Marks Co., Acolian-Vocalion jobber in this city, was a recent visitor to New York to talk over matters for the coming year and at the same time to place a large order for both phonographs and records. Mr. Lind says his company has really been doing far better than he had expected for June and July. "We didn't figure on much business during those two months, yet we went far ahead of anticipations," he remarked. "We have not been going after business very hard because so many dealers have assured us that they will take

on the line just as soon as they have reduced their present talking machine stocks. In the face of conditions, however, we have added on dealers all over our territory and the best part of it is that in nearly every instance we have had some reorderers. Not only am I optimistic, but I sincerely believe we will have a bumper Fall business, and so will everybody in the talking machine business who has the right lines."

Some Good Vocalion Publicity

The John H. Kunsky chain of moving picture theatres in this city, in connection with the Ted Snyder Music Pub. Co., has been giving the Vocalion records some splendid publicity. The Snyder people have the rights to a song, "Little Girl," written by two Detroiters, and which, by the way, has been recorded for the Vocalion by the Henry This Detroit Ritz Orchestra, the sale of which has already exceeded 5,000 locally. At the Kunsky theatres they have been having a soloist sing this number and while the singing was going on the attention of the audience would be attracted to a shadow box, the outside of which contained an enlarged reproduction of a Vocalion record, which was kept revolving. The song not only has made a hit, but the Vocalion has been getting some excellent free advertising. The matter of exploitation was worked out between the local manager of the Snyder publishing firm and Sam Lind, of the Lind & Marks Co.

To Receive Stock From Chicago

Michigan dealers in Brunswick will hereafter get all of their phonograph and record shipments from the warehouse in Chicago, as the local warehouse has been abandoned. However, a sales office will be continued at the company's headquarters on Jefferson avenue, which will still be in charge of P. J. Gordon, who is at present on a two weeks' vacation in the East.

Alterations Near Completion

Alterations on the new Brunswick shop will be completed some time during the present month and when completed General Manager Quinn expects to introduce to Detroiters onc

JEWETT

*Immediate Sales and a Permanent, Profitable Business
This Is What the Jewett Means to You as a Dealer*

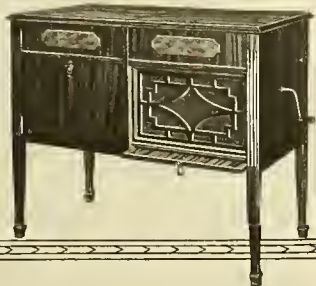
"HOW can I make sales TODAY?" is perhaps the thought uppermost in your mind this minute. Jewett dealers are making sales—plenty of them—because they have a line that is the most remarkable and outstanding value on the market today.

The Jewett combines an unusually rich and lifelike tone with a beautiful cabinet—the work of master craftsmen. *And the price is fully one-third less than that of similar quality phonographs.* That is why our dealers make immediate sales.

Never was a new phonograph launched with such strong financial backing and with a sales and manufacturing organization of such wide experience in the phonograph business. Among other influential men of large resources who are behind the Jewett are the three Jewett brothers, well known from their long connection with the Paige-Detroit Motor Car Company. Their experience, capital and sound merchandising methods are a guarantee of Jewett success and permanence.

The Jewett dealer will be given adequate advertising and sales assistance. We have an unusually liberal advertising policy and a co-operative financing plan. Write or wire today for our dealer proposition.

JEWETT PHONOGRAPH COMPANY
GENERAL SALES OFFICES: 958 PENOBSCOT BUILDING
DETROIT :-- :-- MICHIGAN



F. H. JEWETT
President



H. M. JEWETT
Vice-President



F. L. JEWETT
Treasurer

of the handsomest and best-equipped shops of its kind in the Middle West.

Emerson Distributors

R. K. Currie & Co. are the Detroit wholesale distributors now of Emerson records, having established offices at 417 West Fort street. He reports a very brisk trade.

Brooks Shop Opens

The Brooks Shop has opened for business at 1420 Farmer street, handling the Brooks phonograph, which is made in Michigan.

Dealers to Discuss Music Week

The Detroit Talking Machine Dealers' Association will probably open its Fall season with a meeting some time in September, at which time plans will be discussed for rendering co-operation to the committee appointed to plan Music Week, which starts October 16 in Michigan. Not only Detroit, but twelve other of the largest cities in Michigan, have selected this date to put on a Music Week. It looks as if it will be the biggest event musically that Michigan has ever had and it should mean a great deal to the

talking machine dealers in the particular towns. Robert Lawrence, of New York, and a staff of assistants will arrive in Detroit on September 1 and remain for six weeks to work out the various details.

Not With Brunswick Shop

In the July issue of *The World* it was stated that George Middleton, formerly associated with the Brunswick Shop, of this city, had rejoined the staff of this retail establishment. This was incorrect, as Mr. Middleton is not associated with the Brunswick Shop.

New Quarters for Jewett, Bigelow & Brooks

A. A. Fair, sales manager for the Jewett Phonograph Co., continues full of enthusiasm over the Jewett line, which is being constantly improved, both in design and workmanship. He states that new dealers have been added by the score in Michigan, Ohio and Indiana and that just as fast as he can get around to it other territories will be opened up. He states that not a day goes by that he doesn't receive inquiries from other sections showing the widespread in-

terest being manifested in the Jewett line. The phonograph division of Jewett, Bigelow & Brooks, conducted as the Jewett Phonograph Co., has moved to larger and better quarters on the ninth floor of the Penobscot Building, this city.

Joe Rogers, salesman for the J. L. Hudson Music Shop's Victrola department, has returned from an extended motor and fishing trip through Pennsylvania and West Virginia.

HAD INTERESTING EXPERIENCES

E. C. Howard, Granby sales manager, is back at his desk after a two weeks' vacation in Michigan, from which he has returned with many interesting fishing experiences. Mr. Howard triumphantly rode into Norfolk in a brand new car, which he purchased on his return trip. His experiences in driving his car from Kokomo, Ind., to Norfolk, Va., without a license of any kind would form the basis upon which one of the "best sellers" might be written.

WATCH STOCK REQUIREMENTS

Timely Letter Sent Out by Knickerbocker Talking Machine Co. Warning Dealers to Carefully Estimate Their Needs for Fall and Winter

That unless dealers carefully estimate the quantity of Victor merchandise needed for Fall business a scarcity of the same may again be experienced is brought out in a letter sent to Knickerbocker dealers by Abram Davega, vice-president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, who says:

"The time is now opportune to give careful thought and consideration to the conditions which exist to-day in your Victor business. In practically every holiday period for many years past there has always existed a shortage of Victor merchandise."

The letter continues to analyze conditions as they have been in the past and calls attention to the present-day conditions where many Victor retailers are buying from hand to mouth. Mr. Davega reports that a number of his dealers are proving that good business can be done during the Summer and that one metropolitan Victor retailer has doubled his business over that of last year. He states that the Knickerbocker Talking Machine Co. predicts that many dealers will find, when they close their year's business, that it has exceeded that of 1920, as with business conditions improving throughout the country and with a much better supply of both Victrolas and records he sees no reason why any Victor retailer cannot show a good increase in his business this year.

Mr. Davega suggests that the dealer figure out, in a conservative manner, the amount in dollars and cents of both Victrolas and records which were sold in the corresponding Fall and Winter of 1920 and to send in his order now, or, if the dealer is optimistic and figures on doing more business, it is suggested that he add to his order accordingly. In conclusion, he urges the co-operation of the dealer in letting the wholesaler know the needs of his trade, so that he in turn can base his orders accordingly with the factory and thus assure all of a plentiful supply of merchandise during the busy season ahead.

PIVOT SUSPENSION NOW USED

William Phillips, president of the William Phillips Phono Parts Co., New York City, manufacturer of tone arms and sound boxes, reports that his company has discontinued the use of the ball-bearing principle on tone arm No. 2. This model is now being made with a pivot suspension, which, Mr. Phillips claims, gives it a better hold and easier plan and eliminates the difficulties experienced through the ball-bearings wearing down and rattling. Mr. Phillips states that it will also be possible to sell the arm with the pivot suspension at a lower price.

*It's More Profitable
For the Dealer to Sell
Victor Products*

Their great superiority not only gives you every advantage in making sales—but with Victrolas and Victor Records so much better known and more highly regarded than the talking machine products of other makes, they are naturally in far greater demand than those of any other line.

*An Order Placed
With Grinnell's*

Write for list of records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not oblige you in the least—and you'll find it of definite value in making up your order.

—is one that you can depend upon being carefully filled and promptly shipped. As a matter of fact, never more than a few hours elapse between time order is received and goods go forward.

This definite rule, together with the varied and excellent shipping facilities at our command, and with our ever-ready stock, places at your disposal such service as will be found a real help in meeting the wants of your public—and in increasing your business.

No better time to take advantage of it than in the next Victrola and Record order you place.

Grinnell Bros

*Wholesale Distributors
of Victrolas and Records*

First and State Streets, Detroit



Charles Hackett's great tenor in "There's Sunlight in Your Eyes" will put sunshine into the hearts of all his hearers, and money into many a Columbia dealer's cash register. Columbia 79704.

Columbia Graphophone Co.
NEW YORK

HEAVY RECORD SALES ARE REPORTED IN MILWAUKEE

Coming of Cooler Weather Also Has Good Effect on Trade Generally—Getting the New Business Campaigns Under Way—Nearly a Hundred Dealers in the City—News of the Month

MILWAUKEE, Wis., August 12—Despite the adverse influence exerted upon retail business generally throughout June and July by a protracted spell of abnormally high temperatures, talking machine business has been good. With the torrid season temporarily relieved greater activity has become noticeable and most dealers in this city feel that they will be able to finish the Summer with a record as good as that of last year in respect to sales. Prospects for the Fall and holiday season appear bright and the outlook is one of the most encouraging features of the immediate situation.

The sale of records continued to hold the center of the stage among Milwaukee dealers in the last month, as far two or three months before that time. The demand has been relatively enormous and while the supply has been equal to all requirements dealers' stocks at this time are not above normal. In the case of the most popular numbers of the day the supply has been entirely too small and many dealers have been fighting to get even limited quantities of the best sellers.

Managers of factory branches, wholesalers, distributors and jobbers located in this city and generally covering the entire State of Wisconsin, as well as the Upper Peninsula of Michigan, express themselves as uniformly pleased over the condition of business with retailers in this territory. This feeling has been improved materially in the last week or ten days, since merchants have been turning their attention to the matter of fortifying themselves against the expected holiday demand. Many dealers are placing the good orders now in order that they will have the goods on their floor or records on their shelves when the active demand sets in, and not wait until the last minute to get under cover.

Badger Co. Shows Steady Gain

Samuel A. Goldsmith, vice president and sales manager of the Badger Talking Machine Co., Victor jobber, is one of the real optimists of the local trade and his cheerfulness over present and future conditions is well grounded. The Badger house has been able to not alone sustain last year's volume in the first seven months of 1921, but practically every month this year has shown a fair percentage of gain. Mr. Goldsmith is one of those keen business men whose foresight is

good, and while he does not set himself up as a prophet his views are eagerly sought. Thus when he says that he feels holiday business this year will be good a great deal of confidence is held by the dealer trade.

Brunswick Trade Expands

Brunswick record trade has been of exceptional proportions all of the past month, the dance numbers which are being featured by dealers having taken the people of this territory by storm. Especially those in the Summer colonies at the innumerable lakes near Milwaukee are boosting the Brunswick dance record to the skies and this undoubtedly will have a sustaining influence upon future business. Thos. I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., says business has been very satisfactory, in view of some of the acknowledged influences acting adversely upon general business, and he looks to see business grow better steadily from this time forward.

Sereneous Columbia Campaign

The strong campaign being made nationally by the Columbia Co. has been prosecuted with particular vigor in Milwaukee and Wisconsin by Robert H. Walley, resident representative of the Chicago branch. Grafonolas as well as Columbia records have been moving very satisfactorily and Mr. Walley says that he now has one of the most enthusiastic dealer organizations in eastern Wisconsin possessed by any of the major talking machine manufacturing interests. One of the biggest problems is to supply dealers' needs of the popular numbers, so heavy is the sale. Lots of advertising of the better class has done wonders to give the Columbia products the high rank they now hold in the estimation of the people of Milwaukee and vicinity and the publicity has the sound backing of a good piece of merchandise, as one dealer expresses it.

Col. Barrett Honored

Col. E. J. Barrett, secretary and treasurer of the United Phonographs Corp., Sheboygan, Wis., manufacturing the Puritan, was elected State Commander of the American Legion in Wisconsin at the recent convention at Eau Claire. Col. Barrett is a veteran of the Spanish-American, as well as the world war, and served for a time in the Philippine Islands with the medical

corps. He has not been a practicing physician for many years, having been associated with the Bennett industries at Sheboygan, Port Washington and Grafton, Wis., since he returned from the Philippines. During the recent war, however, he volunteered for service and was promoted to major, later being discharged from active duty as a colonel.

Remodeling Orth Store

Chas. J. Orth, Inc., distributor of the Puritan in Wisconsin and Upper Michigan, has recently remodelled the interior of the retail store, offices and wholesale headquarters to provide more adequate facilities to handle the steadily growing trade.

Edison Descriptive Slogan Interests

Both the quality and quantity of Edison business in this territory shows improvement over last year, according to reports from the Phonograph Co. of Wisconsin. The present competition of the Thos. A. Edison Co. for a descriptive slogan for the New Edison phonograph is exciting much interest here and there are many contestants for the large awards to be made soon.

The Sonora Moving Forward

The Sonora is moving forward at the usual brisk pace under the well-organized and systematic promotion given this line by the Yahr & Lange Drug Co., which is exclusive wholesale representative in Wisconsin and Upper Michigan.

A Significant Condition

Less complaint is being heard from jobbers and dealers in respect to the keen competition which was offered them in recent months by the great outpouring of stocks of instruments of a more or less nondescript character through the "dumping" of surplusage by the manufacturers. A large number of machines thus came upon the market at ridiculously low prices, compared with the resale prices of standard makes. With the public in the frame of mind where only "bargains" could attract a majority these machines had smooth sailing at the expense of the known products. It is believed that most of the "junk" has been absorbed and the more legitimate products seem destined to come into their own once more.

Ninety-nine Dealers in Milwaukee

According to a recent census taken by the Milwaukee Journal of the retail merchants of Milwaukee there are exactly ninety-nine dealers in musical instruments in this city, and with practically no exception they also deal in talking machines and records. The number is larger than most dealers had figured and it marks this city as a real, important factor in the music industries of America from a retail merchandising standpoint.

Bradford Featuring Aeolian Products

The J. B. Bradford Piano Co. is now the exclusive representative of the Aeolian Co. in this territory. Although the franchise was taken over April 15, up to August 1 the New York company permitted its former representative to handle its products to make complete disposition. The Bradford house has made some new

Where "Service" is more than an advertising catch-word

Badger Talking Machine Co.

Exclusive Victor Distributors for
Wisconsin and Upper Michigan

135—2nd Street

Milwaukee, Wis.

G. F. RUEZ

Pres. and Treas.

H. A. GOLDSMITH

Secretary

S. W. GOLDSMITH

Vice-Pres. and General Mgr.

high-water marks for Vocalion business, both in instruments and records, and is now undertaking an even more intensive campaign in behalf of the Aeolian line.

Has Retail Brunswick Agency
Chas. J. Orth, Inc., has recently taken on the Brunswick in a retail way and is stressing Brunswick records. "You are the first person to play your Brunswick record; it comes in a scaled envelope," says Orth advertisements. "There is absolutely no chance of it being scratched by a previous playing. This is another feature of Orth service."

Edmund Gram Has the Brunswick Line
Another new Brunswick dealer is Edmund Gram, Inc., which also handles the Cheezy line. Some good business has been transacted since the Gram house took over the new line a month ago. Otto R. Stiehm, secretary and business manager of the concern, has recently come into prominence by being selected chairman of the building committee of Junco Lodge, No. 21, K. of P., of which he is a past chancellor commander. A new \$150,000 lodge hall will be built. A. J. Taube, of Sturgeon Bay, Wis., talking machine dealer and retail jeweler, was married recently to Miss Hazel Crane, at Bowling Green, O.

E. G. BROWN HOME FROM ELKS' TOUR

Well-known Music Merchant Visits Various Trade Establishments on Trip to Coast

E. G. Brown, well-known music dealer of Bayonne, N. J., and secretary of The Talking Machine Men, Inc., accompanied by Mrs. Brown, returned August 2 from a trip to California, traveling with the New York Lodge of Elks in a special train to attend the Elks' annual reunion at Los Angeles. While in that city Mr. and Mrs. Brown were entertained by J. W. Boothe, of Barker Bros.

At Mammoth Hot Springs, in Yellowstone Park, they met Richard W. Lawrence, former president of Kohler & Campbell, Inc.

Mr. and Mrs. Brown visited many members of the trade in the various cities where the Elks made stops and were very much interested in the progressive business establishments in many of the smaller cities.

Opposition is essential to success. We measure the value of things by their resisting power, and particularly is this true of men.

PORTLAND BUSINESS IS INCREASING

Talking Machine Houses Report Progress During Month—Ship Victrola to South Africa—Powers Co. Department Is Remodeled—Other Notable Indications of Activity

PORTLAND, ORE., August 6.—While the retail sales of phonographs and records for the past month have not been phenomenal, when compared with other years, they have been very satisfactory. The jobbers of the various talking machine shows also say that the demand for the month showed a gratifying increase.

Sherman, Clay & Co. have the distinction of selling the first Victrola to be sent into Rhodesia, South Africa. A machine was purchased by M. J. Goodwin, of this city, to be sent to his brother-in-law, who is a Minister of Public Lands in Rhodesia, and it is expected to arrive at its destination in time for Christmas. Fifty-six dollars' worth of records accompanied the machine.

The McDougall Music Co. has donated a Columbia Gramola F 2 as first prize in a subscription contest, which the Portland Times is staging. A great many young people are out after this fine prize and competition is keen. The Gramola is on display in the window of the establishment.

The phonograph department of the Powers Furniture Co. has been thoroughly remodeled and moved to a more prominent part of the lower floor. Four double booths in ivory and gray have been built right up to the show windows. W. B. Maxwell, manager of the department, is featuring a novel contest to advertise the opening of their new rooms. A Brunswick No. 117 has been placed in the window and at an appointed time the seal will be broken and the machine wound up by three disinterested judges and to the person giving the closest estimate of the number of seconds it runs 100 records of the latest hits are to be given away as prizes.

When asked how her record sales were, Miss Emma Reynolds, of the Hyatt Talking Machine Co., said: "Fine; why, last Saturday reminded us of a rush day before Christmas. All of our booths were full all day and no one went away empty-handed." Mr. Hyatt has just returned from a motor trip throughout the Northwest, which took him as far north as Vancouver, B. C. He attended the Pacific Coast Ad Club convention, held at Tacoma, and visited the Raurer Na-



Introducing "Shimandy"

the Modern Dancer for Your Phonograph

START SHIMANDY SHIMMYING IN YOUR WINDOW AND YOU'LL WAKE UP THE WHOLE BLOCK

Great Window Display. A Business getter and a help to sell records.

This wonderful Shimmy Dancer is a reproduction of the Queen of the Block Shimmying. 1 1/2 lbs. of Wally and to the music of a phonograph she performs the new dance steps in a scandalous manner—Shimandy does 67 different steps.

Shimandy has a classy silk dress, a feathered hat and retails for \$2.50. We also make Machine Posters, \$1.39; Bowling Duplicates, \$1.75; Combination Posters and Boxes, \$2.00.

Wholesale and Export Discount in less than 3 day lots of one kind or assorted, is 33 1/3%. In 3 day lots of one kind or assorted, the discount is 40%.

National Company
Cambridge Sta. 39, Boston, Mass.

tonal Park and other points during his outing.

D. C. Peyton, manager of the talking machine department of the Meier & Frank Co. is an ardent golfer and during July spent his vacation on the links. During his absence L. Walker was in charge.

BRODBECK ENLARGING DEPARTMENT

E. Brodbeck & Sons, music dealers of Mount Vernon, N. Y., are devoting more space to their talking machine department and are installing a number of additional booths. They have been dealing in talking machines for the past twenty years and carry the Sorora and Columbia lines, also the Hardman pianos and player-pianos.

VISITED GRANBY DEALERS

Harry Coplan, of the Granby Phonograph Corp., has returned to Norfolk after a month's trip throughout the country visiting Granby dealers. He was very enthusiastic over the outcome. After forty-eight hours amidst the comforts of his home Mr. Coplan again left for a trip through the South.

NEW YORK FIRM INCORPORATES

The Cosmopolitan Record Corp., talking machine dealer of New York, has been granted a charter of incorporation under the laws of that State, with a capital of \$25,000. The incorporators are T. Maxfield, C. Fechner and J. L. Cooke.

The human race is divided into two classes; those who go ahead and do something and those who sit and ask: "Why wasn't it done the other way."—Oliver Wendell Holmes.

BRUNS MADERITE
One Man Delivery Cover

A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

ECONOMY

"It is not what you pay but what you get for what you pay that counts"

BRUNS MADERITE One Man Delivery Covers eliminate expense of repairing or re-polishing—They fully protect the instrument and make handling safe—easy and less costly.

BRUNS MADERITE Covers are an absolute necessity to all dealers in Talking Machines. They are made of sturdy Brown Duck or Klinki—Fleece Lined—Padded heavily and stitched both ways.

BRUNS MADERITE Covers protect the machine from wet or cold, dust, bruises, scratches, finger marks, etc. They insure delivery of machine in as good condition as when taken from the Show-room. Careful Delivery methods make for satisfied customers. The high quality of material and workmanship in BRUNS Covers assure long wear.

Prices and descriptive circular on request—made to fit Talking Machines of all sizes and makes—direct or through your Jobber.

Piano Moving Covers, Slip and Rubberized Dust Covers for Phonographs and Pianos.

A. BRUNS & SONS
Manufacturers of Everything Made of Canvas

AKRON DEALERS PLEASSED OVER THE BUSINESS OUTLOOK

Buying Increasing, Collections Improve and Factories Are Giving More Employment in This Section of Ohio—Dealers Are Working Earnestly and Participating in Activities for Trade Betterment

AKRON, O., August 4. With the rubber industry experiencing a revival and hundreds of the unemployed being absorbed weekly Akron music dealers, for the first time this year, admit business is showing an improvement. Without exception, all dealers visited by the representative of The World expressed themselves as being very much pleased over the Fall and Winter outlook for business in the rubber city. Collections are reported better and those who have been behind with their payments are coming in now for the first time in months, which is a good indication that the industrial situation has undergone a big change for the better.

Miller Gets Promotion

J. W. Miller, for nineteen years with the A. B. Smith Piano Co. in various capacities, has been advanced to the position of advertising manager, to succeed F. W. Van Soyoc, who has

held that position with the company for the past five years. Mr. Van Soyoc has become associated with the sales force of the music department of the M. O'Neil Co., a large department store here. Mr. Miller said business with the A. B. Smith Co. has shown wonderful improvement since August 1, and if the present volume continues this month will be the best of the entire Summer season. "The improvement in the rubber industry already has been reflected in the music business," he said.

May Reorganize Music Dealers' Association

Talk was current here this week to the effect that a movement is afoot to reorganize the Akron Music Dealers' Association, which has such a prominent place in local retail merchandising circles for many years. S. S. Van Fossen, of the A. B. Smith Piano Co., when he severed his connection with that firm some

months ago to go to Canton, O., to engage in business, was compelled to resign as head of the local association, and since then no one dealer has taken it upon himself to get the dealers together for reorganization. "It is one of the most important phases of the retail music game," said a dealer here this week. "It tends to acquaint others with what you are doing and gives every one helpful hints which will aid them in business."

Co-operate in Salesmanship Classes

Retail music dealers of Akron will co-operate with other merchants here in making the retail salesmanship classes to be conducted here this Winter a success. Miss Helen Ramsdell, government instructor, will come to Akron in September and, with the assistance of merchants and the city Board of Education, will organize classes in retail selling, taking those inexperienced clerks from the stores of the city and schooling them in a several weeks' course in selling. Practical demonstrations will be held from time to time and at the conclusion of the course diplomas will be granted those who have been successful. Miss Ramsdell held similar courses in Canton, O., last Winter and will return to that city again next month.

Akron is to have a place where those who own talking machines may go and exchange records for fifteen cents each. W. W. Thom will be in charge of the exchange.

Akron music stores did not join with other retail shops in closing on Mondays. Dealers, after a conference, agreed that there was nothing to be gained by suspending activities the first day of the week, especially since they have just experienced a very quiet Summer season.

Alterations Near Completion

Alterations to the Howard street store of the George S. Dales Co. are rapidly nearing completion and by September 1 this store will be ready for its formal reopening. Workmen are busy putting the finishing touches to the new talking machine department, which will give the store the most commodious talking machine shop in greater Akron. This company already lays claim to having the most costly and most beautifully appointed talking machine shop in the State of Ohio.

Postpone Erection of New Building

The Kratz Piano Co., one of the oldest music firms in the city, has decided not to start erection of its new building on a site already acquired in South Main street until conditions return to near normal and building costs recede, it was learned this week. This company has discontinued its branch store in South Main street, confining its activities to the main store in South Howard street, which has been its home for more than twenty years. The company plans to erect, some time in the future, a modern brick building, which will house a most modern music shop, handling lines of pianos, talking machines, records and musical merchandise.

WISE USE OF THE QUESTION MARK

A certain merchant in another field recently employed an idea in his newspaper advertising which may have some possibilities for music merchants. In his advertising he announced a big sale and listed various products as part of the copy. However, after each product, where it is customary in sales advertisements to insert the "Greatly Reduced Price," this merchant inserted a huge interrogation point. As the headline of his copy he used a large question mark and he entitled the affair "Surprise Day." The plan proved quite successful.

"GROSSLY EXAGGERATED"

Using the words of Mark Twain when denying persistent rumors of his own death, the fire at the Pathé plant, as reported recently in the metropolitan dailies, was "grossly exaggerated." The fire actually occurred in two wooden shacks which the Pathé Frères Phonograph Co. owns on property on the other side of the street. None of the factory buildings comprising the Pathé plant was damaged in any manner.

NEW CHARMAPHONE PORTABLE

WITH REAL HORN

Retails at \$30.00

Weight 15 lbs. size 13" x 13"—fine mahogany cabinet holds ten 12" records, equipped with Heine-man double spring motor and universal tone arm.



MOST ATTRACTIVE
COMPACT
DURABLE
Phonograph on the Market

Write at once for particulars

Sales Financed for Charnaphone Dealers

Under our new Deferred Payment Plan for dealers, no additional capital is needed to do an unlimited and profitable phonograph business.

Write at once and receive full particulars about this wonderful plan.

No tying up of capital on long leases. The Charnaphone Co. finances all your leases.

This plan, combined with the Charnaphone prices, makes Charnaphone the biggest and most profitable proposition ever put on the market.

CHARMAPHONE COMPANY

39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.

FRANK BACON AND THE VOCALION

Star of "Lightnin'" Makes First Vocalion Record—Bears Two Interesting Scenes From the Play and Will Be Released in October

The big Vocalion record news this month is to the effect that Frank Bacon, the star of "Lightnin'", has been placed under contract to make a number of talking records for the Vocalion. He has already completed his first record, made up of two bits of the play "Lightnin'", one side being Mr. Bacon's version of the Reno divorce court scene and on the other side his "Bee Story."



© By F. C. Dinger

Frank Bacon

The record, which will be known as 14224, will be released with the Vocalion list for October.

Mr. Bacon in "Lightnin'" has won a country-wide reputation, even though the show has never left New York. The production has, however, enjoyed the longest continuous run in the history of Broadway productions, and Mr. Bacon's clever work in the piece has won the plaudits of many thousands of out-of-town people. It is expected, therefore, that his record of the two scenes from the play will prove distinctly popular and help fill the apparent demand for talking records by men of note.

In his later records Mr. Bacon will not confine himself to bits from "Lightnin'", but will record considerable other material of interest with which he is thoroughly familiar. This will be welcome news to a host of Mr. Bacon's admirers.

TO HONOR THOS. A. EDISON

People of His Native Town Want to Erect a Memorial of Some Serviceable Character

NORWALK, O., August 8.—A movement has been started for the establishment of a national memorial in honor of Thos. A. Edison at Milan, the birthplace of the famous inventor. While definite plans have not been adopted, citizens of Milan appear determined to erect some sort of an institution in the village that will be worthy of Edison's name. Mayor Ralph Baer has appointed a memorial committee, consisting of five prominent citizens, to make a report regarding the nature of the memorial. At the present time the people have in mind either a museum to house replicas of Edison's inventions or the establishment of a university for electrical instruction.

NEW AUTOMATIC PHONOGRAPH

HANOVER, PA., August 8.—The Decca-Disc Phonograph Co., which was recently incorporated under the laws of the State of Delaware, with a capital of \$500,000, has been formally organized with Paul D. Bodwell, of this city, as president and general manager of the company; Otto Kunkel, of Hagerstown, vice-president; George L. Cragger, of Hanover, secretary, and Chas. L. Foreman, of Chambersburg, treasurer. These four men, with J. E. Stout, a local inventor and designer of the phonograph, constitute the board of directors.

The Decca-Disc phonograph is an automatic instrument, which plays ten records in rotation or in any order desired by pressing a button. The company has started active manufacturing in this city and the mechanical features of the instrument have attracted general interest.

MR. LYMAN'S SON KILLED BY FALL

WASHINGTON, D. C., August 10.—Emerson Lyman, one-year-old son of William R. Lyman, manager of E. F. Droop & Sons Co., died last night as the result of injuries sustained when he fell from the window of the Lyman home on the fourth floor of the Brunswick apartments. Mr. Lyman was in New York at the time of the accident.

The National Records Exchange Corp., New York City, was recently granted a charter of incorporation in Albany, with a capital of \$50,000.

A TIMELY APPEAL TO VICTROLA OWNERS

A Lifelike Bust of Caruso

VICTOR DEALERS! The demand for this Caruso bust is most timely. Now is the time to have them in stock to sell to your many record customers.

Small Size 4½ in. high
Ivory finish
Price \$16.00
per hundred



Copyright 1921

Send in Your Order Today

DISTRIBUTORS—Write for Our Special Distributor's Proposition and Prices
LIVE AGENTS WANTED EVERYWHERE

Manufactured exclusively by

JUTH TOY MFG. CORP., 404 Oakland Street, Brooklyn, N. Y.

Large Size 16 in. high
Bronze finish
Price \$36.00
per dozen

Packed one in a box

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.
171 Wooster St., New York

TALKING MACHINE MEN MEET

Transact Much Business of Importance at Monthly Meeting, Held on August 11

The monthly meeting of the Talking Machine Men, Inc., was held on August 11 at Keen's Chop House, 72 West Thirty-sixth street, the meeting proper being preceded by a lunch. The final arrangements for the annual outing of the organization were closed and a report was made on the recent meeting of the talking machine dealer clerks. Several new ideas were presented for consideration and these are to receive final decision at the September meeting of the association.

As special guests of the occasion several members of the professional staff of Waterson, Berlin & Snyder, the music publishing house, were present. They demonstrated a number of songs which are to be included in the company's customary Fall exploitation campaign.

CARUSO BUSTS VERY POPULAR

Since the untimely death of Enrico Caruso, world-famous tenor, the Juth Toy Mfg. Co., Brooklyn, N. Y., has received an avalanche of orders for the bust figure of this celebrated artist. This company has been specializing on the manufacture of Caruso busts in two sizes, sixteen inches and four and one-half inches, and Victor dealers throughout the country have placed large orders for these figures.

PARTNERSHIP IS DISSOLVED

PHILADELPHIA, PA., August 10.—Announcement has been made of this date that the partnership existing between Jacob H. Keen and Robert Stein, who conducted business under the firm name of Keen Talking Machine Supply Co., is dissolved. It is also announced that all debts due to the said partnership are to be paid and those due from the same discharged at 49 North Tenth street, this city, by the said Robert Stein, who will continue the business under the name of the Keen Talking Machine Supply Co.

NEW MANAGER IN PORTLAND, ORE.

P. J. Heinz has been appointed manager of the talking machine department of the Powers Furniture Co., Portland, Ore., succeeding W. B. Maxwell, who resigned to take charge of the Grafonola department of the Remick Song Shop.

LATE INCORPORATIONS

A charter of incorporation has been granted to the Electro Self-Winding Phonograph Co. under the laws of the State of Delaware, with a capital of \$100,000.

The King-o-Tone Phonograph Co. was recently granted a charter under the laws of the State of Delaware, with a capital of \$50,000.

Application was made to the authorities of Pennsylvania on July 29 for a charter for the Liberty Phonograph Co., of Pittsburgh.

A dispatch from Chicago, dated August 10, says that the Energy Phonograph Co., of that city, is in financial difficulties and that court action has been taken.

The Stephenson Almanack
1921 AUGUST, Eighth Month 1921



1 M
2 T
3 W
4 T
5 F
6 S
7 S
8 M
9 T
10 W
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12 F
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24 W
25 T
26 F
27 S
28 S
29 M
30 T
31 W

Manufacturer's Calendar

This is the vacation time of the year when all for a comfortable period should rest from the work of the day.

Yesterday a friend, visiting the Stephenson factory, complimented the works manager upon the careful inspection given the Stephenson Motor before shipment. Only a very few motors are rejected at this rigid final inspection, for painstaking care is taken in every process of manufacture.

Discontented employees turn out a mediocre product. This friend commented upon the Stephenson spirit—a spirit of happiness, contentment, ambition to do the work of the day better than the work of yesterday.

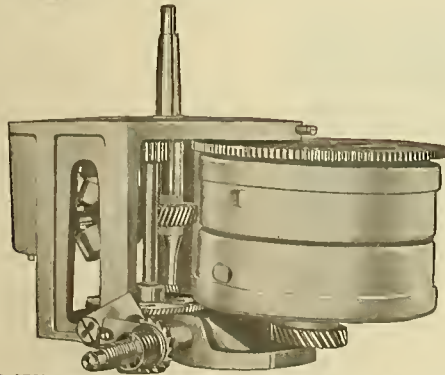
Play as hard as you work and work as hard as you play, says an old time philosopher.

STEPHENSON

DIVISION

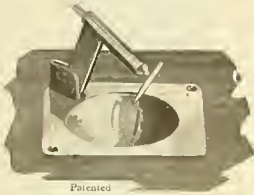
DE. HAMP & ALGAN INC.

One Hundred and Seventy Pennington Street
Newark, New Jersey



MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

DON'T PRICK YOUR FINGERS



Patented

THE BEN HUTCHES

"PICKUP" 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

NEW VOCALION DISTRIBUTOR ORGANIZED IN PITTSBURGH

Clark Musical Sales Co., With Headquarters at 505 Liberty Avenue, to Take Care of Pennsylvania Territory West of Altoona—Takes Over Staff of Former Distributor

The Clark Musical Sales Co. has recently taken over the distribution of the Vocalion line of machines and records in western Pennsylvania with headquarters at 505 Liberty Avenue, Pittsburgh, Pa. The new organization will take over the staff of the Philadelphia Show Case Co., which formerly covered that territory, including James Pease, general manager; John Russell and J. M. Strand.

The Clark Musical Sales Co. will handle all the Vocalion distributing business in the Pennsylvania territory west of Altoona, and will also be in a position to serve sections of eastern Ohio and West Virginia. The Philadelphia Show Case Co. will continue to serve the territory east of Altoona.

Oscar W. Ray, of the wholesale Vocalion department of the Aeolian Co., together with Jesse and Edwin Rosenstein, of the Clark Musical

Sales Co., whose headquarters are in Baltimore, Md., spent some time in Pittsburgh looking after the details in connection with the transfer of the distributing business.

The Clark Musical Sales Co. has secured a large store, together with the basement and mezzanine floor, providing an available space of about 5,500 square feet, and will carry a complete stock of machines and records at all times in order to give prompt service to retailers.

STEWART MOVES TO CLEVELAND

Manufacturer of Portable Phonograph Will Have Executive Offices and Factory in Cleveland—Henry Kahler in Charge in New York

The Stewart Phonograph Co. has moved its executive office from 461 Eighth avenue, New York, to its newly opened factory at Forty-ninth street and Saint Claire avenue, Cleveland, O. This new factory is equipped with modern machinery and the company is now prepared to manufacture all parts of the Stewart portable phonograph in this plant, thereby being able to give its dealers maximum service in the delivery of these machines.

The offices at 461 Eighth avenue will be retained and will be known as the New York branch, in charge of Henry Kahler, who will take care of the distribution of Stewart portable phonographs in the East.

ATTENDS BIG GOLF TOURNAMENT

Oscar W. Ray Guest of O. J. DeMoll at Championship Meet in Washington

Oscar W. Ray, of the wholesale Vocalion department of the Aeolian Co., went to Washington this week as the guest of O. J. DeMoll, of O. J. DeMoll & Co., to witness the International Open Championship Golf Tournament, held on the Chevy Chase course. Messrs. Ray and DeMoll went out with Jones and Diegel and came in with Duncan and Barnes, picking up some points on golf en route that will prove of distinct value. Mr. DeMoll, by the way, is some golfer himself, and has long been secretary of the National Golf Association of the Piano Trade.

WM. PHILLIPS AT LONG BEACH

William Phillips, president of the Wm. Phillips Phono Parts Co., New York City, is staying for the Summer at Long Beach, L. I., and commuting each day to his office. Mr. Phillips recently spent a few days with his son, who is staying at a boys' camp in New York State, and enjoyed himself greatly with the boys in the camp. Young Phillips is building up for himself quite a record as a pitcher in the camp's team.

APPOINTS NEW OKEH JOBBER

Houston Drug Co. Will Distribute Okeh Records—Deal Closed by W. C. Fuhri Recently

W. C. Fuhri, general sales manager of the Okeh Record Division of the General Phonograph Corp., New York, announced this week the appointment of the Houston Drug Co., Houston, Tex., as an Okeh distributor. This company is exceptionally well qualified to act as an Okeh jobber, as it has a trained sales staff that thoroughly understands the value of co-operation with the dealer.

Mr. Fuhri closed this deal during his recent trip through the South and Southwest, and in all probability several announcements of similar importance will be made in the course of the next fortnight. Mr. Fuhri states that business conditions in the territory he visited showed a marked improvement since his trip a few months ago, and, judging from all indications, Okeh jobbers and dealers will enjoy a large volume of Fall business.

NEW TOY WELL RECEIVED

The Phono Toy Cabaret, Inc., New York, which recently announced to the trade a new type of dancing toy, has completed arrangements with several jobbers in important trade centers for the distribution of its product. This toy, which has many unique features, has been displayed in a number of the leading cities, and as a result of this display the company has received agency requests from representative jobbers and dealers. According to its present plans the company will make quantity shipment within the next fortnight, when full details as to its merchandising and publicity plans will be announced.

INTRODUCING ENTIRELY NEW TYPE

The Spraytone Phonograph Corp., of Ridgewood, N. J., recently placed upon the market an entirely new type of talking machine, the special feature of which is its triangular shape, which allows it to fit snugly in the corner of a room. It carries some exclusive features in the arrangement of the amplifying chambers and is also equipped with index record racks with a capacity of 140 ten or twelve inch records. The doors of the record cabinet are quite unusual inasmuch as they are of the sliding variety, the additional front width of the triangular machine allowing this feature to be used most advantageously. At the present time the company is only turning out one model of its product, although it can be obtained in several finishes.

Samples to the trade are now being forwarded and quantity production of the new product is thought possible by the company officials by September 1. R. B. Linden, long a resident of Ridgewood, N. J., and formerly well known in the importing and exporting field, heads the new organization.

SPRAYTONE BEAUTY

THE
CORNER
PHONOGRAPH

TALKING POINTS

Fits snugly into corners
Total floor space 19"
Total height 46"

PLAYS ALL RECORDS
WITH
SUPERB NATURAL TONE
WITHOUT
ANY BLAST or SIDE NOISE

STANDARD: \$200.00,
in SATIN PIANO FINISH
and SATIN GOLD EQUIPMENT
also FLASHLIGHT
AUTOMATIC STOP
104 RECORD SLIDES
behind sliding doors
U. S. PAT. ALL & PEND.

A MAGNIFICENT INSTRUMENT

Commanding immediate interest and
OVERSHADOWING ALL OTHERS

Made by

Spraytone Phonograph Corp.
RIDGEWOOD, N. J. P. O. Box 192

CONVENTION OF VICTOR TRAVELERS

Annual Conference of Traveling Staff of Victor Talking Machine Co. Now in Session—Elaborate Program Provided for Meeting

The annual convention of the members of the traveling department of the Victor Talking Machine Co. began on August 8 and will continue through to August 20, an elaborate program having been arranged for the two weeks. The Victor travelers from every section of the country gathered in Camden for the purpose of learning of the company's plans and policies for the season of 1921-22, studying the new products being offered to the trade and hearing helpful addresses by the heads of the various departments.

Arrangements have been made whereby the visiting travelers will be housed at Swarthmore during the period of the convention, visiting the factory and the administration building of the Victor Co. on tours of inspection and for conferences. Those in charge of the program state

that it is more elaborate in character than any of those offered at previous conventions, and the various features will be designed particularly to enable the Victor traveler to meet present-day conditions, and the problems arising therefrom, competently and satisfactorily.

THE VOCALION LINE IN MARYLAND

Clark Musical Sales Co. Already Accomplishing Results as Vocalion Distributors

The Clark Musical Sales Co., recently organized in Baltimore, Md., under the direction of Jesse and Edwin Rosenstein, for the purpose of acting as distributors for Vocalions and Vocalion records, is reported to have its work well under way, and is already accomplishing results that are distinctly satisfactory to the Vocalion interests. The new organization operates throughout Maryland and has already placed a number of new dealers in that territory, supplying them with stock direct from Baltimore.

PLANS BIG CONCERTS FOR AKRON

Windsor-Poling Co. to Present Noted Talking Machine Artists, Including Sousa's Band, in Akron During the Coming Fall Months

AKRON, O., August 8.—Believing that Akron people, in accordance with other large cities, should have an opportunity to hear the foremost artists of the musical world, the Windsor-Poling Co., local Victor shop, has been successful in engaging four of the greatest artists to appear in Akron this Fall and Winter.

Sousa and his band will be the first of the artists to appear, and will present their concert on October 14. John McCormack will be in Akron on November 15, Madam Alda March 21 and Madam Schumann-Heink April 1 or 2.

WHITEMAN AT DEALERS' OUTING

The arrangements committee of the Talking Machine Men, Inc., announced this week that Paul Whiteman and his famous orchestra had been secured for the annual outing of the association to be held August 17 at the Terra Marine Hotel, Huguenot Park, Staten Island. The Whiteman orchestra will accompany the dealers and friends on the Midland Beach boat, and will also play during the afternoon at the Terra Marine Hotel. As this orchestra is considered one of the country's foremost dance organizations, it will be welcome news to the dealers to learn that these artists will appear at next Wednesday's outing.

OFFICIALS VISIT BRUNSWICK STORE


ROCHESTER, N. Y., August 9.—Edward Strauss, Eastern manager of the talking machine department of the Brunswick-Balke-Collender Co., and Walter Heuchon, manager, composer and instructor of Brunswick dance records, paid an inspection visit recently to the new Brunswick Phonograph Shop at 43 North Main street, this city, and congratulated the local firm on its beautiful and up-to-date store.

PLANS VICTOR DEPARTMENT

The Duncan-Schell Furniture Co., of Keokuk, Ia., is planning a modern Victor department in its new store which will be opened at Fort Madison in September. Six demonstration booths, outside salesmen and experienced girls to handle record sales are included in the plans. The entire stock of two Fort Madison Victor dealers has been purchased by the company.

R. B. GREGG'S MOTHER DIES

ORANGE, N. J., August 8.—The mother of R. B. Gregg, advertising manager of Thomas A. Edison, Inc., who had lived to be some eighty years of age, passed away on Friday last. Mr. Gregg has been receiving quite a number of letters of sympathy from his wide circle of friends.



**A New Oro-Tone Product
3-D Arm O-3 Reproducer**

The arm is adjustable in length from 7½ to 9 inches.

Made to meet the demand for a dependable Arm and Reproducer at a low price.

SEND FOR SAMPLE

THE ORO-TONE CO.
1000 to 1010 George St. Chicago, Ill.

JOINS IROQUOIS SALES FORCE

G. Kuehner Joins Staff of Granby Jobbers—L. M. Cole Leaves on Extended Trip


BUFFALO, N. Y., August 6.—Gustave Kuehner, formerly Buffalo city salesman for the wholesale branch of the Columbia Graphophone Co., has joined the staff of the Iroquois Sales Corporation in this city, in the same capacity. Mr. Kuehner, who is well known in the local trade, will be able to offer practical co-operation to Granby and Oklah dealers.

L. M. Cole, general sales manager of the Iroquois Sales Corp., will leave to-day for a trip that will last over a month, covering the entire territory. He has a number of excellent prospects to visit and upon his return will undoubtedly announce the consummation of several important Granby and Oklah agencies.

C. M. GOLDSTEIN'S NEW POST

C. M. Goldstein, formerly a member of the copyright department of the Columbia Graphophone Co., and well known in talking machine circles throughout the country, has joined the staff of the General Phonograph Corp. Mr. Goldstein is in charge of the company's copyright activities and his knowledge of every phase of this important work is being utilized to excellent advantage in his present post.

The
Tiffany
Co.



MODEL C
Showing Interior Record Filing Arrangement

"Stands for Quality"

Let us mail you Descriptive Literature and our attractive Selling Proposition.

Tiffany Phonograph Sales Company
Executive and Sales Offices
1404 East Ninth St. Cleveland, Ohio

When Ted Lewis' Jazz Band begins to play "Where Is My Daddy Now Blues" and "Queen of Sheba" everybody begins to fox-trot. That's the sort of dance record it is. Keep a lot of them on your counter. A-3421.

**Columbia Graphophone Co.
NEW YORK**



NEW HOME FOR ORMES, INC.

Prominent Victor Wholesaler Secures New Quarters at 15 West Thirty-seventh Street, New York—Will Be Splendidly Equipped

Ormes, Inc., Victor wholesaler, New York City, has secured a new location for the future conduct of its business, which will provide exceptionally fine facilities. For a number of years past Ormes, Inc., has been situated on 125th street. When fire destroyed its former home during the past Winter the energy and resourcefulness of Clarence L. Price and his associates was shown in the securing, within twenty-four hours, of temporary quarters at 103 East 125th street, where Ormes, Inc., has been located up to the present time. Without the loss of a single business day Mr. Price continued his business as heretofore. In spite of the resulting handicaps accruing from the fire the business of Ormes, Inc., grew steadily.

In its new location at 15 West Thirty-seventh street, Ormes, Inc., has secured a large loft, where it will be possible to conduct the entire business on one floor, although it is planned to resort to outside storage during some periods of the year. Elaborate equipment will be installed, which will make these wholesale warehouses rank among the most attractive.

Possession of these new quarters will take place between the 1st and the 15th of September. In referring to his new business home Mr. Price stated to The World: "Our new home will not only provide increased facilities for our own business, but, still better, will allow us to give the maximum of service to every Ormes dealer."

HOLD LAST ANNUAL OUTING

New Haven Columbia Employees Have Outing at Roton Point—Local Branch Moved to Boston

NEW HAVEN, CONN., August 4.—Employees of the local wholesale branch of the Columbia Graphophone Co. recently held their last annual outing at Roton Point, Norwalk, Conn. The local branch of the company, which has been in existence for nearly twenty years, has been consolidated with the Boston branch and the entire stock has been removed to the Boston establishment. "Good-by" addresses were the order of the day, but the usual water sports and games were enjoyed. H. L. Moorey was manager of the local concern.

SOME HELPFUL SUGGESTIONS

Many helpful suggestions are given to the Victor retailer in a recent communication sent out by the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, to its dealers. The various plans suggested therein show the many uses of the new advertising novelty put out by the Knickerbocker Talking Machine Co. for the dealer and which consists of a very attractive record cleaner bearing the dealer's imprint.

WALTER L. ECKHARDT RESIGNS

Announces Retirement as President of the Interstate Phonograph Co., Philadelphia—His Future Plans Not Yet Announced

PHILADELPHIA, PA., August 9.—Walter L. Eckhardt, for many years president of the Interstate Phonograph Co., Inc., of this city and Chicago, has announced his retirement from that office. His successor, as chief executive of that organization, has not as yet been announced. Mr. Eckhardt has been closely allied and identified in an executive capacity with the talking machine industry for the past twenty-seven years. Although he has not as yet announced definite plans for the future, it is thought he may be attracted to outside lines totally foreign to the talking machine business. In speaking to The World Mr. Eckhardt stated: "I shall cherish fond reminiscences of the associations I have made during my life's work in the talking machine business, and I sincerely trust you will express my deep appreciation to all my friends in the trade who have so extensively supported me in my business career. For the present I shall avail myself of this opportunity to take a much-needed rest and shall keep in touch with the trade through my office at 1026 Chestnut street."

The Iowa State Fair will be held in Des Moines during the last week in August. A number of music dealers will make exhibits.

BROWNING FILES APPLICATION

Inventor Files Application Based on Recent Court Decision—Brunswick Co. Holds Controlling Rights in Browning Patents

WASHINGTON, D. C., August 4.—An application has been filed with the United States Patent Office by John B. Browning, of Philadelphia, for the issuance of patents on his phonographic inventions. Mr. Browning's application is based on the action of the United States Court of Appeals of the District of Columbia, which decided in his favor in the suit brought by Browning against Eldridge Johnson. The Brunswick-Balke-Collender Co., of Chicago, Ill., holds the controlling right in the Browning inventions and the filing of the application is the first step taken since the decision of the court in favor of Browning.

"AMORITA" MAKES QUITE A HIT

"Amorita," the new shimmying and hip-shaking doll made by the Dancing Doll Co., New York City, has already taken her place in the first rank among talking machine accessories. The first samples of this doll were sent from the factory on the first of the month and by the fifteenth of the month the factory was working at capacity turning out these dolls. The initial announcement of "Amorita" drew forth a large number of inquiries and the demand seems well divided between the large and small models.

PORTROLA Look at it close

RECORDS CARRIED INSIDE WATERPROOF CASE COVER



ELECTRIC LIGHT, SEE HOW TO PLAY ANY RECORD IN 10 AND 12 INCH

Dealers and Salesmen Wanted Everywhere. Write Us.

PORTABLE PHONO CO., Inc.

1017 MCGEE
KANSAS CITY, MO.



Melodious, New Fox-Trot Song' MIM NOBODY'S BABY

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

TRADE PREPARING FOR BIG BUSINESS IN NEW ORLEANS

L. Grunewald Music Co. and Dwyer Piano Co. Open New Victor Departments—Sales Campaigns Being Mapped Out by Various Organizations—Passing of Caruso Causes Great Regret

NEW ORLEANS, La., August 6.—The death of Enrico Caruso, the world's greatest tenor, recently has held the stage in New Orleans Victor circles and probably will do so for many a day to come, and, due to the large Latin population here, there is added respect in the passing of the "golden-voiced" Italian.

Out of respect to the memory of the great artist, an especial effort was made to capitalize upon his passing, but the demand for his Victor records has surpassed anything that New Orleans dealers have experienced in the way of record sales. This, no doubt, will be in evidence for a long time, for Caruso, on his visit here, June, 1920, under the auspices of the artistic department of Philip Werlein, Ltd., won the hearts of thousands in this music-loving old city. Parham Werlein, president of the house of Werlein, stated in an interview recently that the Caruso concert was the biggest in the history of New Orleans and, speaking of Mr. Caruso's death, Mr. Werlein said: "Caruso was perfect, and it was not only his voice, but his neighborliness and amiability that got into the hearts of his audience and made them love him."

Mr. Werlein made the return trip with Caruso to the East and stated he had never seen such cordial and yet such sincere expressions of love and joy as Caruso had in meeting with his family again.

During the hour set for Caruso's funeral on Thursday, August 4, New Orleans Victor dealers made no sale of Victor merchandise for five minutes, out of respect to the distinguished Neapolitan.

Some shifting has been noticeable in the various Victor departments about the city, which brings about a happy talking machine family as a result, for all the changes have apparently resulted favorably to all concerned.

Gordon Powell, former manager of the Maison Blanche Victor department, is now in charge of the Philip Werlein retail department, having succeeded Ralph A. Young, who has become manager of the newly installed Victor department at the L. Grunewald Music Co. Mr. Powell's successor at Maison Blanche is none other than J. D. Moore, former manager of the whole-

sale Victor department of the Talking Machine Co. at Houston, Tex. This line-up of capable machine men adds strength to the Victor forces here and, no doubt, big results will be obtainable as the time goes on.

The Grunewald account was handled by Philip Werlein, Ltd., wholesale Victor department, and is one of the largest installations in this territory for some time. They are enjoying big business as a result of campaigns conducted in the past several weeks by Manager Young, and also because of their location, which is one of the best in the city. The department is on the ground floor and is easily accessible to the hundreds of people who pass the convenient place each day.

New Orleans' other recently installed Victor account, the Dwyer Piano Co., now is able to take care of business in its handsomely appointed new store. Manager Berry is very happy over the transformation of the department from a small affair in the rear to a handsomely equipped front location. The installation comprises nine well-lighted and ventilated sound-proof booths for demonstrating both machines and records. In addition there are ample rec-

ord racks and display counters, all fitted up so as to be convenient and readily accessible to the general public's needs, making a splendid appearance in white ivory. Player rolls are also carried on the ground floor in connection with Victor merchandise, and the piano department has been moved to the third and fourth floors. James Dwyer, proprietor, is one of the best-known and best-informed business men in New Orleans and is very optimistic for business in the Fall, now that he has his place in shape for business.

The Dugan Piano Co. is getting much business from a striking ad it has been running in local papers, in which a clever cut of the Victor dog is shown and news matter is cleverly set about. The dog always attracts attention and leads to reading of other items in the ad, which brings quite an amount of business, according to Miss Jalenak, the capable manager of this hustling store.

Business is good on Baronne street for Ned Wilson, of the Collins Piano Co., and record sales for the past two months, according to Mr. Wilson, have passed those in machines, which shows Mr. Wilson knows how to sell records, particularly the Red Seal numbers.

Paul Ashton, of the Ashton Music Co., is pushing his business harder than ever before and as a result reports two of the best Summer months he has ever had.

GILT EDGE TOUR A SUCCESS

Needs Bearing That Name Brought to the Attention of Millions of People by Means of Unique Auto Demonstration Trip

Gilt Edge needles are making a triumphal journey from New York to Chicago along the famous Lincoln Highway. This trip, under the excellent management of Julius and Nestor Ross, of the Reflexo Products Co. sales staff, is creating much interest in, and popularity for, Gilt Edge needles in all the cities, towns, villages and hamlets through which they pass. The Gilt Edge automobile is elaborately decorated with banners and samples of these popular needles are widely distributed. The stopping of the Gilt Edge car at important intersections of streets to distribute samples has many times caused much worry to the local traffic police. The start of the journey, which was made from Reflexo headquarters at Fifth avenue, was witnessed by a number of members of the metropolitan talking machine trade and the journey up that famous thoroughfare created much interest. Judging from the orders being sent in, the Gilt Edge car is now "somewhere in Pennsylvania."

Immediately following the news of the death of the incomparable Enrico Caruso, Lord & Taylor, one of our largest department stores, paid a gracious tribute to the great tenor by enlisting him in a special advertisement in the New York daily papers.

PORTER GOES TO CHICAGO

Field Sales Manager for Columbia Co. to Confer with Middle West Dealers

Robert Porter, field sales manager of the Columbia Graphophone Co., left for Chicago a few days ago. Mr. Porter will make his headquarters in that city, visiting the various Columbia branches in the Middle West and conferring with the branch managers and their sales staff.

H. L. Pratt, manager of the branch service department, spent a few days recently visiting the Toronto and Montreal branches of the company.

Donahoe & Donahoe, Victor dealers of Fort Dodge, Ia., have arranged for a booth at their County Fair in August. The establishment is managed by Jim Donahoe, who has given proof of his ability as a hustler.

Warbleton Record Renewer

Cleans and polishes old records and makes them sound and look like new.

Cleans the grooves and the general surface, removing dust, grit and foreign matter without the least injury to the sound grooves themselves.

This new invention gives new tone and renewed life to records and will positively clarify articulation.

One bottle will last indefinitely. Very simply applied.

Immensely valuable to dealers as well as to machine owners. It drops in a record.

Get your jobber's name, supply you order direct.

Price 50 cents per bottle retail. Liberal discounts.

WARBLETON MUSIC CO.

225 Massachusetts Ave. INDIANAPOLIS, IND.

H. J. Smith Laboratories

Manufacturer Phonograph Records

Telephone 2896 Market

833 Broad St.

Newark, N. J.

Sapphire Ball Jewels, Pathé, Okeh, Brunswick, Edison Diamond Points, Edison New Playing Wonder, Recording Saphires, Lateral Styluses, Hill Dale Styluses, Recording Machines, Shaving Machines, Recording Diaphragms, Experimental Work, Recording Wax.

OPENS ATTRACTIVE STORE

Lipstreu Music Co., of Cleveland, in New Quar-
ters—Uses Many Progressive Sales Plans

CLEVELAND, O., August 8.—The Lipstreu Music Co. recently opened up an attractive Victor establish-
ment at Fifty-fifth street and Lexington ave-
nue. This store is located in a splendid neigh-
borhood district and has excellent possibilities
for the development of a profitable trade.

Mr. Lipstreu utilizes many progressive ideas
for the purpose of stimulating business. For



Interior of Lipstreu Store

example, he keeps a Victrola in a moving pic-
ture house nearby and plays the monthly records
there regularly. He states that this plan has
produced desirable results, and it will be con-
tinued indefinitely.

Mr. Lipstreu's son, Harvey, attended the Red
Seal School at the Victor factory in Camden,
N. J., and many of the ideas that he obtained at
this course are being used to practical advantage.
The Lipstreu music store handles the Victor
line exclusively, and its sales staff is exception-
ally well equipped to handle an extensive
clientele.

A Victrola department has been added to the
Corner Drug Store, Martinsville, Ind., by Roy
E. Tilford, proprietor. A complete stock of ma-
chines and records is handled.

JUDGE REVOKES APPOINTMENT

Revokes Receivership Proceedings Against
Cirota Phonograph Co.—Assets of Company
Are Ample—Unjust Action Set Aside

TRENTON, N. J., August 5.—Judge Reilstab to-day
revoked his appointment yesterday of S. E. Sil-
ver as receiver of the Girota Phonograph Co.,
of Newark, and dismissed the bankruptcy pro-
ceedings. Vice-Chancellor Griffin, on the ap-
plication of a director of the company, had already
named a receiver in equity to conserve the
assets of the company. It was shown, on the
application for the dismissal of the bankruptcy
proceedings, that the company has book assets
of \$1,750,000, while its liabilities are only about
\$100,000.

CARUSO RECORD AT MEMORIAL

His Record of Handel's "Largo" Played at
Memorial Services Held on August 7 by a
Number of Personal Friends in New York

One of the first of several memorial services
for Enrico Caruso, the noted tenor, following
his death on August 2, was that held by a num-
ber of his personal friends, including several
Metropolitan principals who happened to be in
town, at the Campbell Funeral Church, New
York, on Sunday, August 7. Various artists
joined in offering a special program of music
in connection with the service. One of the fea-
tures was the playing on the Victrola of Caruso's
own record of Handel's "Largo," which is de-
clared to be the best piece of recording the
tenor ever did.

R. A. BOTHWELL TAKES CHARGE

Robert A. Bothwell has taken charge of the
Victrola department of Rudd & Rix, in Hout,
N. Y., succeeding the late Edwin Roberts. Mr.
Bothwell was formerly connected with a num-
ber of large Victrola departments in Boston.

GALUCHE OPENS NEW STORE

Popular Treasurer of Talking Machine Men,
Inc., Opens New Establishment—Host at Din-
ner to Some of His Well-wishers

M Galuchie, popular treasurer of the Talking
Machine Men, Inc., held a formal opening of his
new store on August 4. This exclusive Victor
establishment is located at 737 Bergen avenue,
Jersey City, Mr. Galuchie moving to that ad-
dress from his old quarters across the street.

In his present home Mr. Galuchie has one of
the most attractive Victor establishments in his
territory, and during the course of the formal
opening he was visited by the "Best Wishes"
Committee of the Talking Machine Men, Inc.
In addition, there was a constant stream of
visitors throughout the day, and Mr. Galuchie
distributed vanity cases to the ladies and record
cases to the gentlemen.

At 11:30 in the evening Mr. Galuchie was the
host at a dinner given at the Old Heidelberg, his
guests including "Bill" Miller, of the G. T.
Williams Co., Brooklyn, N. Y.; "Jim" Davin,
of the Reincke-Ellis Co., New York; Otto Gold-
smith, of the Cabinet Accessories Co.; B. H.
Roth, West New York, N. J.; Mr. and Mrs.
J. O. Apple; Mr. and Mrs. E. G. Brown, Bayonne,
N. J.; D. E., H. E. and L. M. Force; Mrs. J. H.
Buhner, and Irwin Kurtz, president of the Talk-
ing Machine Men, Inc.

FLOAT ATTRACTS MUCH ATTENTION

Standard Furniture Co., Centerville, Ia., Still
Enjoying Results of July Fourth Display

The Standard Furniture Co., Centerville, Ia.,
is still realizing upon the results of the inter-
est aroused among the local inhabitants by the
float which the company entered in the recent
Fourth of July celebration in Centerville. The
float was in the nature of a traveling booth,
elaborately decorated, and with a large Victor
dog perched prominently on the front.

85c NEW CARDINAL RECORDS 85c
NOW READY FOR DELIVERY

NEW CARDINAL RECORDS

ALL HITS

<p>The Phonograph With The Tongue</p>	2037	<p>Stack of Barley—(Irish Jigs) Played by Flanagan Bros. (Accordion-Banjo)</p> <p>The Gladstone—(Irish Waltz) Played by Flanagan Bros. (Accordion-Banjo)</p>	<p>The Record That Talks</p>
	2038	<p>Ain't We Got Fun?—Fox-trot Lanin's Roseland Orchestra</p> <p>2039</p> <p>Marimba—Fox-trot Jos. Knecht's Waldorf-Astoria Orch.</p> <p>In a Boat for Two—Fox-trot Lanin's Roseland Orchestra</p> <p>Cherry Blossoms—Oriental Fox-trot Lanin's Roseland Orchestra</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.

H.K. Lorentzen

Manufacturer of

Exclusive Cabinet Hardware and Accessories
60 Grand Street
New York City

BLOCKS OFF STREET FOR CONCERT

Talking Machine Dealer Gives Outside Concert
—Arouses Interest and Gains Publicity

Something a little different from the ordinary talking machine concert was given recently by the Phonograph Supply & Repair Co., of Port Henry, N. Y., which proved worth while as a publicity and interest-stimulating stunt. Instead of the usual concert in the store the proprietors of this establishment obtained permission from the local Board of Trustees to block off a portion of the street in front of their store, so that those interested could gather around undisturbed by vehicles, etc.

E. M. DALLEY'S IMPORTANT POST

E. M. Dalley, traveling representative of the Remington Phonograph Corp., has been appointed assistant sales manager of the Olympic Disc Record Corp. Mr. Dalley began his new duties on the fifteenth of the month and will devote his attention to the appointment of representative distributors for these records.

SUPPLY HOUSE PLANS EXHIBIT

EVANSVILLE, IND., August 9.—The Fanless Caster Co., of this city, is planning to have displays at the Evansville Market, to be held in this city from August 29 to September 3. This concern, which supplies the music industry to a great extent, had a very interesting exhibit at the recent semi-annual Furniture Market, held in Chicago.

JOS. KERR WITH EMANUEL BLOUT

Will Cover the Metropolitan District for Local Victor Wholesale.—Mr. Blout in Maine

Joseph Kerr, well known in the Victor trade in the metropolitan district, having been for some time with S. B. Davega-Co., and later with the Esco Co., has become associated with the sales staff of Emanuel Blout, well-known Victor wholesaler, and will confine his efforts to the metropolitan territory.

Mr. Blout has been spending the Summer in Maine with his family, leaving New York on July 1. He will get back into business harness again on September 1. C. B. Riddle, Mr. Blout's able assistant, who looks after the trade outside of New York City, is now enjoying his vacation with his family in the Great Lakes region and is expected to return to his field of operations after Labor Day.

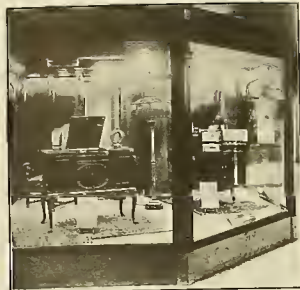
AN EXAMPLE OF QUICK SERVICE

The Standard Talking Machine Co. was among the Victor jobbers who were quick to realize that the trade would require special service on Caruso records immediately after the death of the noted tenor and made preparations accordingly. On the day Caruso's death was announced the Standard Co. got out a special letter listing the Caruso records in stock and immediately available and, a few days later, issued to the dealers a special display card reading: "Caruso's voice will live forever in his Victor records.—Let us play a few of them for you to-day."

ARTISTIC BAMBERGER WINDOW

Brunswick Instruments Get a Splendid Display During Special Week's Drive

The talking machine department of L. Bamberger & Co., Newark, N. J., recently featured the Brunswick phonograph and records during an entire week. All through the department Brunswick Week was emphasized and appropriate



Partial View of Bamberger Brunswick Window signs and displays were placed in the spacious and commodious exhibition rooms.

To connect up the sales efforts with the talking machine department one large front window was utilized to display several Brunswick models in a very attractive manner. It served to attract the attention of passers-by and helped materially in the closing of many sales of Brunswick instruments.

SPECIAL MOUNTING A SUCCESS

Proves One of the Desirable Features of the Silent Motor—Tested Before Adoption

One of the features of the motor produced by the Silent Motor Corp., 325 Dean street, Brooklyn, N. Y., and of particular importance, is the special mounting of the motor's governor shaft. It is fitted with a ball-and-socket bearing, so that it automatically aligns itself for proper control of delivery of power from the springs to the turntable spindle. The improvement was accepted by the Silent Motor Corp. officials and their advisory engineer, Maximilian Weil, after a series of tests and was only adopted after its merit had been decisively proven. Charles A. O'Malley, president of the Silent Motor Corp., stated that several substantial contracts for motors had recently been placed with the company and that it has found that the newly adopted special mounting of the silent motor's governor shaft had contributed in no small measure to the decision of the purchasers.

MIDDLETOWN GAINS NEW STORE

MIDDLETOWN, CONN., August 9.—A new music store, one of the chain operated by United Phonograph Stores, Inc., will be opened here about September 1. The store, which will be located at 440 Main street, will be managed by Gilson M. Hall, of this city, who is well and favorably known.

PHONOGRAPH HOSPITAL OPENS

JONKSON CTY, N. Y., August 9.—A talking machine repair shop, to be known as the "Phonograph Hospital," has been opened up by William P. Bennedum in the rear of the Music Shop, 237 Main street, this city. A large stock of accessories and parts is carried.

ARTo

always first

Mr. Dealer Want Bigger Profits?

ARTo is everywhere regarded as the specialist in producing every Broadway "Hit" from the big productions and from the world's foremost publishers.

ARTo is "Always first with the Hits!"

If it's bigger and quicker profits you want, become known as the Head quarters for ARTo Dance and Vocal Hits.

For Instance—LUCILLE HEGAMIN and her colored Blue Flame Syncopators.

ARTo creators of the wildest selling "Blues" in the Country.

Write for the new September catalog and the name of your nearest jobber

GENERAL SALES OFFICE
THE ARTo CO.
1650 Broadway, N. Y. City

Dealers Supplied Daily Ask Your Jobber

Frank Crumit sings "Three O'Clock in the Morning," a novelty waltz song with chimes effect, and "Moonlight," a love song. Both are bound to have a hypnotic effect on the pocketbooks of your customers. A-3431.



**Columbia Graphophone Co.
NEW YORK**

REOPENING OF FACTORIES HELPS SALES IN CINCINNATI

Business Outlook Improves—Opening of the Chubb-Steinberg Music Shop a Success—Morris Fantle Optimistic—Shillito Expansion—Educational Campaign in Mansfield—News of Month

CINCINNATI, O., August 8.—With the closing of July, a month about which little can be said by local talking machine men, other than that it had thirty-one days, the prospects for the month of August have taken on a much brighter aspect. All indications, according to dealers, point to a good month. Several large manufacturing concerns which closed down some time ago at the peak of "hard times" reopened last week and dealers, most of whom state that their large and substantial business comes from the working and middle classes, are highly optimistic.

Under the direction of J. L. Chubb and assistant, Ely Steinberg, the Chubb-Steinberg Music Shop, presenting a complete and unique line of Victor machines and records, opened its doors to the Cincinnati public, in the heart of the business district, on East Sixth street, early last month. The opening of the store, one of the most elaborate in the West and which is, without a doubt, the "last word in music shops," attracted large crowds which extended out into the street, blocking traffic. The Cincinnati orchestra, engaged for the day, played the new record selections and each visitor was presented with a floral souvenir.

The store fittings and decorations are a work of art, blue and ivory prevailing. Ten Unico hearing rooms, including a delightful kiddies' room with toys and juvenile furniture, a man's smoking room and two large drawing rooms, help give the store a distinctive air. In addition to the hearing rooms there is a twenty-four foot Sel-rax counter, equipped with the Chubb & Steinberg record-o-phone. The record racks are closed and dust-proof. Ventilation is taken care of by thirty electric fans. The special lighting system includes many polychrome lamps, the shades of which harmonize with the color scheme. An electric fountain, wicker chairs and settees finished in frosted blue help make the reception room attractive. Electric and window signs and two large show windows, the dressing of which is changed to keep up with the current events, complete the effect and stamp the store as one of the finest of its kind in this part of the country. An expert repair department is also a feature of the store. Mr. Chubb was for more than three years with the phonograph department of one of Cincinnati's largest department stores. Mr. Chubb reports that the first three weeks of business have come up to expectations and he feels highly confident that he will meet with success. He plans to go after the better trade.

Morris Fantle, manager of the Widener Grafonola store, who is among those who would rather not discuss the business end of the month of July, states that he feels certain that the coming month will be a good one. "Most of our trade in the past has been done with the working men, and with the decided activity in other business lately I cannot help but feel that there

will be a decided improvement this month," Mr. Fantle said. Reports from Robert C. Clark, selling agent for Indiana, Ohio and Kentucky for the new Granby line, which the Widener people have added to the stock, have been very favorable, according to Mr. Fantle. Mr. Clark is canvassing Southern Ohio at present and has closed a number of accounts during the last week.

E. D. Follin, general manager of Weidener, Inc., is making a tour of the Western stores and is expected in Cincinnati this week.

George H. Link, of Upper Vine street, and one of the oldest merchants in that part of the city, has recently let contracts for changes in his store. The contracts amount to approximately \$4,000.

Several dance numbers composed by Justin Huber, director of an orchestra at Coney Island, a Summer resort of Cincinnati, are to be reproduced by the Victor Co. this Fall. Mr. Huber has contracted to take his orchestra to Camden, N. J., as soon as this Summer's engagement is completed to play six pieces. Several of the numbers will be his own compositions.

In addition to its regular second floor Victrola department, which is one of the most complete in the city, celebrated in this section, the sales rooms for the Victrola in this section, the John Shillito Co. has installed on the main floor a thirty-foot Sel-rax counter. This arrangement, explains Mr. Donovan, manager of the department, is to take care of the drop-in trade, who will not take the trouble to get on the elevator and visit the regular room. He reports that the idea is surpassing all expectations. Business with this house for July was fair.

The E. M. Abbott Co., which has three stores in the city, celebrated the anniversary last week of its Walnut street branch. Souvenirs were given to all visitors. Mr. Abbott states he is satisfied with business, considering the fact that so many of the people are unemployed.

Word comes from Mansfield, O., that musical training in an advanced degree, through the use of the Victor talking machine, has been introduced and is proving to be successful in the public schools of this city. Higher principles

of the harmonic art are being taught by music instructors, the instruments being supplemented by lectures on musical history, fundamental harmonies and appreciation of opera scores. In the seven schools of the system there are thirty-seven machines, which were purchased by the pupils and members of the musical club, which is made up of 600 boys and girls, at a cost of between \$5,000 and \$6,000. In addition, each school has a complete record library and a system of exchange whereby a common benefit is provided.

At the head of the new method is Supervisor of Music R. O. Chubb, whose success has been attracting notice throughout the musical world. Guided by test, the work of Mrs. Frances E. Clerk, the regular teacher in each room gives the pupils regular training work, while Supervisor Chubb from time to time checks and tests the results accomplished.

Hundreds of children have been made thoroughly acquainted with classical selections and now these are as familiar to the pupils as the popular songs of the day. In addition they are posted fully upon the history of the works and have an intelligent idea of the nature of the compositions from an artistic standpoint.

P. L. DEUTSCH VISITS NEW YORK

P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co., and head of the phonograph division, was a recent visitor to the New York branch, conferring with the officials at this office on matters pertaining to Brunswick phonograph business in the East. Mr. Deutsch spent considerable time in New York and left for Chicago after accomplishing several matters of importance in connection with Fall business.

PROGRAM 'STUNT' INCREASES SALES

As the result of an intensive selling campaign, which included an ingenious "stunt," whereby every recipient of the July supplement of Olympic disc records would read that supplement through from cover to cover, the sales of Olympic records made an advance of nearly 100 per cent in July over the previous month. Olympic records are continuing to grow strongly in popularity and many plans are being made for the Fall season which will augment their output materially.

TRIPLE 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

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.

RECORD SALESPeOPLE WANTED for Victrola department of a store in a town located in western Pennsylvania. Write, giving complete account of experience and salary expected, to "Box 989," care The Talking Machine World, 373 Fourth Ave., New York City.

MANAGER AND OUTSIDE SALESMEN WANTED for Victrola department of a store located in a small town far from Pittsburgh. Give complete details of experience, age, salary accustomed to earning, etc., in first letter. "Box 990," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesman to sell Okeh records and Sonora phonographs in Wisconsin and upper Michigan. Yabr & Lange Drug Co., Milwaukee, Wis.

POSITION WANTED IN NEW YORK BY EXPERIENCED RECORD AND INSTRUMENT SALESLADY. BEST REFERENCES. "BOX 992," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Man to take charge of Talking Machine Department in city of 45,000 inhabitants in Middle West. Will pay real money for a real man. Address "Box 996," care The Talking Machine World, 373 Fourth Ave., New York City, giving full particulars about yourself in first letter.

POSITION WANTED—A capable phonograph salesman, familiar with the Columbia line, is open for a road or manager's position. Can furnish references of proven ability in both. Address "Salesman," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Traveling or with Retail Store—inside or outside position. Ten years' experience, wholesale and retail, handling Columbia, Edison, Victor, Brunswick, etc. At present most successful crew manager in Pathé organization. Thoroughly capable holding any position, no matter how responsible. Only concern of highest financial standing and handling standard lines considered. State fully your proposition, compensation and machines handled, etc. Prefer New York City, State or Eastern territory, but will consider anywhere in United States. Address "Box 998," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Thoroughly experienced with all formulas and the grinding, rolling and mixing of all materials for records. Have had five years' experience as supervisor of record manufacturing. "Box 999," 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—Wholesale phonograph and piano salesman wishes to make a change. Has had sixteen years' road experience in the low lines and has been associated with his present company for the past four years. First-class references. "Box 986," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—All-around refinement on all makes of motors; also capable of handling shipping and stockroom five years' experience with machines. "Box 994," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Resident and salesman young man with 8 years of all-around experience on all makes of position at anything. "Box 995," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Sound-proof rooms and surplus record cabinets. At figure below present price of material. First-class condition. Delivery at once. F. O. B. Baltimore.

5 sound-proof rooms, sides and doors of 1" P. Glass, measurements: 7x6x7 feet, 6 inches.

Surplus record cabinets, 7 bottom sections 4 ft. long by 6 ft. 4 inches, 7 top sections 4 ft. long by 15 inches, 3 top sections 4 ft. long by 45 inches.

Reply

A. J. MAYER, The Hub,
Baltimore, Md.

STEEL NEEDLES

Fifteen million, Extra Loud Tone, Superior Quality, imported from Germany in original cases, packages of 100 needles each. Will sell lots of one million and over
at 24c per 1000 needles

Terms f. o. b. New York, net cash.

RICHARD EULER
136 West 65th Street,
New York City

Telephone: Columbus 2592

EXECUTIVE SALES MANAGER OPEN FOR PROPOSITION

Ten years experience as sales manager for some of the largest Victor retail establishments in this country. Is desirous of entering a field offering larger scope and opportunity; with demonstrated ability to organize and develop sales or general business along constructive and profitable lines. Prefer to affiliate with some company operating several shops, preferably Victor. Present salary \$5,000 plus; further particulars upon request.

"Box 997," The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Talking Machine Cabinets—Beautiful Design

21 inches wide, 21 inches deep, 46 inches high. Three-ply mahogany veneering with solid mahogany top. Seven-coat built up finish. Three-ply sound chamber.
11a—three shelves and four spaces 18 inches wide, 19 inches deep, 4 inches high. Ready for installing motors.

Write today for prices

Montague Manufacturing Company
Richmond, Va.

FLORIDA

Florida all year sales agency open. Definite opening for live business man to secure one of the finest and biggest nationally advertised accounts in America. Must be able to invest from \$2000 up. Address P. O. Box 1421, Tampa, Fla.

BOOTHS FOR SALE

Nine demonstrating booths, 7x8, to be sold in one lot at a price that is an absolute bargain. Address Key Talking Machine Co., 97 Chambers St., New York.

POSITION WANTED—Recording expert, understanding equipment of laboratory from A. Z., familiar with up-to-date methods and has new ideas. "Box 1000," The Talking Machine World, 373 Fourth Ave., New York City.

CABINETS

Samples below cost. Period and upright phonographs, with or without equipment; also record filing cabinets. Write for prices and specifications.

VALUE-TONE TALKING MACHINE MFG. CO.
N. E. Cor. Borden & Front Sts.,
Long Island City, N. Y.

OPPORTUNITY

We have about 2000 photograph cabinets of prominent makes, which we wish to dispose of either in the WHITE or COMPLETE. Splendid proposition for jobbers or exporters. Good opportunity for anyone wishing to enter the talking machine field without the burden of manufacturing. Mount Kisco Wood Working Co., Mt. Kisco, N. Y.

MUSIC BUSINESS FOR SALE

A splendid opportunity to purchase a prosperous music business. Established 20 years. Exclusive Victor agency and splendid line of pianos. Located in a county seat and prosperous farming community in the 25,000 people town of draw from. This business invites thorough investigation. Excellent reasons for selling. Address "Box 991," care The Talking Machine World, 373 Fourth Ave., New York City.

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. Moller Co., Ephrata, Pa.

FOR SALE

COLUMBIA GRAFTONOLA SHOP
An unusual opportunity. One of the finest equipped Columbia Graftonola shops in the country, with complete stock of merchandise. Ten demonstration rooms, located in New York State. Population over 200,000. Best location in city. On account of other interest will sell. Address "Box 994," care The Talking Machine World, 373 Fourth Ave., New York City.

SPOT CASH

We Buy
Job Lots, Close-Outs,
Discontinued Stocks, etc.
In all lines. No quantity too
large. Quick Cash for bargains.
SEND SAMPLES AND FULL PARTICULARS TO
FANTUS BROS., 525 S. Dearborn St., Chicago
WE BUY ANYTHING

Sacrifice Sale of 25,000 Standard

10-inch PORTABLE DISC RECORDS
100,000
All desirable—no duplicates.
In 100 lots, 100 each, 10c.
In 500 lots, 100 each, 10c.
In 1,000 lots, 100 each, 10c.
In 1,000 lots, 100 each, 10c.
Terms: Net 20.00 Chicago. Subject to prior sale.
Fantus Bros., 525 S. Dearborn St., Chicago, Ill.

CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

CABINETS

Beautiful, exclusive designs. Mahogany, Walnut or Oak, with effective bronz, and tone modifiers; ready for installing motors. Write today.

COLUMBIA MANTEL CO.
175 Powers St. Brooklyn, N. Y.

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

Mr. Piano Merchant. Are you looking for a new location? A music store in a town of 6,000, building, strictly modern, located in center of town, no competition, small goods store, all overhead expenses. A good opportunity for the right man. If interested write Glass Music House, Queens, Wis.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Settlement of Labor Troubles Promises General Trade Revival—Considering Safeguarding of Industries Bill—Seeking Revenue for Federation of British Music Industries—New London Headquarters for Gramophone Co., Ltd., and British Zonophone Co., Ltd.—Annual Convention of Gramophone Association—New Portable Machine Introduced—Latest Federation Report—General Trade News of Interest

LONDON, ENGLAND, August 1.—As I read the industrial barometer it seems to me that at no time since the palmy days of 1919 has the outlook for the gramophone trade been brighter than at the present moment. It is certainly true in obverse ratio that the British gramophone industry is comparatively quiet just now. Trade is at its lowest ebb. Sales are few and far between, and speaking from the viewpoint of business economy, not many firms, if any, are paying their way. Yet, never was a greater spirit of optimism apparent throughout every section of the industry, and with good cause. Let us examine the situation. Less than three months ago England was an armed camp. The forces which law and order are maintained were mobilized in full strength and by their very presence overawed the strong revolutionary element in our midst. Very briefly, that was the position in which we were placed. It is not to be wondered at that the export trade of this country dropped approximately two-thirds. The figures for last June reached only £45,000,000, against £136,000,000 in June, 1920.

By firmness, coupled with tolerance, however, the British Government has managed to bring

about a settlement of the coal strike (which lasted from April 4 to July 2) and this alone influenced the calling off of the threatened great engineering strike and induced a more reasonable feeling in many other labor sections where restlessness was apparent. By the terms of the arrangement that British industries are assured for a period of comparative calm for some years, at any rate. This will influence the rapid development of trade plans long held in abeyance. Already a decidedly optimistic atmosphere has been engendered. Factories long held idle through lack of coal are gradually restarting and the returns of unemployment show a big decrease week by week.

Another aspect favorable to an early revival of trade is the prospect of a successful conclusion of the negotiations now proceeding between the British Government and the representatives of Sinn Fein. A peace satisfactory to the Irish people would go far to the restoration of normal trade in that country and, of course, between Ireland and Great Britain.

Nearer home we find that the piano workers have accepted a settlement of their troubles. A new agreement has been signed, the chief point of which provides for wage reductions to enable manufacturers the better to meet competition and, it is thought, make good progress in the development of British piano manufacture.

From the foregoing it will be appreciated that the very hopeful view of the gramophone trade in a brighter future is reasonably justified. It is my considered opinion that gramophone sales will improve gradually from now onward and

that the coming season will certainly eclipse in both quality and quantity last season's trade.

Safeguarding of Industries Bill
Much is expected of the Safeguarding of Industries bill, which, at the moment of writing, is the subject of close Parliamentary scrutiny in committee. Its anti-dumping clause should prove of special benefit in preventing foreign goods coming into this market at low rates by reason of depreciated exchange. One of our greatest handicaps is the value of the German mark at about 1 penny, against the normal 1 shilling. The bill will tend to remedy this by a tariff leveling-up method and so insure that German goods only come into the British market on fair competitive price terms.

The Federation Concerned About Revenue
In this month's Journal of the Federation of British Music Industries it is stated that "The subject of permanent revenue has been engaging the attention of the Finance and Executive Committee. . . . The problem is one which presses for speedy settlement." A list is given of the various contributions which to date total the respectable figure of £2,059 13s. The Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers has, at £777 5s., contributed by far the largest amount of any other of the trade associations. Even at that, I believe the figure is short of expectations. Anyway, it is now stated that this Association has opened a guarantee list in respect of which members subscribe to the amount of £2,000 per annum for an agreed period of five years. The Federation's total revenue, in the main, has been

(Continued on page 158)



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FRANCE: Cte. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramofono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Gramphon-Aktiebolaget, Drottning Gatan, No. 4, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nensky Prospect, Petersburg (Peterburg); No. 1 Solnyanka, Solnyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tula; Nowy Swiat 30, Warsaw; 11 Michtovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balaughatta 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: Gramophontium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 231, Johannesburg; Mackay Bros. & Nicholson, Post Box 410, Durban; Ivan H. Haarbrugg, Post Box 103, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ervin & Co., Post Box 59, Queenstown; Handel House, Kimberley; Lawrence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenco Marques.

HOLLAND: American Import Co., 22a, Amsterdijkweg, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan. **EGYPT** (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

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FROM OUR LONDON HEADQUARTERS—(Continued from page 157)

subscribed by manufacturers and wholesalers. It is to the large army of dealers that a special appeal is made, and as a start it is announced that the Gramophone Dealers' Association will contribute 2s. 6d. per member till its membership reaches 28 and 5s. per member from 251 upwards. Without additional revenue it is urged that the Federation's rate of progress must be substantially retarded.

"His Master's Voice" New London Headquarters

The most up-to-date business house in London, at least so far as applies to the gramophone trade, was opened by Sir Edward Elgar on July 20. The new building occupies a prominent position on Oxford street, one of the chief centers of the West End. It is the new headquarters of the Gramophone Co., Ltd., and the British Zonophone Co., Ltd. In celebration of the event a luncheon was given to a representative gathering of eminent musicians and the press.

The building has been planned on a scientific basis so as adequately to provide for the many sections of such a vast and intricate organization as the "His Master's Voice." One of the many unique features is a school for shop assistants. For this purpose a model shop has been installed, a replica in miniature of the real sales floor, where the assistants will rehearse all the duties that will be theirs in the handling and selling of gramophones and records to the public. The "His Master's Voice" dealers will be sending their assistants to Oxford street, where entirely free tuition will be given them by experienced men in the handling of all kinds of customers, attractive window dressing, salesmanship, etc. In other words, the business students will receive a super-coaching that will equip them to grapple in a successful manner with all aspects of retail trading.

Really sound-proof audition rooms have been installed. The main sales floor is divided into two departments, one for machines, the other for records, and each is subdivided into separate sections and audition rooms. The building contains about a mile of floor space. Throughout it is beautifully fitted up, most artistically decorated, the cardinal colors being gold and ivory.

The most striking electrically illuminated sign yet seen in London, occupying some 1,500 square feet, will adorn the exterior of the building. The sign consists of a human figure placing a record in position on a gramophone with revolving turntable and clever representation of music notes issuing from the sound chamber. The world-renowned trade-mark, with "Nipper" very much alive and the names of some of the principal H. M. V. artists, will form part of this arresting pictorial sign.

The occasion of the opening was marked by some interesting speeches, in which full credit was given to the wonderful development of the company and the entertaining and instructional value of the "His Master's Voice" instruments

and records. Alfred Clarke, managing director, presided. Considerable interest and pleasure were caused by the presence of Francis Barrand, to whose brush is due the world-famed picture trade-mark of "His Master's Voice."

The Association Convention

The annual general meeting of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers was held recently at the offices of the Federation of British Music Industries, W. Manson (Gramophone Co., Ltd.), president, in the chair. The accounts, presented by W. B. Beare, treasurer, showed a balance in hand of £155 10s. 2d.

The report of the secretary (C. E. Timms) recorded that: "Although no trade question of an epochal character has transpired during the third year of the Association's existence it has been a period of progress and of constant activity in the interests of members. Nine additional houses have been elected to membership during the year. General committee meetings have been held as frequently as necessary and have been well attended by both London and provincial members. Among the more important matters claiming attention were: Import duties on musical instruments and parts, customs drawback on re-exports, imports from Germany, trade conditions in Germany, railway rates and conditions, fraudulent advertising of gramophones and other musical instruments.

The publication of regular monthly statistics of imports, exports and re-exports, initiated by this Association for the benefit of its members, has been adopted by other branches of the music trade, and the whole of this work is now coordinated under the auspices of the Federation of British Music Industries. This Association, however, continues to provide the official figures relative to the sections of special interest to its associates.

The fullest possible measure of support has been accorded to the Federation of British Music Industries, with which the Association is affiliated, and the work of this most desirable and necessary central trade organization has been contributed to and closely followed in the interests of members by the delegates appointed and who comprise: H. J. Cullum, M.B.E.; Herbert W. Dawkins, A. J. Mason, W. Manson, Frank Samuel, Louis Sterling and the secretary.

The following officers were elected for the ensuing year: President, M. F. Cooksey (J. Thibonville-Lamy & Co.); vice-president, Louis Sterling (Columbia Gramophone Co., Ltd.); honorary treasurer, W. B. Beare (Beare & Son).

The retiring members of the general committee comprised in the Gramophone Section, H. J. Cullum, J. E. Hough and E. C. Paskell, and in the Musical Instrument Section, Geoffrey Hawkes and A. G. Houghton. There being no other nominations, and these gentlemen being willing to serve again, they were unanimously re-elected. The Council of the Association for next

↓ ↓
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

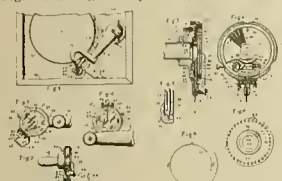
WASHINGTON, D. C., August 7.—Phonographic Reproducer. Henry H. Stromberg, Chicago, Ill. Patent No. 1,378,144.

The principal object of this invention resides in the provision of a phonographic reproducer which carries in its casing a needle magazine for storing a quantity of reproducer needles.

A further object consists in providing mechanism in connection with the needle magazine whereby an ample supply of reproducer needles may be stored in the magazine at one loading and whereby the needles are available for use, one at a time, as occasion demands.

Another object resides in the provision of a bracket to be used in connection with the improved reproducer whereby the operation of discharging used needles and affixing new needles is greatly facilitated.

Figure 1 is a top plan of a portion of the inside of a phonograph cabinet showing a turntable and a tone arm in connection with which the improved reproducer and bracket of the invention is illustrated; Figs. 2 and 3 are side and front elevations, respectively, of the improved reproducer of the invention shown in its co-operating relation to the bracket; Fig. 4 is a side elevation of the reproducer illustrated in the position in which it is preferably disposed when reproducer needles are being loaded therein; Fig. 5 is an enlarged vertical cross-section through the improved reproducer; Fig. 6 is a vertical section taken on line 6—6 of Fig. 5 looking in the direction indicated by the arrows; Fig. 7 is a fragmentary enlarged sectional detail



of the reproducer casing and needle magazine, illustrating a means which is provided in the casing whereby the sharpened points of the reproducer needles are insured against damage while they are stored in the magazine; Fig. 8 is an isolated side elevation of the magazine disc forming a part of the improved reproducer of the invention, and Fig. 9 is an isolated side elevation of the index plate forming a part of the improved reproducer of the invention.

Talking Machine. Thor Raje, Los Angeles, Cal. Patent No. 1,378,133.

This invention relates to talking machines and the primary object thereof is to provide a multiple record machine arranged to play records of substantially large diameter and to support a plurality of such records in position for successive use.

Another object is to provide a multiple-record talking machine arranged to support a plurality of large annular records in operative position without substantially increasing the size of the machine over the sizes of machines in general use with other types of records.

A further object of this invention is to provide a machine capable of playing a series of records selectively, one at a time, in successive order, and capable, further, of repeating a selected record at the option of the operator.

A further object is to provide means for rendering lengthy musical compositions which cannot usually be rendered on other types of machines.

In talking machines of known construction

it has been found impossible to completely record certain lengthy musical compositions owing to the fact that records of sufficient size cannot be made with practicability. Such compositions have therefore been revised and changed to adapt them for reproduction on talking machines, and for this reason the value of the record, especially to students of music, has been greatly depreciated. To overcome this objection, the present invention has been designed and contemplates preferably the provision of a plurality of records of novel construction mounted upon a mandrel in such a manner as to permit of the reproduction of each record in succession, whereby any musical composition may be played in its entirety.

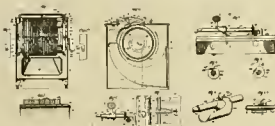
The invention further contemplates the utilization and saving of space by providing a mandrel of hollow construction to enable the mounting of the driving means, including a motor therein and means for removing the mandrel from the casing. This construction permits the use of a motor of relatively large capacity. By this construction the mandrels may be employed as files or holders for records while not being used. Due to the relatively great diameter and size of the mandrels, they also act as a flywheel for the motor.

Another object is the provision of a motor which may be used to operate any mandrel selected. To this end a motor housed in a suitable casing is arranged to be detachably secured within a mandrel.

A further object is to provide a means for identifying the record mounted upon the mandrel, and to this end a suitable index is carried by the machine cabinet and has associated therewith an index finger extending from the sound box carrying lever so that the latter may with facility be adjusted to a position to play any desired record of the series mounted upon the mandrel.

A still further object is the provision of an adjustable automatic repeat device of novel construction carried by the cabinet and arranged in the path of movement of the sound box carrying lever and actuated, by contact therewith, to lift the sound box from engagement with the record groove, return the same the width of the record just played and then lower said sound box into contact with said record.

Figure 1 is a vertical longitudinal sectional view taken through the talking machine cabinet; Fig. 2 is a fragmentary detail section of the frame on the line 2—2 of Fig. 1; Fig. 2a is a detail view of the frame in the plane of Fig. 2; Fig. 3 is a fragmentary longitudinal section of the mandrel with a plurality of records thereon; Fig. 4 is a fragmentary section on the line 4—4 of Fig. 1; Fig. 5 is a fragmentary top view showing the means for identifying the several records



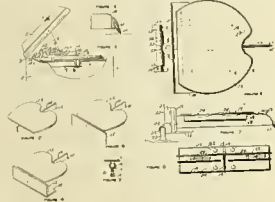
mounted upon the mandrel; Fig. 6 is a fragmentary side elevation of the automatic repeating device employed in connection with the invention; Fig. 7 is a view similar to Fig. 6, showing the repeating device in position after the sound box carrying lever has been returned to the beginning of the record; Fig. 8 is a section on the line 8—8 of Fig. 6, showing the repeating device in the position just previous to the contact of the sound box carrying lever therewith; Fig. 9 is a view similar to Fig. 8, but showing the position of the parts during the return move-

ment of the sound box carrying lever; Fig. 10 is a detail perspective view of a contact member which forms a part of the repeating device; Fig. 11 is a longitudinal section through said contact member.

Phonograph. Charles Hansen, San Jose, Cal. Patent No. 1,379,338.

It is the object of this invention to provide a machine of a character in which the recording or reproducing mechanism is embodied in one simple structure positioned over the record—that is, in which the one structure embodies the sound reproducer, conveyor and distributor. It is a further object of the invention to provide a structure of the character indicated that can be readily adapted for use on any type of record, that will be economical to manufacture, durable, simple in structure and mode of operation, highly efficient in its practical application, and that will more equally distribute sound than those forms requiring the use of a horn.

Figure 1 is a side elevation of a phonograph embodying the invention, part being broken away; Fig. 2 is a perspective view of the elemental structure of the invention; Fig. 3 is a perspective view of another elemental structure embodying a more advanced form of the invention; Fig. 4 is a perspective view of another elemental structure embodying a still more advanced form of the invention; Fig. 5 is a detail elevation of the catch used for holding the device in an inoperative position; Fig. 6 is a top plan view of



the structure embodying an advanced form of the invention; Fig. 7 is a side elevation of the device shown in Fig. 6; Fig. 8 is a front elevation of the same; Fig. 9 is an enlarged detail showing the needle mounting.

Talking Machine. Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,379,345.

One object of this invention is to provide an improved collapsible talking machine, and more specifically an improved collapsible talking machine including a cabinet and sound-reproducing means enclosed therein in which the sound-reproducing means includes a rotary record support which is arranged to be moved from an inoperative position, in which it is entirely enclosed by the cabinet, to an operative position, in which it projects outwardly from and is only partly enclosed by the cabinet.

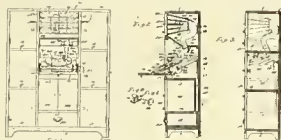
Another object of this invention is to provide an improved talking machine including a cabinet and sound-reproducing means enclosed thereby and in which the sound-reproducing means includes a record support movable from an inoperative position to an operative position, as the result of the movement of a closure forming a part of the cabinet.

Other objects of this invention are to provide in a talking machine improved sound-amplifying means; to provide an improved arrangement for a disc record support as well as other improvements.

In the accompanying drawings Figure 1 is a fragmentary front elevation of a talking machine constructed in accordance with this invention,

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 160)

the parts thereof being shown as when in operation; Fig. 2, a vertical central section of the same; Fig. 3, a vertical central section of the



same showing the parts as in inoperative condition; and Figs. 4 and 5 are perspective views of parts of the same.

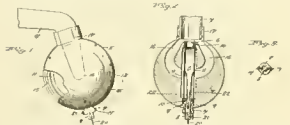
Phonograph Reproducer. Charley M. Crosso, Sallisaw, Oklahoma. Patent No. 1,379,535.

This invention has for its object to provide an improved reproducer for phonographs embodying two opposed diaphragms having a common sound outlet connected with the space at either side of and between the two diaphragms, whereby the sound produced is materially amplified.

Another object is the provision of a phonograph reproducer of this character by which the parts are constructed and assembled in such manner as to render the diaphragms and other interior parts conveniently accessible for repair and adjustment.

Another object is the provision of a double diaphragm structure for phonograph reproducers in which the respective diaphragms are of different thicknesses, thereby modifying the tone produced by the respective diaphragms and enhancing the tone produced by the instrument.

Figure 1 represents a side elevation of the improved reproducer applied to the tone arm of



a phonograph; Fig. 2 represents a transverse sectional view thereof, and Fig. 3 represents a transverse sectional view on the line 3-3 of Fig. 2.

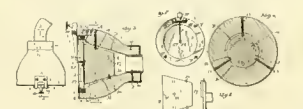
Reproducer for Phonographs. Charles G. Hensley, Brooklyn, N. Y. Patent No. 1,379,407.

This invention relates to a reproducer or sound box for all forms of talking machines wherein sound waves are reproduced from a record.

Some of the advantages flowing from the invention are as follows: Mellow, as distinguished from harsh, metallic tones, may be obtained. The enunciation is perfect, or nearly so. The tones are sustained. Overtones or harmonics are obtained. Conflict in tones is lacking. A band piece of any number of instruments, or a chorus of many voices, may be reproduced without conflict of tones, and one tone, voice or instrument does not decrease or drown out another, as they are reproduced like the original rendition. The accompaniments are brought out to the proper degree. The tones get out of the phonograph better, eliminating the muffled effect. When the device is made of wood the needle scratch is reduced or made less offensive. All

tones are more nearly like the original tones from which the records are made. Deep bass tones are reproduced which in the ordinary reproducer are entirely lost.

In the drawings forming part of this application, Fig. 1 is a plan view of the reproducer; Fig. 2 is an end elevation thereof, looking at the front or diaphragm end, these figures showing the device in a size suitable for actual practice; Fig. 3 is a longitudinal sectional view, taken on



the line 3-3 of Fig. 1, showing the parts on an enlarged scale; Fig. 4 is a cross sectional view taken on the line 4-4 of Fig. 3; Fig. 5 is an elevation of the inner or core member, and Fig. 6 is a diagrammatic view of the form of reproducers heretofore used.

Method of Regulating Sound-Box Reproduction. Emil Greenfeldt, Cleveland, O. Patent No. 15,114. (Reissued.)

This invention relates to an improved method for regulating the operation of a sound box or reproducer for a phonograph or like instrument.

The object of the invention is to provide a method whereby the operator, merely by engaging resiliently the needle arm of a sound box with a regulating mass and moving the same to and fro therealong between the points of connection of said needle arm with the diaphragm and the sound-box frame, is able to yieldably regulate the essential coaction of the parts to obtain the reproductive effect desired.

Figure 1 is a perspective view of a sound box for a phonograph or like instrument to which is applied a regulator embodying the invention; Fig. 2 is a side elevation of the regulator; Fig. 3 is a longitudinal sectional view of the regulator;



Fig. 4 is a longitudinal vertical section illustrating a regulator embodying the invention but of slightly different form; Fig. 5 is a view on the line 5-5 of Fig. 4.

Method of Recording Sound. Wm. H. Bristol, Waterbury, Conn. Patent No. 1,380,864.

The invention relates to a method of and apparatus for effecting a record of a vocal or instrumental selection with suitable accompaniment. Heretofore, it has been the practice to collect the sound waves emanating both from the soloist and the accompanying instrument or instruments by means of a horn or horns and, through the vibration of a diaphragm, to affect an acoustically actuated sensitive cutting member which is designed to engage a surface of plastic material to make the original record from which in turn is made a suitable master in well-known manner. It has been found, however, that in thus producing a record with accompaniment that the latter suffers, in that it is difficult to faithfully reproduce the different instruments. Piano accompaniments have been especially difficult to reproduce satisfactorily.

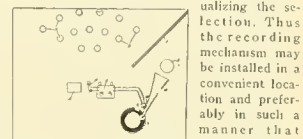
The present invention has for its object to effect a more natural record of the music of an accompanying orchestra, piano, organ or the like; and particularly to allow for the recording of a greater number of instruments than has been heretofore practical. In carrying out the improved method it is also found that with vocal selections perfect articulation is maintained, the recording being effected in the usual manner as transformations impair the reproduction, and that the instrumental accompaniment is, furthermore, faithfully rendered and may be had at the desired intensity. It will be appreciated, where

both the sound waves emanating from the instruments as well as those from the soloist are to be collected by a horn or resonator apparatus common to both, as generally carried out, that the instruments must be located at a limited distance from one portion of the horn and that an artist or artists must render the selection practically into the mouth of the said horn.

In accordance with the present invention, the vocal or other selection is rendered substantially as heretofore by the soloist in close proximity to the mouth of a horn, but the instruments are located at an appreciable distance from their collecting instrumentality and from the artist or artists, who may be, preferably, also acoustically, insulated therefrom. Moreover, the sound emanating from the instruments is not received directly by the mouth of a horn; but the combined sound waves therefrom are to be received by an electrical transmitting instrument to affect same, the impulses thereof amplified, and then directed to the recording apparatus. In this manner no excessive strain is put upon the transmitter member, which need only faintly transmit the sound waves, the location being such that a not too strong action is produced thereon from the instruments, the transmitter for this purpose being preferably located at an appreciable distance therefrom—for example, from ten feet to thirty-five feet away. This allows for the reproduction of the renditions of a full symphony orchestra, as comparatively weak impulses thus reproduced by the transmitter are properly amplified by a thermionic amplifier of audio frequency, whereupon impulses of sufficient intensity are provided and are caused to affect the recording mechanism simultaneously with the impulses received through the horn from a song of a singer or from musical instruments to be accompanied. A conductor may be so positioned as to view both the orchestra and the soloist; and the individual instruments composing the orchestra are, of course, to be arranged at distances best suited to the reproduction, being so located also with reference to the transmitter as to provide for the proper intensity of the transmitted impulses. The entire recording may be conducted in a room suitably constructed and acoustically arranged for that purpose and in which there may be provided a partition or separating wall to acoustically insulate the soloist as well as the recording mechanism from the direct effect of the instruments, thereby individualizing the selection. Thus the recording mechanism may be installed in a convenient location and preferably in such a manner that both the soloist

and the orchestra shall be visible to the conductor.

The accompanying drawing illustrates, diagrammatically, the general arrangement and apparatus employed in carrying out the novel method of effecting a record of a selection with accompaniment.



and the orchestra shall be visible to the conductor.

The accompanying drawing illustrates, diagrammatically, the general arrangement and apparatus employed in carrying out the novel method of effecting a record of a selection with accompaniment.

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September, 1921

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- SYMPHONY RECORDS.**
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The Name of Jesus Is So Sweet—Bartolo Solo, Oscar Scalet, Quartet
- 77989 Mightly Lak a Rose—Soprano Solo, The Four Ladies
- 77074 There's Sunlight in Your Eyes—Tenor Solo, The Four Ladies
- A3419 Where the Lazy Mississippi Flows—Waltz, Sashia Jacobson
I Lost My Heart to You—Violin Solo, Sashia Jacobson
- A3422 Hawaiian Melody (Intro "Kawika")—Hawaiian "Maiden" and "Waikiki"—Hawaiian Quartet
Sweet Lanes—Hawaiian Guit. Duo, Ferrer and Franchini
- A3424 (a) Irish Washerwoman, (b) Weirung of the Green, (c) Rakes of Malaga—Melody of Jigs and Reels—Fiddle Solo, Don Richardson
(d) Dance With a Gal Home in the Stocking, (e) Annie Laurie, (c) White Cockade—Melody of Jigs and Reels—Fiddle Solo, Don Richardson

- NOVELTY RECORDS.**
- EP166 Pekin Pecks, Original Woodwind Orchestra
Egyptian Dance, The Chavallas, Original Woodwind Orchestra
- A1311 Wild Animal Calls—Death of the Old Lion, Ernest Thompson
Wild Animal Calls—The Humming Vowels, Ernest Thompson
- A3431 Three o'Clock in the Morning—Tenor Solo, Frank Crumit
Moonlight and Tenor Solo—Frank Crumit
G433 Pity-Nobody's Baby, Marion Harris, Condemnie, Paul Harris, Orch. Accompaniment

- I Wonder Where You've Gone?—Marion Harris, Condemnie, Paul Harris, Orch. Accompaniment
- A4342 Sweet River Moon—Male Quartet, Columbia Stellar Quartet
Held Fast in a Baby's Arms—Hawkins and Tenor Duo, Readman-Miellor
- A3426 Wild Honey, Mary Stafford and Her Jazz Band, Condemnie and Jazz Duo
I've Lost My Heart to the Meanest Gal in Town, Mary Stafford and Her Jazz Band, Condemnie and Jazz Duo

- DANCE RECORDS.**
- A3410 Mini—Solo Guit. Solo, Paul Bieze Trio and Frank Crumit
Oh, Me! Oh, My!—Solo Guit. Solo, Paul Bieze Trio and Frank Crumit
A3429 Ain't We Got Fun? (Intro, "Now I Lay Me Down to Sleep")—Foster, Verkerk Jaanrinks Orch.
Not So Long Ago—Foster, Verkerk Jaanrinks Orch.
A4168 Pecos O'Neil (Intro, "Shores of the Shannon")—Foster, Verkerk Jaanrinks Orch.
The Last Waltz (Intro, "Now Comes My Golden Hour")—Drean, The Last Waltz Orch.
Meadley Waltz—Foster, Verkerk Jaanrinks Orch.
- THE MID-MONTH LIST.**
- A3421 Where Is My Baby?—Medley, Blues (Intro, "Naughty Waltz")—Medley, Blues
Queen of Sleds—Foster, Ted Lewis Jazz Band
A3428 Downy Under (Intro, "My Bubbly")—Foster, Ted Lewis Jazz Band
Baby (Intro, "Yes")—Medley, Blues
A3428 Hippiness (I Find My Happiness)—Dietz, With Lyrics—Foster, Ted Lewis Jazz Band
Sashunie (I Call You Sunshine)—Foster, Ted Lewis Jazz Band
- A3427 Wane Wang Blues—You and Serock, Comedians
Ain't You Coming Out, Malinda (Strling Morahan)—Foster, Ted Lewis Jazz Band
A3425 Do You Ever Think of Me?—Tenor Solo, Fred Hughes
You Made Me Forget How to Cry—Tenor Solo, Charles Harrison

VICTOR TALKING MACHINES CO.

- POPULAR SONGS.**
- 18782 You Made Me Forget How to Cry—Henry Burr
Enslime—Henry Burr and Vera
18781 Ain't You Home Again, Mother—Henry Burr and Peercy Quartet
When the Corn Is Whiting—Henry Burr and Peercy Quartet
18786 There's Only One Pal After All—Charles Hart-Elliott Shaw
Sleepy Head—Charles Hart-Elliott Shaw
18784 Stand Up and Be Seated for Your Right in an Old-Time Tune—Billy Murray and American Quartet
I Wonder Where My Sweetie Dashed Off To—Alison Stawley

- DANCE RECORDS.**
- 18783 In My Tippy-Corn—Waltz, Hackett-Berge Orch.
Where the Lazy Mississippi Flows—Waltz, Hackett-Berge Orch.
18779 Najo—Foster, The Benson Orch. of Chicago
Sail—Oriental Fiddlers, The Benson Orch. of Chicago
18787 You're the Sweetest Girl—Medley, Foster, All Stars, Trio and Their Orchestra
Vamping Rose—Foster, All Stars, Trio and Their Orchestra

- VOCAL AND INSTRUMENTAL RECORDS.**
- 45254 There's a Corner Up in—Oliver Kille-Elsie Baker
Little Tin Soldier—Oliver Kille-Elsie Baker
18780 All the Way to Cahoy—Homer Koolhaev
Where the Gales Swoon Around Here—Homer Koolhaev
Mrs. William Acker-Hoffers Koolhaev
45250 Virginian Judge—Third Session—Part I, Kelly
Virginian Judge—Third Session—Part II, Kelly
18779 My Treasure—Waltz (Teaser) Medley, C. Kelly
Marzovita Waltz—Waltz, C. Kelly
18785 Marine Corps Institution—United States Marine Band
The Rifle Regiment—March, United States Marine Band
- RED SEAL RECORDS.**
- FRANCES ALAN, SOPRANO—In Italian
64981 La Valse—Ebbett, No. Andro Lontana (Farwell)
My Joyous Homecoming—Catalani
Lucasota Boat, Soprano—In Italian

- 87328 Villanella—Alfano Corcor, Pianist
64973 Melody (Intro, Op. 74, No. 3), Chopin Liszt
Guzryez de Laca, Baritone and Julian
74697 Don Carlos—Perle me guntio e il di supremo
(The Day After Tomorrow), Soprano and
ANITA GALA CURCI, Soprano and
16418 The Sorcerer—Soprano I and (White My Heart
Is Joy Revealing), Tenor II, Bellini
(With Violin, Flute, Mandolin and Guitar)
- 64975 Santa Lucia Luntana—Santa Lucia, I Long for
You, Tenor II, Altano
(Piano Accompaniment by Sam Chetoffed)
- 74694 Gypsy Airs, No. 2, Sarasate
Fritz Kreisler, Violin
(Piano Accompaniment by Carl Lamson)
- 64974 Souvenir—Ferrer and Franchini
Jouit McCarague, Tenor
64982 Learn to Smile (From "The O'Brien Girl"), Franchini
Solo
74696 A Dream of Love (Orchestra in a Flat), Liszt
E. H. SOTHERN
74699 Julius Caesar—Antony's Oration, Part I, Shakespeare
74700 Julius Caesar—Antony's Oration, Part II, Shakespeare
74695 Damnation of Faust—Rakoczy Hungarian March, Berlioz
TOSCANINI and LA SCALA ORCHESTRA

BRUNSWICK RECORDS

- 30015 Ave Maria (Bach-Gounod)—Soprano in Latin, and violin, with orchestra, Florence Easton and Max Rosen
30010 TRAVIA—D. PROVERA I mar. (Fly Home in Fair Providence—Act II, Scene 1, (Verdi)—Bartore, in Italian, with orch.—Giuseppe Duse
10039 Transirei (Verdi), (Schumann)—Vocal solo, piano, with orchestra—Max Rosen
10040 Dreams of Long Ago (Carroll-Larson)—Tenor with orch.—Mario Chamale
13035 My Girl (Cavalotti)—Solo, with orchestra—Theo Karle
10038 Kavaiva De Fronton (Bourgeois)—Solo with orch., arr. by Burleigh—Theo Karle
2122 Bird Imitations (McKee)—Whistling Solo, Margaret McKee
Birds and the Brook (Stull-Lange)—Whistler with orch.—Margaret McKee
2117 Henry's Arringt at Saurice (Goldini)—Comedians—Billy Golden and Billy Henks
25904 Variations on Silver, Abrems Among the Gold (Danis-Vessella)—Concert Band, Vessella's Italian Band
Southern Rhapsody (Hosmer)—Concert Band, Vessella's Italian Band
2119 Kawala—Hawaiian Melody, Frank Ferrer and Anthony Franchini
Malani Ana Ka Makani (Good Breeds)—Hawaiian Players, Frank Ferrer and Anthony Franchini
5060 There's Only One Pal After All (Frost-Kuchler), James Sheridan and James Lynch
Held Fast in a Baby's Arms (Perdue)—Tenor and Baritone with orch.—Frank Medler and George Heardon
2121 I Used to Love You But I'm All Over Now (Brown-Vou Tiler)—Male Quartet with orch.—The Great Love Quartet
Oh, They're Such Nice People (Brown-Waltz)—Tenor with orch.—Billy Jones
5061 My Cherry Blossom (Cuyler)—Paxton, Burdette, and Isham Jones' Orchestra
Stolen Kisses (Lupton)—Concert Band, Solo—Lige-Klaphala—Foster, for dancing, Isham Jones' Orchestra
25005 Emaline Junga (McHugh-Mauger)—Foster, for dancing—Isham Jones' Orchestra
TIO-San-Ding (Traveler-Cage-Meyer-Black)—Foster, for dancing—Isham Jones' Orchestra
2120 Bring Back My Blushing Rose (Intro, "Sally, Bring Back My Blue Eyes")—from "The Follies of 1921"—Carl Fenton's Orchestra
Learn to Smile (Intro, "Convention Ship")—Carl Fenton's Orchestra

AEOLIAN CO.

- OPERATIC SELECTIONS.**
- 52013 Forza del destino—Pace, into alto (Mery, O Lord) (Verdi)—Soprano, in Italian; Vocalion
Solo, with orchestra—Lola Ratis
52014 Madame Butterfly—O quartet solo (Oh, King of Kings)—Tenor and solo, in Italian; Vocalion Orch. accom.
Gullio Cini and Marie Sundius
52015 Se Sarai Rose (Love in Springtime) (Arduini)—Soprano, in Italian; Vocalion Orch. accom.
20038 Oh That We Two Were Mayling (Nevin)—Soprano, Vocalion Orch.
24017 Because (Tschacher-Hardelt)—Tenor, Vocalion Orch. accom.
A Dream (Bartlett)—Tenor, Vocalion Orch. accom.
SAVED BY THE BELL—Golin O. Mear
14311 Throw Out the Life Line (E. S. Ford)—Orch. accom.
Ilynu Muel, Part 2 (Jesus Still Reign, Safe in the Arms of Jesus, Guide Me, Oh, Great Light-Giver, by R. H. Boyer, Solo)
The Shannon Four

- INSTRUMENTAL SELECTIONS.**
- 14312 Happy Days (Strakosky)—Ailler's Trio
Herd Girl's Dream (Lalibity)—Ailler's Trio
14313 HAWAIIAN SELECTIONS.
14213 Waltz of Love (Sherwood-Rege), Ferrer & Franchini
Somewhere in Honolulu (Sherwood-Vandor), Ferrer & Franchini
POPULAR SELECTIONS.
14214 Shores of the Shannon (O'Connor Fitzgerald)—Orch. accom.—Arthur Brown

- Love Sends a Little Gift of Roses (Cook-O'Phen Shaw)—Orch. accom.—(Same As) 10
14245 Jane (Fleeson-Vou Tiler)—Orch. accom.—Crestino Trio
Ain't You Coming Out, Malinda (Strling Morahan)—Orch. accom.—The Four 10
14246 Melon Time in Disneyland (Ringle)—Orch. accom.—Hammer's 10
I Take a Good Good Man to Be That (Dayba & Smith)—Orch. accom.—Allen Stanley 10
14223 Down at the Old Swimming Hole (Wilson & Brennan)—Orch. accom.—Ernie Harp & Billy Jones
Nightmare Blues (Belmi Giff)—Orch. accom.—Harmstrong's Quartet 10

- MUSICAL COMEDY SELECTIONS.**
- 35003 Selections from "The Last Waltz" (A Baby in Love, The Next Dance, The Last Waltz) (Dunn-Merridge-Trause)—Orch. accom.—Acolian Light Opera Company
Selections from "Two Little Girls in Blue" (Who's Who With You, Oh, Me! Oh, My!, Dolly) (Xotman-Lamm)—The Aeolian Orchestra 12

- DANCE SELECTIONS.**
- 14310 All by Myself (Living Bridge)—Foster, The Newport Society Orchestra 10
MI MI (Ace Mec)—Foster, The Newport Society Orchestra 10
The above record has been previously released.
14317 One Kiss (Wood-Burnett-Armit)—Foster, The Newport Society Orchestra 10
Canadian Capers (Chandler-White)—Foster, The Newport Society Orchestra 10
14218 Saturday (From "Snaphshots of 1921") (Micheil & Brodie)—Foster, Tenor Solo, Gypsy Blues, Love Will Find a Way (Lena), Gypsy Blues (From "Snaphshots of 1921") (Sissy & Sible)—Foster, Tenor Solo, Lena
14270 Ever Girtle Wants to Be a Sally (From "Snaphshots of 1921") (Franklin)—Foster, Tenor Solo, Yorchestra
I'm Looking for a Birdie (Intro: Sweet Malinda) (Rich-Woodard)—Foster, Tenor Solo, Yorchestra
14321 A Baby in Love (From "The Last Waltz") (Goodman-Benjamin)—Foster, Tenor Solo, Yorchestra
Learn to Smile (Intro, "Convention Ship") (The O'Brien Girl) (Hirsch)—Foster, Tenor Solo, Yorchestra
14222 When the Sun Goes Down (Bloom)—Foster, Tenor Solo, Yorchestra
Sylvia's Dance Orchestra
Why, Dear? (Cohen)—Selvin's Dance Orchestra 10

EDISON RE-CREATIONS

- 50749 Curro Cocharas March (The Bull Fighter) (Metello)—Accordion—F. Prossini
Mile of Ostrich (Metello)—Accordion—F. Prossini
50764 Rivoff (Cobey)—Solo—Imperial Marimba Band
Hawaiian Twilight (Vandor)—Solo—Waikiki Hawaiian Orch.
50765 Scene on the Levee, Roy Golden and Empire Vaudeville Co.
Down at Finigan's Jamboree, Empire Vaudeville Co.
50766 Let Clothes Be Nice (The Belle of Amherst) (Rimer)—C. M. Williams, Coway's Band
High School Love (The Belle of Amherst) (Rimer)—C. M. Williams, Coway's Band
50839 Streets in He Need of Prayer, and Wait Till Ah Put on My Crown—Tenor—Harvey Hindemeyer
50849 Bird and the Saxophone (Ringshafer)—Whistling Solo—Silly Sanderson
Dance of Frigolite (Morley)—Banjo, Shirley Spaulding
80650 The Debutante—Caprice Brilliante (Clarke)—Trumpet Solo—Rudolph W. White
Solo—Russian Folk Song (Malorusky) (Pena)—Russian National Orchestra
80651 Honey Babe (De Leath)—Male Voices, Crierion Quartet
Little Pickaniny Kid (Guinn)—Soprano, Betty Lane Shepherd
80652 Light of the World Is Jesus (Hills)—Mixed Voices—Metropolitan Quartet
O Happy Day (Rimbault)—Mixed Voices—Metropolitan Quartet
80653 Canto Amargo (Love Song) (Sammaritano)—Eman—Solo—Eman and Ella Torrc
Largo—Song in G Minor (Marello)—Violoncello Solo—Eman and Ella Torrc
82231 To You (Rodenbeck); and Song of the Robin (Cate)—Soprano, Anna Case
Beaute of Mine (Miller-Soprano, Anna Case
82232 Ebben? No andro lontana (Yes) Far Away Will I Be (Cate)—Soprano, Claudia Minio
Solo—Eman and Ella Torrc
Soprano, in Italian—Claudia Minio
50794 Brazz (Fells-Sherman)—Foster, for Dancing
Mello (Cello (Intro, "Valse Insolente")—Medley—Waltz (Most Thomas Eckstein) and Rona White
50795 Held Fast in a Baby's Arms (Perdue)—Tenor and Baritone with orchestra—Frank Medler and George Willard
Dearest One (Hauglin)—Soprano and Mezzo-Soprano, Betty Lane Shepherd and Spencer
Dorsey Held (Berlio-De Leath)—Waltz, for Dancing—Danmeyer and His Band
Milly (Miller-Ring-Haug)—Foster, for Dancing
Roy Miller and His Black and White Melody Boys
50805 Dear Love, My Love—June Love (Fring)—Soprano, Charles Hart and Fred Hunter
Where the Lazy Mississippi Flows (Eve Prevera)—Foster, Tenor Solo, Fred Hunter
50808 I've Got the Travelling "Clon-Clon Blues" (A. W. Green)—Solo—Marguerite Farrell
Arr. Go Love With Me (Marguerite Farrell
Green in Me Eye) (A. W. Tiler).

- "PATER DOLL" AND NINE OTHER EDISON**
- 50784 Pucker Up and Whistle (Till the Clouds Roll In) (Franklin-Vocalion)—Foster, for Dancing
Burry Burrell and His Orchestra
Paper Doll (David)—Foster, for Dancing
50790 Down Youder (Gibber)—Male Voices, Crierion Quartet
Just Keep a Thought for Me (Burnett-Fischer)—Baritone—Russell J. Harold Murray

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 162)

- 50791 I've Waiked So Long (Johnson-Bro.) Bert Harvey
Pua Nobody's Baby (Davis-Geigey-Santley)
- 50792 Peazy O'Neil (Pease-Nelson-Dodge)—Tenor.
Lullaby—Solo. Glenn Stanley
- 50793 Little Millie Is the Loneliest (When You're
Longing for Home, Sweet Home) (Donald
son-Tenor) Billy Jones
- 50794 Walk Until You See My Meddlesome (Brown-A-
Vou Tiltler)—Fox-Trot. Glenn Stanley
Lombardi's Riverside Orchestra
- Pea Cup Girl (Wilson)—Fox-Trot, for Dancing.
Lombardi's Riverside Orchestra
- "PERLA" AND EILEEN (OTHER EDISON
SERIES)—Lombardi's Riverside Orchestra
- 50798 Just Like a Rainbow (Earl-Foster)—Fox-Trot,
for Dancing. Harry Kaderman's Jazz Orchestra
You're the Sweetest Girl in All the World (In-
tro.) "Ruby" (Stanford-Davis-Robinson)—
Medley Fox-Trot.
- 50799 The Sidewalk (Gay)—Fox-Trot.
Orlando's Orchestra
- Perla (Wheeler-Walsh-Vincent)—Fox-Trot,
for Dancing. Orlando's Orchestra
- 50803 I Must Be Somewhere (Glen)—Fox-Strait-Jacket
Harpy)—Fox-Trot, for Dancing.
Glen's Vinyl Orchestra
- Love's Ship (Intro.)—"Say, You'll Be Mine"
(N. & A. Morrison)—Medley Waltz for Dan-
cing. Glen's Vinyl Orchestra
- 50806 Look for the Silver Lining (Medley Intro.)
(Humming) (Kern-Brewer-Henderson)
Ray Ray Perkins
Make Beliefs (Medley Intro.)—"Moonlight"
(Shilvert-Gordon)—Piano. Paulus
50807 My Cherry Blossom (Snyder)—Fox-Trot, for
Dancing. Lamin's Orchestra
Just a Little Love (Intro.)—"Ain't No
You Hanging Around" (Young-Deson-
son)—Medley Fox-Trot. Lamin's Orchestra
50816 Underneath Hawaiian Skies (Rose)—Violin.
Rose Eleanor Ball
Carolina Lullaby (Panella)—Violin.
Rose Eleanor Ball

EDISON AMBEROL RECORDS

- SPECIAL RECORDS
- 4108 Jaberwocky (Kendrick-Brown-Eastwood-
Woolly)—Fox-Trot, for Dancing.
Harry Kaderman's Jazz Orchestra
- 4309 Ain't We Got Fun (Whiting)—Tenor.—Billy Jones
4110 I Found a Rose in the Garden (Fisher)
Rock)—Fox-Trot, for Dancing.
Harry Kaderman's Jazz Orchestra
- 4311 Kiss a Miss (Intro.)—"Moonlight"
(De-Vull-Velten-Baron-Oldman)—Medley Waltz
for Dancing. Frank Banta
4312 Hey Fella (Sbrigley)—Male Voices.—Premier Quartet
4313 Wandering Home (Case-Stevens)—Soprano,
Mezzo-Soprano and Contralto.—Homestead Trio
4314 Sleepy Hollow (Fowler-Nickerson)—Waltz, for
Dancing. Green Bros. Novelty Band
4315 Somebody's Afternoon (Green)—Soprano,
Mezzo-Soprano and Contralto.—Green Trio
4316 High School Girl (Vielhauer)—Premier Quartet
4317 Vaunting Rose (Violiak-Schuster)—Tenor.
Billy Jones and Male Chorus
4318 Uncle Joab and the Soldier—A. Russ Soley
4319 Moonbeams (Price-Step)—Fox-Trot, for
Dancing. Green Bros. Novelty Band
4320 Never Give Up (Sankey)—Premier Quartet
4321 Nobodys Rose (Fried-Walsh)—Tenor.
George Wilton Ball and Female Chorus
4322 Country Kerry Mary (Pease-Nelson)—Tenor.
George Wilton Ball and Glenn Stanley
4323 I'll Keep on Loving You (Intro.)—"Coral Sea"
(Rose-Zany-Brown)
Dancing. Max Fells Della Robbia Orchestra
4324 I Was Born in Michigan (Franklin)—Male
Voices. Premier Quartet
4325 Laddie Buck of Mine (Ball)—Tenor, Allen McQuibac
4326 American Pep March (G. H. Brown)—
Imperial Marimba Band
4327 I'm Nobodys Baby (Davis-Geigey-Santley)
Glenn Stanley
- FRENCH RECORDS (Arr. by Brisson)
- 27204 Aloha-E (Jodye Haverly)—Hector Pellierin
—Bari-tone. Hector Pellierin
- 26214 "Liebechen am Bache" (Rheinlander).
Oberbayerische Bauernkapelle
26215 "Liechehen" (Rheinlander).
Oberbayerische Bauernkapelle

PATHE FRERES PHONOGRAP CO

- "POP" SUPPLEMENT NO. 48
- POPULAR VOCAL
- A-26600 I'll Forget You (Intro.)—Billy Jones
Stand Up and Sing for Your Father.
Billy Jones
- A-26601 When I Was in Love—Lewis James
Swanee River Moon—Lewis James and Elliott Shaw
A-26602 If You Could Get Me—Ernest Har-
vey
My Sunny Tennessee. Ernest Har-
vey
A-26603 Moon Time in Dickland. The Harmonizers
Oh, They're Such Nice People—Allen Stanley
DANCE
- A-26593 The Sidewalk—Orlando's Orchestra
Molly on a Trolley—Fox-Trot.
Nicholas Orlando's Orchestra
A-26594 My Sunny Tennessee—Fox-Trot.
Merry Melody Men
Sunny-Side Sal—Fox-Trot. Merry Melody Men
A-26595 One Kiss—Fox-Trot. Casino Dance Orchestra
A-26596 Fealons of Love—Waltz. Casino Dance Orchestra
Saturday—Fox-Trot. Casino Dance Orchestra
Bennie Krueger & His Orchestra
Silly, Won't You Come to My Intro—"Bring
Back My Blushing Rose" (from "Ziegfeld
Follies 1921")—Fox-Trot.
Bennie Krueger & His Orchestra
A-26597 Why, Dear?—Fox-Trot. Casino Dance Orchestra
Ti-O-San (Intro.)—"Clinging"—Fox-Trot.
Casino Dance Orchestra
A-26598 Ain't We Got Fun—Fox-Trot.
Joseph Samuels' Music Masters
Where (Robt)—Fox-Trot.
Joseph Samuels' Music Masters
A-26599 Learn to Smile (from "O'Brien Girl")—
Fox-Trot. Piedmont Dance Orchestra
Second Hand Rose (from "Ziegfeld Follies
1921")—Fox-Trot. Piedmont Dance Orchestra

- REGULAR PATHE SEPTEMBER LIST
- OPERAIC AND STANDARD SONGS
- 54073 Tara (Duettery of Happy Tenors)—in
Spanish. The Vocalists
54074 Joeetyn (Goddard)—"Heaven's in French."
Glen Stanley
23601 Little White Cat in the Lane. Wells Clara
20543 Golden Crown (Negro Spiritual)—in
De O' Ark-A-Moyern' (Negro Spiritual).
Walter Glenn
20563 Carry Me Back to Old Virginia.
Ruth Brown
2 To a Wild Rose. Olive Reed
A-40220 R. H. (Break Folk Song)—Bob
King David's Fiddle (David Handeche's Fi-
ddle). Charles Baker
20583 Maesuela. Charles Baker
Come Back to Erin. Charles Baker
A-26564 Medley of Irish Melodies, Part 1 (Intro.: I
QUARTET SERIES)—Charles Baker
Clarin's"; 2, "The Harp That Once Tiro"
Tara's Hall"; 3, "The Minstrel Boy")
Medley of Irish Melodies, Part 2 (Intro.: I
"Wavin' of the Green"; 2, "Killarney";
3, "Come Back to Erin").
Shannon Four, Unaccompanied
NEW INSTRUMENTAL RECORDS
FOUR DISTINCTIVE VIOLIN SOLOS
A-26584 Souvenir (Della)—Violin solo, Emily Gresser
10
A-26582 Traumer-Violin solo. Rose Eleanor Ball
10
From the Canche—Rae Eleanor Ball
A-26586 Carnival of Venice—Accordion duet.
10
Carnal Smiles (Sorris di Culla)—Accordion
10
20567 Bird Call—Margaret McKee
10
Song Bird Message. Margaret McKee
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Notice—Records marked "A" may be obtained as Actuelle
(neceditur) records.

GENNETLATER RECORDS

- 4530 Oh, Me! Oh, My! and "Dolly Medley" (from
Two Little Girls in Blue) (Clymans)
Harry Kaderman's Jazz Orchestra
- Whisy Dues (Kahn-Blanston-Gay)—Solo.
Arthur Fields Singing the Chorus
Harry Kaderman's Jazz Orchestra
- 4251 Beale Street Blues. Arthur Fields Singing the Chorus
The "St. Louis Blues" (Handy).
Bennie Krueger's Orch.
Al Bernard Singing the Chorus
- 10044 Coming Through the Eye
Miss Gail, Soprano with Orch. Acc.
My Laddie (Thayer)
4746 In the Sweet By and Bye (Bennett-Gibbet)
Grierion Quartet, Vocal Quartet Unac.
The Church in the Wilderness
Grierion Quartet, Vocal Quartet Unac.
4747 Laughing Rag (Steiner-Moore)
Sam Moore, Steel Octet-Charda Solo
Piano Act. by Frank Banta
Nother Machine (Ball)—Solo.
Sam Moore
4749 Drowsy Head (Berlin-DeLatt)—Waltz
Solo.
In My Tippy Canoe (Fisher)—Waltz
Gennett Dance Orch.
4748 Juliette (Turk-Robinson)—A. France
Gennett Dance Orch.
fox-trot. Bennie Krueger's Orch.
Sweetheart (Davis-Johnson)—Solo.
Bennie Krueger's Orch.

OKEH RECORDS

- VOCAL
- 50101 The Wedding of Figaro (Fiorini's Hochzeit) (O
summerlager nicht) (Mozart)—Soprano, in
German, with Orch. Frieda Hempel
50102 Mignon (Knechtel) (with the Title) (Thomas)—
Soprano, in German, with Orch.
52101 I Paoliqel (Prologue) (Lonevalde)—Bari-tone
in Italian, with Orch. Riccardo Stracciari
72101 Faust—Duo Postente (Even brave heart)
(Lonevalde)—Bari-tone in Italian, with Orch.
72001 L'Elisir D'Amore—Quante Belli (Ho-
liday) (Donizetti)—Tenor, in Italian, with
Orch. Riccardo Stracciari
4371 Strife, Miss Lizzie—Bari-tone with Orch.
Al. Bernard
I Ain't Afraid of Nuthin'—Dat's Allive—Bari-tone
with Rega Orchestra. Ernest Har-
vey
4375 Amen in Indian—Tenor, with Orch.
Down at the Old Swimming Hole—Tenor-Clarinet
Solo. Rega Orchestra
4379 Molly Brannigan—Tenor, with Orch.
Lain O' Kennedy
Soldiers of Erin—Tenor, with Orch.
Lain O' Kennedy
DANCE AND INSTRUMENTAL RECORDS
52301 Big Fat Mamma. Norfolk Jazz Quartet
52302 Congo—Congo
—Violin solo, with piano accomp. Jan. Kullell
72301 Serenade (Della)—Violin solo, with piano
accomp. Jan. Kullell
4382 Hawaiian Hag—Hawaiian guitar duet.
Hawaiian Rag—Hawaiian guitar duet.
4368 All For You (Intro.)—"Without You"—Medley
Fox-Trot.
Erdody's Hotel Pennsylvania Orchestra
Ain't We Got Fun (Intro.)—"Without You"—Medley
Fox-Trot.
Erdody's Hotel Pennsylvania Orchestra
4381 American Guard—March. Conway's Band
4380 Fantasy on Dixie (Op. 130) (Bartis
Langley). Conway's Band
4369 Painted Doll—Fox-Trot.
Erdody's Hotel Pennsylvania Orchestra
4370 Puller, My Lady, My Lady King, and His Black
and White Medley Boy.
Erdody's Hotel Pennsylvania Orchestra
4370 Puller, My Lady, My Lady King, and His Black
and White Medley Boy.
Erdody's Hotel Pennsylvania Orchestra
4372 The Last Waltz (from "The Operaetta," "The Last
Waltz")—Waltz.
Nitty's Hotel Billmore Orchestra
The Criterion—Waltz.
Frank Stretta's Society Orchestra

- 4371 Stolen Kisses—Fox-trot.
Bennie Krueger's Orchestra 10
Just a Little Love—Fox-trot.
Green Brothers' Novelty Band 10
4374 Yokohama Lullaby—Fox-trot.
Green Brothers' Novelty Band 10
Listening—Fox-trot.
Bennie Krueger's Novelty Band 10
4376 Sweetheart—Fox-trot.
Bennie Krueger's Orchestra 10
4377 In a Boat (from "Erdody's Hotel Pennsylvania Orchestra 10
10
In My Tippy Canoe (from "Erdody's Novelty Band 10
10
4378 New Year—Green Brothers' Novelty Band 10
10
Just Because—Harry Kaderman's Jazz Orchestra 10
4383 Kaldere Fanny—Boruppi
Tom Emus (Irish Tune)—John Muller (Fiano) 10
4323 Gordon's Rec-Accordion solo, with piano
accomp. Peter J. Conlon (Accordion)-Joseph J. Garry
(Fiano)
Paddy O'Rafferty's Jug—Accordion solo, with
piano accomp. Peter J. Conlon (Accordion)-Joseph J. Garry
(Fiano)

OLVMPIK DISC RECORD COP.

- DANCE
- 51317 Daddy, Your Mama Is Lonesome for You
(Smith-Seifer-Dunnt)—Fox-trot.
Bennie Krueger's Orchestra
Al. Bernard
Open Arms (Nanival-Lewis)—Fox-trot.
Merry Melody Men
51318 Jane (Pfeason-Von Elzer)—Fox-trot.
Lamin's Roseland Orch.
Melody in F—One-step.
Elli Fuller's New York Orch.
51319 Ti-O-San (Traveller's Luck)—Fox-trot.
Bennie Krueger's Orch.
Learn to Smile (Harlach-Hirsch)—(from "The
O'Brien Girl")—Fox-trot. Bennie Krueger's
Orch.
5120 Ain't Myself (Irving Berlin)—Fox-trot.
Bennie Krueger's Orch.
Why, Dear? (Henry R. Cohen)—Fox-trot.
Bennie Krueger's Orch.
POPULAR SONGS
4132 There's Only One Girl After All (Frank-Kil-
kenny)—Tenor with Orch. Charles Hart
Shilvert-Gordon
Orch. "COMIC MONOLOGUES"—Charles Hart
2101 No News or What Killed the Dog (Willis)—
Comed Monologue. Victor Fletcher
The Three Little Kittens (Singer)—Solo.
HAWAIIAN
16105 Pansy Faces (Pansy)—Honolulu Harison Orch.
Two, Three, Four (Alan)
Honolulu Hawaiian Orch.
SACRED
20101 Fire as a Bird (Dana-Rock)—Bari-tone with
Orch. Victor Fletcher
Jesus I Come (Svepler-Stebbins)—Bari-tone with
Orch. Charles Knapp
NOVELTY RECORD
4132 The Birds of the Brook (Suitt-Lonely)—Whis-
ling solo.
Margaret McKee, California Mocking Bird
Bird Imitation—Solo.
Margaret McKee, California Mocking Bird
4132 The Birds of the Brook (Suitt-Lonely)—Whis-
ling solo.
18110 Medley of Country Reds—Violin solo, piano
accomp. Michael Donovan
Medley of Country Reds—Violin solo, piano
accomp. Michael Donovan
18111 Monon Musical (Chopin)—Minnie Carl-
(Chopin)—Piano solo. Emanuel Isalbau
OPERAIC
19106 Vae di donna (Angelic Voice) "Glocoms" in
Italian—Contralto with orch. Henricita Wakefield

EMERSON PHONOGRAP CO

- DANCE
- 10398 All by Myself (Irving Berlin)—Fox-trot.
The Great Lakes Orchestra
Pua Nobody's Baby (Davis-Santley-Pearl)—Fox-
trot. Plantation Dance Orchestra
19044 Ain't We Got Fun (Intro.)—"Without You"
Trot.—Joseph Knicht's Waldorf-Astoria Dance Orch.
10 (Johnny S. Knicht)—Fox-trot.
Max Fells Vanderbil Orchestra
10395 Mon Homme (My Man) (Marlene Yvain)—Fox-
trot. (Stamora-Frill) Orch.
Just a Little Love (Young-Deson and Squires)—
Solo. Green Brothers' Novelty Band
10399 The Last Waltz (Oscar Straun)—Waltz
Open Arms (Wm. J. Lewis)—Fox-trot.
Joseph Samuels' Music Masters
10400 My Cherry Blossom (from "The O'Brien
Girl")—Fox-trot.
Lamin's Roseland Orchestra
Where (Harold Blose)—Fox-trot.
Lamin's Roseland Orchestra
10412 Stolen Kisses (Ted Snyder)—Fox-trot.
Little Club Orchestra
I'm Missing You (Wm. J. Lewis)—Fox-trot.
The Great Lakes Orchestra
10403 Charming—Solo.
Merry Melody Men
Fox-trot. Merry Melody Men
Foot Me (Finney-Adams)—Fox-trot.
Merry Melody Men
10411 Sally, Won't You Come Back Medley (from
"The O'Brien Girl")—Fox-trot.
Lamin's Roseland Orchestra
Learn to Smile (from "The O'Brien
Girl")—Fox-trot.
Lamin's Roseland Orchestra
Every Night (Bibo-Natzy)—Fox-trot.
Blumie Hotel Orchestra
10415 Swanee Rose (George Gerswin)—One-step.
Van Gess Realty Four
Just Because (Stevens-Frassin)—Fox-trot.
Van Gess Realty Four
10402 It Must Be Someone Like Me (from "The
Harem")—Fox-trot. Lamin's Roseland Orch.
Listening (from "The O'Brien Girl")—Merry Melody Men
SONG LYRICS
10397 Amen in Indiana (B. and E. Gorman-Rovey)
Comedy song, orch. accomp. Eddie Cantor
Oh, They're Such Nice People (Brown-Walsh)
Character song, orch. accomp. Billy Jones
(Continued on page 164)

ADVANCE RECORDS FOR SEPTEMBER

(Continued from page 163)

- 10493 Mally in a Trolley by Golly With You (Jerome Schwartz)—Comedy song, orch. acc.
- Who'll Be the Next One to Cry Over You? (Johnny N. Black)—Baritone solo, orch. acc.
- 10396 Love Will Find its Way (Miller and Lyle Saxe and Blake)—Ballad.—Fried Hillstead
- Piano acc.
- 10400 Oretta Rules O'Her and Lyle Saxe and Blake.—Fried Hillstead
- Blues.—Noble Sissle
- 10404 Sunnyside Sal (Kenzie & Brockman)—Baritone solo.
- 10410 You Kiss (Barnett-Anderson)—Tenor solo, orch. acc.
- 10416 Ain't You Gotting Out, My Darling (Moran-Von Tiler)—Novelty song, orch. acc.
- 10418 Daisy Days (Blumius-Coke-Kahn)—Baritone solo, orch. acc.
- 10417 You Made Me Forget How to Cry (Abrams-Lewis-Yung)—Tenor solo, orch. acc.
- I'm Looking for a Bluebird to Chase My Blues Away (Merrill Rick)—Blues, novelty, orch. acc.
- 10405 I Want My Mammy (Louis Brand)—Tenor solo, orch. acc.
- STANDARD, HAWAIIAN AND OPERATIC SELECTIONS
- 10406 La Fleur Que Tu M'As Jete (This Flower You Gave to Me) from "Carmen" (Georges Bizet)—Tenor solo in French, orch. acc.
- Salut! Dextere Chate de Pure (All Hell-Ton Duval) Pure and Lowly from "Faust" (Charles Gounod)—Tenor solo in French, orch. acc.
- 10408 Mally Heppanig (C. Villers Stamford)—Tenor solo, orch. acc.
- The Foggy Dew (Milkinn-Fox)—Tenor solo, orch. acc.
- 10407 Amice Laure (Lillian Gerbig)—Male quartet, Criterion Male Quartet
- Sally in Our Alley (Carey and Smith)—Female quartet, Criterion Male Quartet
- 10409 Silver Threads Among the Gold (Reardon-Danks)—Tenor solo, acc. by violin, piano and cello.
- When You and I Were Young, Maggie (Johnson-Butterfield)—Tenor solo, acc. by violin, piano and cello.
- 10410 Kaulahanea March—Hawaiian guitars, Ferns and Franchini
- Ua Like No a Like—Hawaiian guitars, Ferns and Franchini
- 10418 The Lighthouse, Melody—Melody of Irish reels.
- Lamb of Sweet Erin, Melody—Melody of Irish reels.

AMERICAN ODEON CORP.

DANCE RECORDS.

- 1042055 Ain't We Got Fun? (R. A. Whiting)—Fox
- 1042056 I'm Me (O. Finney, H. Adams)—Fox
- 1042052 The Last Waltz (From the Opera "The Last Waltz") (Oscar Straus)—Vocal
- A Baby in Love (From the Opera "The Last Waltz") (Alfred Goetz)—Fox
- 1042053 My Cherry Blossom (Ted Snyder)—Fox
- Every Girl Wins in Be a Scully (From "Scopy Sisters" of 1921)—Columbia

- Franklin)—Fox
- 1042054 Stolen Kisses (Ted Snyder)—Fox
- Tio-San (Lou Traveler, L. Clair Case)—Fox
- 1042055 Ho, Ho, Voice (From Mummy Land) (Johnny S. Hill)—Fox
- Waiting Is Spreading (From Lead to Land (From "Phobe of Quality Street") (Walter Kent)—Wax
- 1042058 Toodle (Dise-Wesphal-Steger)—Fox
- Would You? (A. J. Sredness, McConnell)—Fox
- 1042056 Amis in Boston (E. J. Gorman and H. Rose)—Tenor, With Orch.—Harry Rose
- 1042057 Bring Back My Bluebird Rose (From Geopfeil "Eolhas, 1921") (Gene Buck-Ruffolo)—Tenor, With Orch.—Lewis James
- 1042059 All My Heart (From "The Tenor With Orch.—Billy James
- Little Girl, Don't Say Goodbye (A. Miller, Al. Roberts)—Tenor, With Orch.—Lewis James

ARTISTIC SERIES

- 10421 JOHN McCOMACK—Tenor
- 10422 The Gold Pined Shovel (Hayes)—1042
- 10423 Maria Poppo, Colatura soprano
- 10424 Maria Villanelle (K. dell' Aquano) (Sung in French)
- 10425 The Barriere di Sestini (Kestrali) Cavatina di Rosina La Parie (Frag. ich men be klingen hier)
- 10426 Pavia, Ferrara, Sao Ilhas, Janovska
- 10427 La figlia del regimento (Donizetti) Duetto: "L'auto Maria" (Duett Tenor and Male: Nicht soviel darf ich heuer)
- 10428 Luhegrun (Wagner) (Elias's Saag an die Luette)
- 10429 CLARE DUX
- 10430 Der Freischutz, Prechiera (Leise, Leise)
- 10431 L'Africana (Meyerbeer) "Di qui si vede il mar" (Vor hier soll ich das Meer)

JULY BUSINESS INCREASES

George W. Hopkins Reports Growing Demand for Columbia Products—New York Visitors

Referring to general business conditions, George W. Hopkins, general sales manager of the Columbia Graphophone Co. of New York, stated last week that the sales totals for the month of July showed a substantial increase over June. Mr. Hopkins is naturally pleased with this report, as he believes that it indicates a revival of business which will continue throughout the rest of the year. The increases were particularly noteworthy in the larger cities, New York and Chicago being among the leaders.

Among the recent visitors at the Columbia executive offices were E. M. Morgan, member of the St. Louis branch, and R. L. Wilder, manager of the Omaha branch. Both of these man-

agers spoke optimistically of the business situation in their respective territories, stating that they are making plans for an active Fall trade.

George A. Millenson, of the Millenson Piano Co., Columbia dealer at Cumberland, Md., was a caller at the executive sales offices recently. Mr. Millenson told Mr. Hopkins that he had sold more than twenty Grandifonos in three days to the residents of a small town, situated near Cumberland. Finding that transient business was practically at a standstill Mr. Millenson visited this town for an intensive sales drive and, as a result of his efforts Columbia Grandifonos are firmly established in many homes in this particular locality.

Robert F. Porter, field sales manager of the Columbia Co., returned to New York a few days ago after visiting the Columbia branches in the Middle West.

TO TEACH SALESMANSHIP IN STORES

Associated Advertising Clubs Approve Appropriation for Education of Sales People

The executive committee of the Associated Advertising Clubs, at a meeting held in New York July 29, approved a budget for the year's work, which included \$20,000 for a new educational division. One of the educational activities provides for the education of retail sales people. A book entitled "The Human Side of Retail Selling," by Ruth Leigh, has been selected as a textbook for this work. The book, which is being revised, will be published by the Associated Clubs. Miss Leigh will also prepare a booklet showing teachers how to base a course of fifteen lessons on the book. Selection of teachers for the stores where the course is to be given will be made under the direction of the local advertising clubs.

Another educational activity consists of a short course in advertising, based upon a book by Alex F. Osborn. This course will deal with the principles of advertising and the educational committee of the Advertising Clubs will direct the teaching.

The European Music Co., a new dealer located at Avenue A and Tenth street, New York, is building up a large trade in the Victor foreign numbers. Red Seal and jazz records are also popular with the foreign-born population.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



The oldest and leading music trade weekly, which covers every branch of the industry

It Contains

Instructive and educational articles. - Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

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THE MUSIC TRADE REVIEW 373 FOURTH AVENUE NEW YORK

Some Leading Jobbers of Talking Machines in America



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William Volker & Co. Keosauqua City, Mo.; Houston, Tex.; and Denver, Col.

DISTRIBUTORS OF
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 The best proposition for the progressive dealer.

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PACIFIC COAST DISTRIBUTORS OF VICTOR PRODUCTS

The PERRY B. WHITSIT CO.
 Distributors of
Victrolas and Victor Records
 COLUMBUS, OHIO


Where Dealers May Secure
COLUMBIA
Product
 Ready, Full Stocks, and Prompt Deliveries
 from Convenient Shipping Centers
 all over the United States

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 OF THE
VICTOR
 Machines, Records and Supplies
Shipped Promptly to all Points in the Northwest

Mickel Bros. Co.
 Omaha, Nebraska
 Des Moines, Iowa
Victor Distributors

Wholesale Exclusively
EASTERN TALKING MACHINE CO.
 85 Essex Street, Boston
VICTOR DISTRIBUTORS

Every talking machine jobber in this country should be represented in this department, no matter what kind he handles or where he is located. The cost is slight and the advantage is great.

- Distributors**
- Atlanta, Ga., Columbia Graphophone Co., 501-503 Whitehall St.
 - Baltimore, Md., Columbia Graphophone Co., 16 South Howard St.
 - Boston, Columbia Graphophone Co., 1000 Washington St.
 - Buffalo, N. Y., Columbia Graphophone Co., 737 Main St.
 - Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
 - Cincinnati, O., Columbia Graphophone Co., 317-321 East 9th Street.
 - Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
 - Dallas, Tex., Columbia Graphophone Co., 318 North Preston St.
 - Denver, Colo., Columbia Stores Co., 1608 Glenora Ave.
 - Detroit, Mich., Columbia Graphophone Co., 116 State St.
 - Kansas City, Mo., Columbia Graphophone Co., 2008 Wyandotte St.
 - Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
 - Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
 - New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
 - New York City, Columbia Graphophone Co., 121 West 20th St.
 - Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
 - Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
 - Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
 - Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
 - San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
 - Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
 - Spokane, Wash., Columbia Stores Co., 161 South Post St.
 - St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
 - Tampa, Fla., Tampa Hardware Co.
- Headquarters for Canada:
 Columbia Graphophone Co., 317 West Adelaide St., Toronto, Ont.
- Executive Office
COLUMBIA GRAPHOPHONE CO.
 Gotham National Bank Building New York

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*Try a
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OLYMPIC DISC RECORD CORPORATION 1666 BROADWAY
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If the Excise Tax on phonographs is increased, the price of Edison Phonographs must be advanced.

THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA Los Angeles—Edison Phonographs, Ltd. San Francisco—Edison Phonographs, Ltd.	LOUISIANA New Orleans—Diamond Music Co., Inc.	NEW YORK Albany—American Phonograph Co. New York—The Phonograph Corp. of Manhattan Syracuse—Frank E. Bolway & Son, Inc. W. D. Andrews Co. (Amberola only).	TEXAS Dallas—Texas-Oklahoma Phonograph Co.
COLORADO Denver—Denver Dry Goods Co.	MASSACHUSETTS Boston—Pardee-Ellenberger Co. Iver Johnson, Sporting Goods Co. (Amberola only).	OHIO Cincinnati—The Phonograph Co. Cleveland—The Phonograph Co.	UTAH Ogden—Proudfit Sporting Goods Co.
CONNECTICUT New Haven — Pardee-Ellenberger Co., Inc.	MICHIGAN Detroit—Phonograph Co. of Detroit	OREGON Portland—Edison Phonographs, Ltd.	VIRGINIA Richmond—The C. B. Haynes Co., Inc.
GEORGIA Atlanta—Phonographs, Inc.	MINNESOTA Minneapolis—Laurence H. Lucker	PENNSYLVANIA Philadelphia—Gieserd Phonograph Co. Pittsburg—Buchan Phonograph Co. Williamsport—W. A. Myers	WISCONSIN Milwaukee—The Phonograph Co. of Milwaukee.
ILLINOIS Chicago — The Phonograph Co. Wm. H. Lyons (Amberola only)	MISSOURI Kansas City—The Phonograph Co. of Kansas City St. Louis—Silverstone Music Co.	RHODE ISLAND Providence—J. A. Foster Co. (Amberola only).	CANADA Montreal—R. S. Williams & Sons Co., Ltd. St. John—W. H. Thorne & Co., Ltd. Toronto—R. S. Williams & Sons Co., Ltd. Vancouver—Rest Piano Co., Ltd. Winnipeg—R. S. Williams & Sons Co., Ltd. Edison Bros. (Amberola only).
INDIANA Indianapolis—Kopp Phonograph Co.	MONTANA Helena—Montana Phonograph Co.		
IOWA Des Moines—Harger & Blah. Stock City—Harger & Blah.	NEBRASKA Omaha—Shultz Bros.		

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, September 15, 1921

Victrola

REG. U. S. PAT. OFF.

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



"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF.

Victor Talking Machine Company, Camden, N. J.

An Extraordinary Achievement

THE great and unquestioned popularity of the Sonora and the phenomenal growth of the organization are the best possible indications of the demand on the part of the public for this wonderful instrument.

It is the only high class talking machine in the world selling at PRESENT DAY prices.

This extraordinary achievement has been made possible through the recently decreased cost of labor and raw materials.

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GEORGE P. BRIGHTSON, President

New York: 279 Broadway

Canadian Distributors:

I. MONTAGNES & CO., TORONTO

NOTE—Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

The Talking Machine World

Vol. 17. No. 9

New York, September 15, 1921

Price Twenty-five Cents

WHY NOT TALK WITH YOUR BANKER?

Get in Touch With Him and Tell Him of Your Financial and Other Problems

Have you had a heart-to-heart talk with your banker lately? If not go and see him. If you feel that you are paying a stiff rate for accommodation do not hesitate to tell him so. The whole monetary situation has undergone a drastic change during the last six months. Bank reserves have mounted up extraordinarily and discount rates, at the Federal Reserve banks, have been reduced oftener than once, until 5½ per cent is now the standard quotation. "Frozen credits" are no longer the bugaboo they were. Gold continues to pour into the country by millions of dollars every week. The banks are now in a position to resume lending in a normal way and at normal rates. Have a talk with your banker along these lines, says Forbes Magazine, New York, and the probability is that you will find him open to reason. If you have some constructive piece of business in mind, but which you haven't funds to undertake, don't hesitate to sound your banker. A feeling is growing that the time has come for bankers all over the country to put their shoulders to the wheel to start business moving along the right road.

NEW BLOOD IN THE COMPANY

LS. GRANIE, ORE., September 1.—The Eastern Oregon Music Co., exclusive Brunswick dealer at this point, has reorganized the company, taking in E. K. Bellamy and Milton E. Kiehl, formerly of Newberg, Ore., as manager. The store is being remodelled, several record booths and machine rooms are under construction. Modern show windows are being installed and the interior decorating will make this store one of the most beautiful Brunswick shops in Eastern Oregon. An active campaign for business will be inaugurated with the opening of the Fall season.

MAKING SALES OF PORTABLE MODELS PRODUCE RESULTS

In Most Cases a Cabinet Model May Be Sold to the Owner of the Smaller Type Providing Proper Effort Is Used—Using the Small Machine for Introductory Purposes

It's a poor rule that does not work both ways and that rather aged expression applies most aptly to the talking machine situation right now. Throughout the Spring and Summer manufacturers and dealers have been pushing small types of machines, particularly the portable models designed for vacation use in camp, float or on the lawn. These campaigns on portable models have not been confined to new prospects and non-owners, but have been directed in a great many instances to those who already have cabinet machines in their homes, but who might be induced to purchase a smaller model for knockabout purposes. A surprising number of large machine owners have answered the appeal and purchased small models, either for vacation purposes or for the use of the children of the family.

If it is possible to persuade owners of large machines to also buy smaller models it should be possible through good advertising salesmanship to persuade the original buyers of smaller types to make a permanent investment in a large cabinet machine for Winter use in the home. In fact, it has been proven on frequent occasions that the purchase of a small, cheap machine in a surprisingly large number of instances resulted in the ultimate purchase of a larger model, and the placing of the over talking machines after the Summer is over should prove easier than the sale of the smaller ones during the Summer itself. In the latter case the prospect already has a machine and records and is seeking to make an additional investment that is, in a manner, temporary.

NOW ASSISTANT SALES MANAGER

Chas. B. Mason Promoted in New York T. M. Co.'s Organization—Qualified for New Post

Chas. B. Mason, connected with the sales division of the New York Talking Machine Co., New York, Victor wholesaler for the past two years, has been promoted to the post of assistant sales manager of the company. In his new post Mr. Mason will work in close cooperation with Hugh C. Ernst, sales manager of the company, and his intimate familiarity with the sales problems of the Victor dealers in metropolitan territory well qualifies Mr. Mason for his new work.

In 1916 Mr. Mason joined the sales staff of the Chicago Talking Machine Co., Victor wholesaler, remaining with that company until the United States entered the world war. He saw active service abroad, returning in 1919, when he became a member of the sales staff of the New York Talking Machine Co. He has carefully studied every angle of the Victor business, and his promotion to the post of assistant sales manager of the New York Talking Machine Co. will undoubtedly be welcomed news to Victor dealers in the metropolitan district.



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TO ADD TO ACTUELLE LIST

The Pathé Frères Phonograph Co., Brooklyn, N. Y., will shortly reproduce on the Actuelle needle-cut records one hundred of the standard selections which have proved so popular on the Pathé Sapphire Ball Record.

TALKING MACHINES IN POST OFFICE

Success of Experiment in Minneapolis Arouses Much Interest Throughout Country—Idea May Be Adopted in Post Offices in Other Cities

The reports to the effect that E. A. Purdy, postmaster at Minneapolis, Minn., had installed talking machines in the local post office for the purpose of improving the morale of the workers and speeding up efforts, and had found the experiment distinctly successful, aroused much interest in all sections of the country recently. The story of Mr. Purdy's experiment has been carried in regular Associated Press despatches. The idea was tried, Mr. Purdy said, after he had made a psychological study of conditions under which his night force worked. He found that men working apart from the general noises of the day, as a rule, showed a low morale and were inclined to be morose and generally worried at being away from their families, which resulted in an absence of enthusiasm in their work.

As an experiment a talking machine was installed and records which it was thought would rest the nerves and enliven the spirits of the employees were tried nightly. There were gratifying results, Mr. Purdy said, although he was careful to explain that no "jazz" was played until the fog end of the night, as he "did not want the men juggling and tossing about letters and parcels." Everybody was more alert, and at quitting time went home less tired, less worried and with a more efficient night's work done. The Postmaster General approved the idea, and said that he would watch further experiments with interest.

Mr. Purdy, who was characterized by Mr. Hays as a "bird of a postmaster, with a batting average of 1,000, although a Democrat," is in Washington to give the department some of the ideas which have made the Minneapolis office one of the best and most successful in the country.

In the various cities postmasters were asked regarding their opinion of the value of using talking machines to improve the service, and many of them endorsed the idea. Postmaster Morgan, of New York, was quoted as saying that he had found that when the postal clerks were permitted to whistle at their work they accomplished much more, but at the time was not willing to go so far as recommending the installation of machines and records in the post office in the metropolitan district.

The main thing was that the story of Postmaster Purdy's experiment served to give much valuable publicity to the talking machine and brought forth editorial comment in daily newspapers that should prove of advantage to the industry.

APPEALING TO THE MOTORIST

Harley-Pearson Co., Walters, Okla., Erects Illuminated Pathé Sign at Crossroads

WALTERS, OKLA., September 3.—The Harley-Pearson Furniture Co., of this city, which numbers only about 4,000 inhabitants, has displayed considerable initiative in the erection of an illuminated sign at a crossroad on Lone Prairie, four miles from the store in the city. The main highway from Wichita Falls to Lawton runs past the sign. Arrangements were made with a farmer who lives across the road to light up the sign every night until 11:00 o'clock with a Delco lighting system. Night travelers are amazed to see this lighted sign way out on the bald prairie and every observer is impressed with this advertisement of the Pathé.

The dealer who realizes that the children of to-day are the customers of to-morrow, and shapes his merchandising policies accordingly, is sowing the seeds of future profits.

What the Wholesale Talking Machine Salesman Should Actually Know

By P. A. Ware

About everyone in the talking machine business seems to consider it his or her business duty to prescribe for the dealer. The dealer is assailed on every side by factory men, jobbers' men, advertising men and others, including the press, to "pop up" and "go after the business." All hands but the dealer himself seem willing and eager to write prescriptions for overcoming the business ailments of the day.

To the meantime many alert and able dealers are very busy working out their own formulas and reaping the consequent harvest. Every dealer is eager to learn how to increase his business and he is in the aggregate a patient mortal tolerant of the follies of others. If he were not, long ere this there would have been a demand from him for less theory and more facts from his volunteer advisers.

It is time for good-intentioned helpers to come forward with some counsel representing the dealer's point of view—some healthy, permanent counsel as to what the dealer should demand from those who attempt to advise him. The dealer is quite within his rights to take on a "show me" attitude and to demand that his advisers put their own house in order. Take, as an example, the man who comes in most frequent contact with the dealers—the distributor's or manufacturer's salesman. What does he know? And what should he know? Too often he is merely a traveling distributor of "talking machine gossip." He is full of the politics of the business, such as news of the latest factory change in personnel and impending changes in rival organizations. He discusses personalities, but he is woefully lame on the product and tested ways and proven means of selling said product.

Now, what has the dealer on whom so many demands are made the right to expect from his jobber's or manufacturer's emissary? He has a right to demand and expect much that he does not always get, and particularly he is entitled to a sympathetic and helpful understanding of his individual problems from the man to whom he gives his business. It is well enough for a wholesale salesman to carry with him a trite set of "suggestions" prepared for him by those in his home office, but it is not enough.

A wholesaler's or manufacturer's representative should know his product and why that product is the best that is offered. He should

know more, he should know how that product should and can be profitably sold to the public and how the public should be "sold" to take it.

He should know the needs of the community where the dealer is located, its peculiarities, its foreign population, its potential demand, its newspapers, musical organizations and (if it is an isolated community, but a trading center) its buying population.

Of course, he should know the selling value of record releases and new types of instruments, but it is more important that he should know

He Should Know the Needs of the Dealer, His Community, Its Peculiarities and Its Potential Demand

how and where to sell older types and what appeal will sell them.

He should know much about the kind of competition his dealer friend is getting and how to meet it. One salesman I know makes it a rule never to call on a dealer without first knowing that dealer's community, its newspaper or newspapers and its civic and art organizations. That rule is easily maintained by studying the city directory and newspaper files, with an occasional visit to the Chamber of Commerce.

But that is only a very preliminary step toward fitting a man to talk even intelligently to a dealer. So many distributors' and manufacturers' representatives fit themselves only to talk and talk more.

Summed up, a wholesale salesman should not only know retail merchandising—in fact, and not in theory—but he should also know his dealer's methods and what might be added to them to the direct and practical advantage of the dealer. If the average dealer were a less patient man he

would not so often answer the questions of the trite examiner sent to sell him goods—questions something like this:

Do you mail supplements?

Do you go over your mailing list?

Do you give monthly concerts?

Do you hold a weekly meeting of employees?

And, as King Lardner says, "and etc."

At this point it is in line for someone to ask a question of the writer along this line: "Since you are advising, do you know these things?"

The answer is that I know them, but perhaps not as well as I should or might, or may later on. And here's an addenda: I know quite a lot about retail merchandising because I went to school where it could be learned. I listened to successful retailers. Yes, the retailers—the best ones—taught me what I know about retailing, and there is much more for me to learn from them.

The successful retail establishment—that is the place for the volunteer adviser to get his knowledge. One thing is certain, and that is that the ambitious wholesale representative has a big field to draw from if he is willing to learn.

TO DISPLAY AT MINNESOTA FAIR

G. Sommers & Co., Pathe Distributors of St Paul, Planning Elaborate Exhibit

ST. PAUL, MINN., September 3.—G. Sommers & Co., Pathe distributors, with headquarters in this city, will exhibit at the Minnesota State Fair to be held shortly. This fair is said to be one of the largest in the United States, and is exceeded only by the Toronto Fair.

Mr. Sommers states that at the opening day of the fair last year 140,000 people attended, and for the whole week the attendance ran close to the half-million mark. It is expected that this exhibit will have a vast sales influence and add greatly to Pathe's prestige in that State.

HOW NAPOLEON SUMMARIZED

"Great events hang by a thread. The able man turns everything to profit, neglects nothing that will give him one more chance; the man of less ability, by overlooking just one thing, spoils the whole."—From Napoleon's Diary.

THESE ARE SOME OF THE REASONS FOR OUR EXCEEDINGLY LOW PRICES

THE TALKING MACHINE'S HELPMATE



Our latest improved albums are meeting with remarkable success in the trade. Increased manufacturing facilities and improved machinery have enabled us to enlarge our output and consequently realize great savings in raw material cost due to quantity buying.

We make sets to equip every style of machine. Our special set, with complete set of shelves for No. 80 Victrola, as illustrated, consists of more albums than any other album set on the market to-day and gives the dealer the opportunity to sell more records. Yet the price of the new NYACCO set is no more than the price of ordinary old-style album sets.

Sets may be made F. O. B. New York or Chicago, as you may desire, thereby saving you freight or expressage.

We guaranty our NYACCO albums as to quality, construction and expeditious deliveries.

Don't wait for the rush season to place your orders!

Order now for fall and winter delivery.

Jobbers and Distributors throughout the United States and Canada

Write for Quotations. Samples submitted upon request

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard Street

CHICAGO
415-417 S. Jefferson Street

Victor Supremacy is real

It is backed by its wonderful musical achievements.

It is the power behind the success of every Victor retailer.

"Victrola" is the Registered Trademark 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 Heise Co., Inc. | Milwaukee, Wis. ... Badger Talking Machine Co. |
| Atlanta, Ga. Elips Talking Machine Co. | Minneapolis, Minn. ... Beckwith, O'Neill Co. |
| Baltimore, Md. Philips & Crew Piano Co. | Mobile, Ala. Wm. H. Reynolds |
| E. F. Droop & Sons Co. | Newark, N. J. Collins & Co. |
| H. R. Eisenbrandt Sons, Inc. | New Haven, Conn. The Horton Gull Creamer Co. |
| Birmingham, Ala. ... Talking Machine Co. | New Orleans, La. ... Philip Werlein, Ltd. |
| Boston, Mass. Oliver Ditson Co. | New York, N. Y. ... Blackman Talking Mach. Co. |
| The Eastern Talking Machine Co. | Emanuel Hout. |
| Brooklyn, N. Y. American Talking Mach. Co. | C. Brown & Son, Inc. |
| Buffalo, N. Y. Curtis N. Andrews | Charles H. Ditson & Co. |
| Buffalo Talking Machine Co. | Kaiserhooker Talking Machine Co., Inc. |
| Burlington, Vt. American Phonograph Co. | Musical Instrument Sales Co. |
| Butte, Mont. Orton Bros. | New York Talking Mach. Co. |
| Chicago, Ill. Lyon & Healy | Ormes, Inc. |
| The Rudolph Wuritzer Co. | Silas E. Fessall Co. |
| Chicago Talking Machine Co. | Omaha, Nebr. Ross P. Currier Co. |
| Cincinnati, O. Ohio Talking Machine Co. | Mickel Bros. Co. |
| The Rudolph Wuritzer Co. | Peoria, Ill. Putnam Page Co., Inc. |
| Cleveland, O. The Cleveland Talking Machine Co. | Philadelphia, Pa. ... Louis Buchs Co., Inc. |
| The Eclipse Musical Co. | G. J. Hepps & Son. |
| Columbus, O. The Perry B. Whitsett Co. | The George D. Orstein Co. |
| Dallas, Tex. Sanger Bros. | Penn Phonograph Co., Inc. |
| Denver, Colo. The Knight-Campbell Music Co. | The Talking Machine Co. |
| Des Moines, Ia. Mickel Bros. Co. | H. A. Weymann & Son, Inc. |
| Detroit, Mich. Grinnell Bros. | Pittsburgh, Pa. W. F. Frederick Piano Co. |
| Elmira, N. Y. Elmira Arms Co. | L. C. Mellor Co. Ltd. |
| El Paso, Tex. W. G. Wair Co. | Standard Talking Mach. Co. |
| Honolulu, T. H. Bergstrom Music Co., Ltd. | Portland, Me. Cressy & Allen, Inc. |
| Texas. | Portland, Ore. Sherman, Clay & Co. |
| Indianapolis, Ind. ... Stewart Talking Machine Co. | Richmond, Va. The Corley Co., Inc. |
| Jacksonville, Fla. ... Florida Talking Machine Co. | Rochester, N. Y. E. J. Chapman |
| Kansas City, Mo. ... J. W. Jenkins Sons Music Co. | Sall Lake City, U. The John Elliott Clark Co. |
| The Schmeider Co. | San Francisco, Cal. Sherman, Clay & Co. |
| Los Angeles, Cal. ... Sherman, Clay & Co. | Seattle, Wash. Sherman, Clay & Co. |
| Memphis, Tenn. O. K. Houck Piano Co. | Spokane, Wash. ... Sherman, Clay & Co. |
| | St. Louis, Mo. Koerber-Bremer Music Co. |
| | St. Paul, Minn. W. J. Dyer & Bro. |
| | Syracuse, N. Y. W. L. Andrews Co. |
| | Tyroleo, O. The Toledo Talking Machine Co. |
| | Washington, D. C. ... Cohen & Hughes |
| | E. F. Droop & Sons Co. |
| | Rogers & Fischer. |



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 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.



Why the Sales and Collection Departments of a Business Should Co-operate :: By Albert Parsons

Although held to be more or less separate and distinct departments of the business, the sales and collection divisions are, as a matter of fact, closely related in more ways than one and not merely in that collections naturally follow in the case of a great many sales. The activities of the two departments should interlock to the advantage of both.

In the average small store, with only one main showroom and a battery of booths, the customer in coming in to pay his instalments at regular intervals must of necessity walk through a portion of the store proper to get to the cashier's cage. It happens in the larger stores and departments, however, that the cashier's cage is hid away in some corner out

of the way. This is particularly the case in department stores, where, in the majority of cases, there is one central collection department in connection with the general offices, usually in the rear of one of the lower floors. Where entire buildings are devoted to the sale of musical instruments the collection department is frequently located on one of the upper floors away from the showrooms, usually for the sake of appearance, if for nothing else.

This practice of locating the collection or cashier's cage away from the merchandise department of a business appears to grow out of the belief that having once made a purchase of a talking machine or piano, for instance, active interest in the customer ceases beyond, of course,

seeing that payments are made promptly and regularly. As a matter of fact, in the case of the talking machine, particularly, the closing of the machine sale should be but the forerunner to

Many Sales of Records and Machines Lost by Having the Collection Department Separated from the Sales Floor

some active record patronage from the customer.

The manager of a talking machine and piano department in a big department store in an Eastern city some time ago became aware of the fact that inasmuch as many of his customers had to go to the general offices to make payments downstairs he had frequently lost contact with them. They, of course, came into the store regularly, or were supposed to come in, to make their payments, but unless they were so disposed had no occasion to visit the musical instrument department. It was his belief that a great volume of record sales and, perhaps, a number of talking machine and piano sales were lost through this one fact alone, and a direct inquiry put to the purchaser of a high-class Victrola, when he happened to meet the lady outside the store, brought forth the information that rather than go to the upper floor of a department store to purchase her records she was buying them from another dealer down the street with a ground-floor store.

The result has been that this particular manager has prevailed upon the department store leads to provide him with a special cashier's cage in his own department where all payments for talking machines and pianos are made. To reach the cashier's cage from the elevator the customer must pass through the music department, observe the announcements of the new records and music rolls and hear them being played. The customer also is in a position where the salesmen have an opportunity to exhibit their gifts of persuasion. The first month under the new arrangement demonstrated the wisdom of the move, for record sales took a decided jump and several machines were sold to people who, on shopping tours with installment customers, had come into the department with them while they were making payments. Machine purchasers who, the salesmen declared, had not been in the department for several months showed up again to pay the regular instalments and were immediately made welcome by members of the staff. In most cases record sales were actually made. Thus the value of personal contact was most interestingly demonstrated.

Inasmuch as a separate cashier and book-keeper were already required to look after the details of the instalment accounts of the music department the change in the collection headquarters of that department meant no added expense in salaries, but simply the cost of installing the new booth itself.

The idea is well worth considering by the manager of talking machine departments in the larger stores and others who have been letting their customers get away from them and out of contact after the first sales transaction was completed.



Caruso—now among the immortals—leaves more than a mere collection of records.

The golden voice has created for us and for posterity a great and definite *class* of music.

Just as folks have collected "hymns," "violin selections" and other series, they will now seek complete folios of Caruso Records.

It is needless to enlarge upon the sales possibilities that exist in the suggestion to your patrons that they start their Caruso Collections at once—using Peerless Albums and the Peerless classification labels.

Write for a sample set of these labels and how to obtain a supply gratis or at a nominal cost.



Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway New York



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 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 overwhelming

Musically, artistically, commercially, Victor supremacy is always, everywhere, in evidence.

Its universal recognition makes success easy for every Victor retailer.

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Victor Talking Machine Co.
Camden, N. J., U. S. A.



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NEW YORK, SEPTEMBER 15, 1921

TRADE CONTINUES TO SHOW IMPROVING TREND

THE talking machine jobbers, as a rule, are in an excellent position to judge whether or not the retail trade has increased, is holding its own or suffering a slump. The retailer may talk all he wants to, but the fact remains that his demands upon the wholesaler reflect most naturally the volume of business he is transacting.

On this basis there is every reason to believe that the talking machine trade in practically every section of the country is distinctly on the mend, and the dealers feel that this improvement is going to be more or less permanent. There is hardly a jobber who has not reported a substantial movement of machines and records during the past few weeks, quite in contrast to conditions of a couple of months ago, and there are many wholesalers who declare that orders for present and future delivery at present on their books are sufficient to absorb all available stock for the next two or three months.

It is to be assumed, of course, that this movement of goods in some measure reflects the optimism of the dealers and their willingness to gamble on future business, but it is also a fact that much of the wholesale demand is based on the business that the retailers are actually doing. Whatever the basic reason, this reported revival of business is most encouraging.

Another fact that serves to lend brightness to the future is that the demand for the better class of equipment for retail talking machine stores has also increased substantially, all of the manufacturers of such equipment reporting that their quota for this season of the year has been passed by margins that are surprising as well as gratifying. It means not only that retailers generally appreciate the fact that in going after more business they must have attractive establishments, but also that the business they are now doing is sufficient to warrant the expenditure for more equipment. Taking it all in all there is every indication that it is going to be far from a "blue" Fall and Winter for the talking machine trade.

WISE TO HELP MUSICAL ADVANCEMENT WORK

MEMBERS of the talking machine trade are probably more familiar with campaigns tending toward the advancement of music and musical appreciation than members of any other division of the music industry, for this trade of ours has been built up chiefly through such campaigns. Being possessed of such knowledge, therefore, it would seem the course of wisdom for members of

the trade to take an active part in general movements calculated to develop a more general interest in music, and eventually the desire for the possession of a musical instrument of some sort.

There have been held, and are being held, in various sections of the country music week celebrations. Whole cities have practically been given over for a period of a week or more to an almost continuous series of musical affairs in schools, churches, clubrooms, and even in the streets. There are also being held in many cities and towns music memory contests which afford the talking machine dealer a first-hand opportunity for realizing directly upon such music advancement work. These music memory contests depend for their success largely upon the interest of contestants in studying selective musical compositions in order that they may be familiar with them when the time comes for the final test. The interests operating the contests quite frequently urge that talking machine records be used in the contest, and the compositions selected are almost invariably those readily obtainable both in talking machine record and music roll form. The average dealer may consider it quite a far cry from the community "sing" in a public park to the registering of a talking machine sale in his store, but it is a matter of fact that of the five, ten or twenty-five thousand people who can be, and have been, induced to gather for the purpose of participating in a "sing" there should be a most substantial percentage who have their musical sensibilities aroused to the point where they feel that they must have music in the home.

Talking machine companies have undoubtedly shown the way in most of the musical advancement work. Their educational departments have worked most successfully to introduce talking machines and records into educational work throughout the country, until to-day the school without some sort of machine or library of records is distinctly the exception. Having accomplished all this, there is no reason in the world why the talking machine merchant should not take advantage of the work that others are doing along the same lines, perhaps giving their financial support to such movements in a fair measure, or at least giving their moral support.

MISSION OF THE TALKING MACHINE RECOGNIZED

EVER since the talking machine and talking machine record have reached a position of recognized standing in the world of music the point has been emphasized that the talking machine record was destined to fill its greatest mission in preserving the voices of contemporary artists for the enlightenment and entertainment of future generations. Although this point was generally appreciated, it remained for the death of Caruso to bring the importance of the matter home to many minds with force and suddenness.

The Republic of France recognized officially the historical importance of talking machine records, and some time ago began the gathering of a library of records—speeches, songs, etc.—made by the famous men of that country and of the world at large. But for the most part these men were living when their records were filed away for the future.

When the news of Caruso's death was received, however, it was appreciated at once that, although he never would be heard again in the flesh, his great voice was preserved for all time in imperishable metal. The attitude of the public was clearly evidenced in the immediate run on Caruso record stock, the demand being so heavy that it quickly exhausted reserve stocks in the hands of jobbers and dealers and forced quick appeals to the Victor factory. Although the newspapers carried the official announcement of C. G. Child, of the Victor Co., to the effect that Caruso records would be made and could be obtained for years to come, it seemed as though the majority of the public insisted upon having records of the great artist's voice as mementos. Caruso was dead, but they wanted to preserve his voice for themselves.

There is no question but that the passing of Caruso has emphasized most strongly the importance of the talking machine record in carrying on to posterity, and down throughout the centuries, the voices of contemporary artists. The present generation has been able to learn of the quality of Jenny Lind's singing or Ole Bill's playing only from the printed words, but the next generation will be privileged to hear Caruso's voice faithfully recorded in all its strength and color, and to judge thereby the abilities of contemporary artists.

Although Caruso's death can be regarded as little less than a calamity, it accomplished more than any single factor in the history

of the trade to give to the public a proper understanding of the real importance of the talking machine record, both from the artistic and the historical viewpoint.

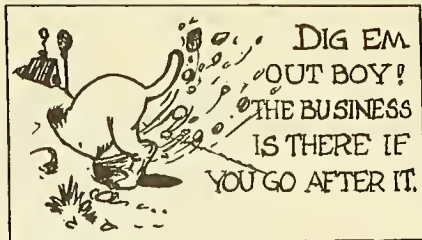
THE IMPORTANCE OF CONSTRUCTIVE IDEAS

TALKING MACHINE dealers have for a number of months been advised by manufacturers, wholesalers and their representatives, as well as others, to go after business more strongly than ever, to display more "pep" in their sales efforts, and to ginger up their organizations generally. Most of this advice has been absorbed in good part, but now and then comes the dealer who answers back, "I am glad and willing to do these things, but how?" In other words, he feels that some instructions and constructive ideas should go with the advice to prove that the adviser knows whereof he speaks.

For the benefit of the dealer who asks "how," The World is privileged to publish this month a most exhaustive illustrated article by C. H. Mansfield, of the Edison Shop, Dallas, Tex., on ways and means for checking up salesmen, what they do, how they do it, and what they accomplish. Properly used the system is calculated to give the manager accurate facts regarding his sales organization, the attitude of the prospects and the sort of product that sells best. It provides a key to the most important factor in the retail business—selling, and its adoption in full or in modified form will enable the retailer to secure an exceedingly accurate knowledge of his sales department.

GRATIFYING SIGNS IN THE RETAIL FIELD

Few industries is the value of modern merchandising methods becoming more widely recognized than in the talking machine trade. Every issue of The World contains accounts of retail merchants demonstrating their interest in efficiency by the installation of certain equipment or systems which will decrease overhead, increase service and minimize costs. Even in the smaller towns talking machine dealers are keeping in touch with every modern means for making their stores attractive and inviting in appearance. Soundproof rooms, furnishings, modern devices for use in store and windows are being employed—in fact, everything is being utilized to make the path of the customer more pleasant and in this way win a larger share of business. This attitude on the part of the dealer is one of the most gratifying indications of the progressive tendencies now existing, and stamps a great number of talking machine dealers as believers in the highest type of merchandising. A great many dealers, it is true, let up in their activities during the Summer months, due not only to the unusually warm weather but to the slowing up in business. But this was only a temporary stoppage, and the Fall months which we are now entering will witness an increased evidence of equipment activity throughout the industry.



WHERE THERE IS NEED FOR CO-OPERATION

A NUMBER of talking machine dealers during the past couple of years evidently became so used to the scarcity of machines on the wareroom floors and records on the shelves that they now hesitate to take advantage of the newer conditions and keep their stocks up to what might be termed a normal basis or better. Having received goods on a hand-to-mouth basis when production was low, many dealers have fallen into the habit of ordering on a hand-to-mouth basis when goods are available.

Manufacturers, and particularly wholesalers, are not entirely selfish when they urge upon the dealer the wisdom of anticipating Fall or Winter requirements as far as possible, and advising his distributor of the minimum quantity of goods he expects to handle. There is unquestionably going to be good business during the coming months for the retailer who goes after it. It may not be abnormal but it will be substantial enough to pay a mighty fine profit.

Wholesalers make it a part of their business to endeavor to keep sufficient stock on hand to meet the ordinary demands of the dealers promptly, but if those same dealers simply carry a minimum stock with no reserve, in the expectation that they can take care of their demands with rush orders on the wholesalers, they are likely to find themselves out of luck. Any business man cannot expect the wholesaler or manufacturer to do his guessing for him. If he is going to stay in business he must be prepared to make a suitable investment in stocks so he can carry on that business properly, and not depend upon the distributor to carry the entire burden and make the financial investment that really belongs to the dealer.

Although the jobbers may be particularly liberal in the matter of carrying a surplus stock of machines and records in warehouses, that stock is simply to meet the normal demands and perhaps an occasional but unforeseen emergency. It cannot be expected that it will be large enough to meet the sudden call from fifty or a hundred dealers who suddenly discover that the business has arrived, and that they are not prepared to take care of it.

**ormes
really
means
exceptional
Service**



To handle two lines at one time, and do both lines justice, is well nigh impossible. We believe that all any Victor dealer needs is Victor product, as specialization brings the best results.

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK



Early English Period Model — \$250
Top, 20½ inches by 43¼ inches and 34¼ inches high
Gold plated metal parts and six record albums

This beautiful new Cheney Art Model

at a price sensationally low is tangible evidence of the wonderful capabilities and development of the Cheney factories.

This instrument is but one of a line which has earned for the name of Cheney a reputation for leadership in the manufacture of phonographs of quality.

CHENEY TALKING MACHINE COMPANY, Chicago

The
CHENEY
The MASTER INSTRUMENT

A Constructive Plan of Increasing Record Sales Through Aid of Boy Scouts

By
W. B. Stoddard

The Rubiniwiz Music Store recently evolved a capital plan for increasing the sale of Columbia records—the line handled by them. They enlisted the services of the local Boy Scouts, offering a commission of 10 per cent on all records sold. The boys took to the proposition with enthusiasm, and worked out a plan for raking the records known to every citizen of Litchfield. As many of the boys as had leisure time reported at the Boy Scout headquarters and they divided the city into districts, each boy agreeing to see every household in the district allotted to him. Fifty per cent of the commission received was to be retained by the boy for his services and 50 per cent turned into the Boy Scout treasury for the purchase of needed equipment. The fact that the Boy Scouts would canvass for him was announced in the paper by Mr. Rubiniwiz, and citizens were asked to buy as liberally as possible, but to patronize no solicitor who was not in uniform. The boys carried a few records with them as samples, but had a catalog of all the records carried and took orders for as many as desired. No money was paid until the delivery of the records, which was made by the same lad that secured the order. In this way the patron was sure of getting his records and the boys of receiving their money as collection was made on delivery of the records. The amount collected by each boy was turned in and a check for his commission was made out to the Scout Master, who, in turn, gave the lad his share of the profits. By means of this house-to-house canvass everybody was made aware of the fact that the Columbia records were handled by the Rubiniwiz Co. So successful were the boys in the canvassing of their home town that trips were afterwards made on Saturdays to many of the neighboring towns—each time a different squad being sent, under the directorship of the Scout Master. The boys had pleasant outings, earned money for themselves and their company and spread the fame of this particular brand of records wherever they went. Another plan tried by the Rubiniwiz Co. was the featuring of dance records. In the early Fall, when the dancing school opened, they ran an ad showing a number of sifonettes of dancing figures, and said:

DANCE TWICE A DAY AND PROLONG LIFE

A prominent physician recently said that a man or woman who dances twice a day will live longer than one who doesn't.

The best dance music in the world is found on Columbia records, and this music is always heard at its best on the Columbia Gramophone.

Come in today and see and hear these famous life-prolonging records.

Catering to the Fall Bride

There is nothing that makes for greater enjoyment than music in the home, and now that the Fall bride is with us all dealers in talking machines and records should emphasize their appropriateness as wedding gifts. The Boston Store, Milwaukee, Wis., did this in a very attractive manner. Their large corner window was fitted up as a drawing room, and here stood a bride, showing the groom a handsome talking machine that was the most prominent among the gifts displayed. There was also a cabinet, full of records, with a card: "What more appropriate for the bride's attendants to give her than a sheaf of high-class records? Knowing her tastes, her intimate friends can each give her a record of some piece of music that she particularly enjoys, lending a personality to the gift that would otherwise be difficult to attain." While in this instance the figures were supplied by other departments of the store, it would be an easy matter to borrow them from a dry goods and clothing store—for most merchants

are only too glad of an opportunity to secure extra publicity for their wearing apparel, and a small card down front would announce "Figures through the courtesy of Blank & Co."

Building a Profitable List of Prospects

The Lawrence & Briggs talking machine shop, in Nashville, Tenn., has adopted a good plan for securing a live mailing list. Instead of sending matter broadcast it is now only placed where the family owns a talking machine. In order to increase its list this concern offers one record (Emerson) free with every list of twenty-five names of owners of talking machines. The list must give the initials, correct address and name of the talking machine owner. When the list is brought in it is checked over, to avoid duplication, and the patron is then allowed to select any record in stock. The offer is not confined to people of the town, but lists may be mailed in and they offer to send by parcel-post any records chosen by out-of-town people. Having this 'live list of owners of machines Lawrence & Briggs see to it that a list of the new records is sent them each month and also cordially invite the owners down to hear demonstrations of the records.

Pushing Sale of Caruso Records

Now that the golden voice of the great tenor is stilled forever the records that have been made of the wonderful voice will be in greater demand than ever before. People need only to be reminded that you carry these records in order to make a sale. The Music Shop, Kalama-zoo, Mich., recently made a display that called this vicinity to mind. In the center of the display was a large framed picture of Caruso. Radiating in all directions from the large picture

were bright-hued ribbons to smaller pictures of the tenor in the various rôles in which he achieved distinction. From each of these smaller pictures there extended toward the front of the window another ribbon ending in a record of some aria he sang in that particular rôle. By this arrangement all the records were set forth in a row, close to the glass, and on the level of a person's eyes, so that one could easily pick out his especial favorite.

LANDAU'S MUSIC STORES EXPANDED

Well-known Pennsylvania Concern Buys Temple of Music in Nanticoke, Pa., Which Makes Third of Successful Chain of Warerooms

NANTICOKE, PA., August 31.—Landau's Music Stores recently purchased the Temple of Music, at 15-17 North Market street, this city. This will make the third store operated by this enterprising Victor house, which already conducts particularly successful warerooms in Wilkes-Barre and Hazleton.

This firm, operated by Hyman Landau and Harry Michloskey, has long contemplated the opening of a store in this city. The Temple of Music is well and favorably known in this city and has had years of excellent patronage. Its location in the business section of the city is an excellent one and but slight alterations are necessary for its occupancy by Landau. It is expected that the name will be changed from the Temple of Music to Landau's Music Store.

Greeting the customer with a smile instead of a frown is a sure way of gaining customers.

SEND FOR YOUR SAMPLE TO-DAY



Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner? We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building-Record Brush. **YOUR ad inserted without extra charge.**

KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St. *Victor Wholesalers* New York City



The Columbia Exclusive



Advance SEPTEMBER Releases

Columbia Records



Now On Sale

SPECIAL
Advance September

Columbia Records

Just Received

Where Is My Daddy Now Blues
Molly Fox Trio
Ted Lewis Jazz Band
A-3421
10-inch
85c

Queen of Sheba
Fox Trio
Ted Lewis Jazz Band

Down Yonder
Molly Fox Trio
The Happy Six
A-3423
10-inch
85c

Ruby
Molly Fox Trio
Victrola Light Orchestra

Happiness
Fox Trio
Art Hebebrand Orchestra
A-3424
10-inch
85c

I Call You Sunshine
Fox Trio
Art Hebebrand Orchestra

Wang Wang Blues
Van and Schenk
A-3427
10-inch
85c

Ain't You Coming Out Mallinda?
Van and Schenk

Do You Ever Think of Me?
Fred Wever
A-3425
10-inch
85c

You Made Me Forget How to Cry
Charles Harrison



Now On Sale—Mid Month List

Columbia Records

Just Received

QUEEN OF SHEBA
Fox Trio
Ted Lewis Jazz Band
A-3421
10-95

WHERE IS MY DADDY NOW?
Molly Fox Trio
Ted Lewis Jazz Band
A-3421
10-95

DOWN YONDER
Molly Fox Trio
The Happy Six
A-3423
10-95

HAPPINESS
Fox Trio
Art Hebebrand Orchestra
A-3424
10-95

I CALL YOU SUNSHINE
Fox Trio
Art Hebebrand Orchestra
A-3424
10-95

WANG WANG BLUES
Van and Schenk
A-3427
10-95

AIN'T YOU COMING OUT MALLINDA?
Van and Schenk
A-3427
10-95

DO YOU EVER THINK OF ME?
Fred Wever
A-3425
10-95

YOU MADE ME FORGET HOW TO CRY
Charles Harrison
A-3425
10-95

SPECIAL
Advance September

Columbia Records

Just Received

Where Is My Daddy Now Blues
Molly Fox Trio
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A-3421
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Fox Trio
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A-3423
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Ruby
Molly Fox Trio
Victrola Light Orchestra

Happiness
Fox Trio
Art Hebebrand Orchestra
A-3424
10-inch
85c

I Call You Sunshine
Fox Trio
Art Hebebrand Orchestra

Wang Wang Blues
Van and Schenk
A-3427
10-inch
85c

Ain't You Coming Out Mallinda?
Van and Schenk

Do You Ever Think of Me?
Fred Wever
A-3425
10-inch
85c

You Made Me Forget How to Cry
Charles Harrison

Do you realize that, *twice* a month, we offer you an opportunity to sell dances and popular hits while they are hot? Are you taking full advantage of *both* these regular monthly opportunities to cash in quick on Columbia Records.



COLUMBIA

Mid-month Record Release



Two Reasons Instead of One to Bring Customers Into Your Store Each Month

On the tenth of every month we put on sale half a dozen of the hottest popular hits and as many of the latest dances. We back up these regular mid-month record releases with the best of advertising material.

We prepare a Government postal card which costs you one cent for you to send to your mailing list. It carries a printed advertisement of all the mid-month record releases, with a space below for you to sign your name. We follow this up with free copy and cuts in our Monthly Advertising Service for Columbia

dealers. One of these advertisements always repeats the copy on the Government postal card.

We also prepare a window streamer in colors, 9 inches high by 42 long, to attract the people passing your store. Furthermore, we feature these mid-month releases on a hearing room hanger carrying the same copy as the postal card.

Thus we give you four different ways to attract customers and sell them these mid-month record releases. Do it. Make special sales drives on both the tenth and twentieth release dates.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK



\$175



\$150



\$30



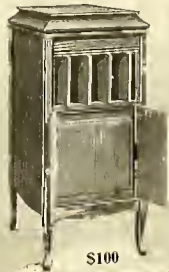
\$45



\$60



\$85



\$100



\$125



\$140

GRAFONOLA



QUALITY
HANOVER, PA., U.S.A.

STIMULATE Your FALL Sales

By carrying a complete line of
LONG
Console Cabinets

There is going to be an active demand this Fall for phonographs that embody quality and value. The buying public is becoming more critical day by day, and the dealer who aims to increase his profits must give the consumer maximum value for the money expended.

The LONG Console Cabinets, illustrated on this page, have met with phenomenal success. Intended for use with the Victrola VI and Grafonola 25, type B and A2, these Consoles produce a combination outfit that looks like a \$250 model. The retail price of the complete outfit can be placed at a figure substantially less than the cost of an ordinary upright model.

The LONG Console Cabinet enables you to give your customers exceptional value, and they will therefore serve to stimulate your machine sales materially. Order the complete line today and feature them in your advertising immediately.

Write us today for catalog and prices

The Geo. A. Long
Cabinet Company
HANOVER, PA.



Style 600
Sheraton



Style 601
Colonial



Style 602
Louis XV



Style 603
Chippendale



Style 604
Hepplewhite

Arousing the Buying Interest of the Public by the Employment of Original Propaganda

A prominent sales manager in the talking machine trade recently declared that the retailer who desired to increase his volume of sales under existing conditions must realize that to get ahead of competitors and arouse the buying interest among his prospects he must present the various features of his line and his business ideas in a new way. In fact, he declared, the art of selling just now depended in no small measure upon originality, for it has been shown that a good proportion of the public is not responding to ordinary selling methods, but can be made to respond when an appeal is made to them along new lines. We all know of the success that has been made by Billy Sunday in his revival campaigns. The Bible has been sold to the public for 2000 years, but Billy Sunday comes along with a brand-new selling idea and puts the thing across in a tremendous way.

The average dealer who analyzes the sales appeal as he has been making it for the past ten or twenty years and then endeavors to get out of the rut will find a large number of channels open for his activities. The close sticking to precedent and the presenting of the argument that it has never been done that way before has no place in modern selling. The fact that a selling plan is without precedent is in itself a factor sufficiently important to warrant the careful consideration of that plan.

The trouble with a great many dealers seems to be that they are overconservative, not because they lack energy and ability, but because they fear that having maintained a certain standard in selling methods they cannot endanger that standard by adopting radically new ideas.

There is a wide difference, however, between

the musical and the simply sensational. Wisely advertised sales—general cutting of prices and extravagant statements in advertising—are not to be included among good business practices under any consideration. It has been found, however, that there are numerous new angles to the selling game that are in accordance with the highest ethics and are sufficiently strong to make a quick, effective appeal. Improved

tried to secure the waiter's attention as he brushed by, but again and again registered failure. Having eaten half his meal he did not care to walk out and he wanted some more water. On a last chance he brushed off his water glass on the tile floor. The crash brought the manager, the head waiter and the customer's own waiter on the run and, needless to say, he got his glass of water.

It is not advisable for a merchant who wants to attract more attention from passers-by to smash his show window at regular intervals on the chance that the tinkle of the glass will attract customers, but he can arrange that show window and the advertising that backs it up in a way so far out of the ordinary that attention is commanded. The talking machine has progressed to the point where it has no particular appeal to the prospective purchaser as a novelty. It is recognized as a musical instrument and the dealer must base his arguments on the premise that he must show the customer just why he needs a musical instrument now. The old arguments are not working well. The prospect has heard them all. It will take a new line of thought to get his attention and hold it to the buying point.

Generalities must give way to individualism. The case of each prospect must be studied for the purpose of framing arguments that will appeal especially to that prospect. The time is past when the dealer could feel that having let one sale get by him there would be another right along in a few minutes. It simply isn't being done this season and will not be done any other season by those dealers who believe in keeping out of the rut.

Art of Selling Today Depends in No Small Measure Upon Originality in the Use of "Live" Sales Methods

forms of advertising—extensive publicity upon a particular machine or record—working to get a little closer to the prospect by cultivating the personal touch at every opportunity—all these are calculated to help sales even under existing conditions.

A customer in a restaurant had considerable difficulty in getting action from the waiter—a long time between courses and the service was away below par. The customer tried to get the eye of the manager, but without success. He



LIKE The Victrola, Pearsall Service has many imitators, but in both cases—There Is Only One.

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



Widdicomb
Console Model.
Adam Period

Discriminating people endorse the Widdicomb idea

—a phonograph which combines perfection as a musical instrument with taste and beauty as a piece of furniture

In the early days of the phonograph industry buyers naturally laid great stress on the mechanical and reproduction features of the machine. Appearance was more or less a secondary element in making their decision.

Gradually, however, as phonographs became more common a desire arose among persons of taste and discrimination for beauty of design commensurate with the place of the instrument as an important and prominent piece of furniture. Today, without abating in the least their demand for mechanical perfection, buyers seek a phonograph able to take its proper place harmoniously and unobtrusively among the most expensive and tasteful furniture and appointments.

Perhaps the first manufacturer to realize this trend in taste was the Widdicomb Furniture Company, for 56 years designers of the finest period furniture. Experience in meeting the desires of the most careful class of furniture buyers early led to the decision to add to the Widdicomb line a phonograph which should not only be a perfect musical instrument but an article of furniture which would add refinement and beauty to any home.

The inclination of people of cultivated tastes toward period furniture had long been recognized by this company as furniture manufacturers. Naturally the development of the new idea in phonograph manufacture followed the same lines. Various models were designed by the best furniture designers in the country to become a quiet and harmonious part of the fittings of a room furnished in any period. Adam, Queen Anne, Sheraton, Chip-

pendale and other popular models, finished in beautiful red or antique mahogany and walnut, are included in the line, in various upright and console styles, suitable for any decorative scheme.

At the same time that these beautiful models were being developed experts in phonograph manufacture were at work perfecting the reproducing mechanism in a corresponding degree. The result was the Widdicomb Amplifying Tone Chamber—a great forward step in the science of sound reproduction, and years ahead of its contemporaries in the development of acoustic properties. The sound waves as they pass through it are extended and expanded to produce full tonal value without "blasting," while every note, high or deep, is given its proper prominence.

To the high-class dealer, who prides himself in handling only the best, the sale of the Widdicomb phonograph is a real opportunity. He can offer it to his customers with the full assurance that it is incomparable as a musical instrument, that it is in a distinctive class by itself as a beautiful article of furniture, and that it is richer in special features than any other phonograph on the market. No other phonograph offers all these advantages in the same degree.

Complete catalog showing the entire line will be furnished upon request, together with details regarding the terms of the dealer franchise.

The Widdicomb Furniture Company
Grand Rapids, Michigan (57)

Prices Reduced!

Effective September 15th, prices on all models of Widdicomb Phonographs will be reduced to the pre-war basis. The new retail prices for the various upright and console styles will range from \$95.00 to \$300.00.

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the eleventh of a new series of articles by William Bend White, devoted to the various interesting opportunities which present 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.]

OLD TRICKS FOR NEW DOGS

Columns of near-science and queer-scientific are written, find ways to get printed and are, one supposes, read on the general and eternal subject of Salesmanship. Well, I don't know much about salesmanship, so my friends tell me, but I think I know a little bit about human nature. Wherefore, that which follows may be useful to dealers who can see beyond the end of their respective noses.

The American Stamp

Men and women are bundles of likes, dislikes, wants, desires and aspirations. In our country there is in the very atmosphere a sort of restlessness which amazes the foreigner, and which probably makes most of us lead lives far too noisy, blatant, worried and jumpy. Still, such is the general condition, and only the exceptional rise above it. Now, one of the symptoms of this national jumpyness is that every man and every woman in America is everlastingly looking for some new possession, some new luxury, some new material evidence of his or her prosperity and social position. This rush for social position, in a country which has no legally recognized social distinctions, provides very interesting material to the social satirist. But from our point of view, bound as we are to the immediate interests of our industry, such fascinating speculations must be passed aside, no matter with how much of regret. All we can take into consideration is the plain and simple,

yet profound, fact that, just so long as American social ideals remain as they are, the man in the street will want new things all the time. He will be a sort of modern counterpart of the Athenians, to whom St. Paul spoke so sharply.

Where We Come In

And just so long as he—and even more she—remains in this state of mind the talking machine business must continue to prosper. It must continue to prosper simply because the talking machine is, even yet, one of these new things. It must continue to prosper because it satisfies a normal demand of the American mentality, the demand for pleasant music and lots of it. It must continue to prosper because it represents good value and pays back in pleasure many times over every penny put into it.

But the talking machine must be pushed. The human animal is a lazy beast who has to be stimulated. Even when he most wants a thing he will put off getting it till the last moment: unless one is there with the right word to shove him along.

Wherefore, of course, the talking machine, being a musical instrument, must first of all be exploited along musical lines. Only in so far as it is pushed as a musical instrument, and as this alone, upon the attention of the prospective buyers of the community can a dealer be sure that he is making fair use of the time and money which he puts into his advertising.

Exploiting the musical possibilities of the talking machine is therefore the best of all advertising.

After which more or less preparatory argument, let me set forth some reflections on new ways of doing this simple but necessary featuring of the musical possibilities of the talking machine. The preliminary may have seemed

a bit lengthy, but if it has led the reader to do a bit of hot-weather thinking it has performed its task.

Going Back to School

The musical side of the talking machine is being exploited in one way or another, of course, all the time. It is bought for its music and that aspect of it continually crops up. Recitals, demonstrations and all that sort of thing are going on pretty constantly, but the dealer finds himself often hard put to it to devise new and interesting stunts. Let us do a bit of thinking on that subject.

Well, for one thing, the Victor Co. has issued for some years past many wonderfully interesting and informing catalogs, instruction books and pamphlets of the highest authority and most attractive get-up, relating to the use of the Victrola in school-work and in the general teaching of music appreciation. In looking over some of these not long since I was struck, not for the first time, with the evident fact that most of this wonderful stuff intended for school children is more than good enough for adults and, in fact, is very much needed by most of the owners, and prospective owners, of talking machines. If every man or woman who owns a talking machine knew one-half of what there is to know about music, or everyone half as much as a school boy or girl can learn from a course of this Victor school work, there would be such a demand for fine machines and good music as would keep the factories busy all the year round.

Comparisons

Suppose, then, that a Victor dealer were to announce to the people of his community that on a certain day there would be a recital show-
(Continued on page 18)

IT PLAYS ANY-ALL DISC RECORDS

IT PLAYS THEM AS OTHERS CANNOT



THE WARREN STYLE B

THE PHONOGRAPH FOR THE DISCRIMINATING. OUR SELLING PLAN OUTSTRIPS COMPETITION AND ASSURES UNUSUAL PROFITS.—SEND FOR IT.

THE MANOPHONE

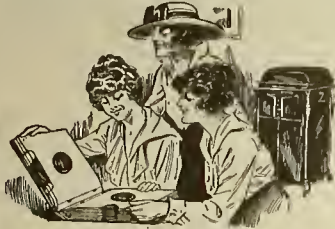
WITH ITS INCOMPARABLE QUALITY OF TONE

A MUSICAL INSTRUMENT BUILT BY MUSICAL INSTRUMENT BUILDERS. IT HAS THE VOX-HUMANA—A HUMAN THROAT, REPLACING THE COMMON THROAT OF PIPE.

THE MUSIC-MASTER of PHONOGRAPHS

THE MANOPHONE CORPORATION CO. ADRIAN MICHIGAN

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

OLD TRICKS FOR NEW DOGS

(Continued from page 17)

ing a series of comparisons between the Victrola and the violin, flute, French horn, etc. I say Victor dealer, because I have been thinking especially of the Victor appreciation-of-music literature, but exactly the same holds good in every case where the records are available. Anyhow, our dealer announces that a violinist will play a violin solo following, and with the same rendered on the talking machine. A flutist will do the same thing. So will a French horn player, a harpist and so on. Every big city has the harpist and every town has a flutist and a horn player, a clarinetist, a 'cellist and others who will be glad to turn in and help.

If a dealer can use such educational records a wonderful opportunity exists for him to make a musical sensation in his town. For instance, there are records which show the actual tones of the different instruments of the orchestra, such as those I have mentioned above. It would be a simply grand notion to hire a quartet or sextet of good musicians and have them play the very same test passages which are played on the records, so that the audience might hear the comparison.

A Variant

There are all kinds of ways in which this idea can be worked out. Let me just describe

a variant on this notion, one, indeed, I think well worth consideration. It will give the dealer another point of view.

A number of years ago, when the Auxetophone and other loud-sounding talking machines were being pushed, it was the fashion to introduce them at band and orchestra concerts. Orchestras of the accompaniments of vocal and instrumental solo records were then furnished by one company at least, so that band or orchestra leaders could, from these, arrange accompaniments for their own organizations. Now the same idea could, and still can, without doubt, be applied in a smaller way. Those orchestras still exist and, without a doubt, every large maker of records would gladly furnish piano parts for favorite solos. It is only a question of the demand. A good pianist can do wonderfully effective work by simply playing an accompaniment to a fine talking machine solo. The piano entirely takes the place of the accompaniment on the record and endows the performance with a power and a beauty which it cannot otherwise attain.

The Player-Piano, Too

Moreover, there are still a large number of accompaniment music rolls made for various records by the Q R S Music Co., the Melodee Music Co. and some others. The two first-mentioned have quite a large number of these rolls. I myself was, I think, the first in the country to give a public recital of talking machine and

player-piano combined, and now that we have the Apollophone, which combines two instruments in one, the stunt has become much simpler. Accompaniments with the talking machine are very effective and can easily be mastered by the player-pianist after a little practice.

All these ideas are, of course, variations on the original theme of the musical possibilities of the talking machine. That instrument is a universal purveyor of music and the stunts it can do by itself or in company with others are simply innumerable. Nothing save sheer lack of imagination can keep dealers from constantly thinking up new ways to attract the attention of the crowd, and only rank stupidity can encourage the notion that high-class artistic effort is useless, or not so good as noise and trash. Demonstration of dance music and so on is going on every day and all day. The sort of thing I refer to is of another nature. It is the kind of demonstration that makes people think, and when the people can be got to thinking seriously about talking machines and records they are sure to become, first, prospects, then owners, then enthusiastic friends for the rest of their lives.

BRUNSWICK SALES TO NOTABLES

Among the many recent sales of Brunswick phonographs in New York City was that of a Gotham period model to Ed. Wynn, the popular comedian and producer of musical comedies. Mr. Wynn was so pleased with the tone of this instrument that he purchased one for his home.

Another well-known purchaser of note of a Brunswick phonograph was George Walsh, the popular moving picture star, who bought a Stratford model for his home from the Ahelowitz Phonograph Co., New York.

NEW TYPE OF MACHINE

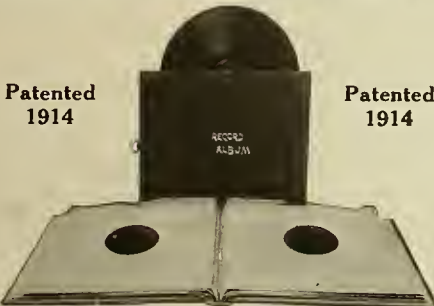
A new type of talking machine has been invented and patented by W. E. Mieding, Sr., of New Orleans, La. In this instrument the walls are made of glass and the music comes from the bottom of the cabinet with the record file at the top. The owner says he will begin manufacturing when conditions are more favorable.

ARRANGING ARTISTIC STORE

G. E. Corson, exclusive Brunswick dealer at The Dalles, Ore., is remodeling his store, and when completed it will be one of the most attractive Brunswick shops in the State. The store will have two machine rooms, two demonstrating booths and the interior decorations will be done in white.

Guy Brooks Davis, of Kewanee, Ill., has accepted a position as head of the talking machine department of the Oberlin Furniture Co., Kankakee, Ill.

BOSTON ALBUMS ARE MADE RIGHT



Patented
1914

Patented
1914

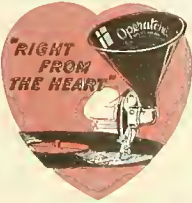
BOSTON ALBUMS are made to SATISFY YOUR MOST EXACTING CUSTOMERS. This means that Boston Albums are made right and have been since they were Patented and introduced to the Trade in 1914. They have never been equaled.

We invite you to send for samples of our four new models—all made right.

BOSTON BOOK COMPANY

501-509 Plymouth Court

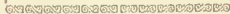
CHICAGO, ILL.



Add an OPERATONE to Your Phonograph Today—

- Improve the tone-quality
- Prealize the desired full rich tone
- Bring out hidden values from your records
- Give realism to vocal selections
- Eliminate the sharpness of the needle
- Increase the volume—with better effect
- Use the power from both sides of diaphragm
- Improve with age—unaffected by weather
- Give the true thump to each instrument
- Clearly reproduce all overtones
- Have the real pep and snap of three numbers
- Superbly render Grand Opera selections
- Constantly add to your pleasure and joy
- And, at a cost of only \$12.50, add \$100.00 to your enjoyment from your present instrument.

Guaranteed to improve tone-quality and volume of your instrument to your satisfaction or return in 10 days for Money Back.



Hanger for demonstration rooms.



Put this in the center of your next window trim

It is a plus profit! Sell the OPERATONE

the novel duplex-type of reproducer—with its amplifier and wonderful wood fibre diaphragm—that dealers know as

the greatest present-day stimulant to business, bringing in new customers and pleasing old friends. A wonderful store demonstrator, adding to your profits and local prestige, providing a new and novel window display, attracting new customers by its novelty and value, appealing to every phonograph owner by its tone-quality. The basis for a profitable mail campaign, ideal as a personal canvass of your entire list of owners, **renewing interest in many machines now idle**, always increasing the sales of your records.

One live Dealer, in each territory

will reap this **plus profit** by being the local Distributor of the **OPERATONE**. He will be backed by practical co-operation and a complete sales plan. Everything he needs—from local newspaper advertising, over his name, to folders. You may be this Dealer—will you?

Every Dealer knows many music lovers who will appreciate his suggestion that this will add to the enjoyment from their library of records—and who, at the same time, will buy more records.

The **OPERATONE** is backed by some of the big men in the Trade. It is endorsed by most exacting critics, by many Artists and—best of all—by the Buying Public. To quote one of our representatives—a Victor Dealer:—

"The **OPERATONE** brings more out of the record and increases the volume. It sells more records and helps sell machines. It adds to my business a plus profit."

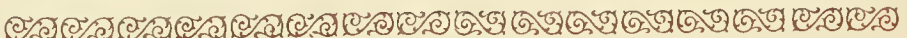
Order a trial dozen now, and sell them at once. You surely know those who would wish the first ones to reach your district—schedule those deliveries as a personal favor. This is being done by others. Retail price, \$12.50—sold to dealers at \$9.00 the dozen, with quantity credits.

Each dozen earns \$60.00 or more, and sells two more dozen by personal recommendation—and many extra records. It pays!

Ask your Jobber—or write direct

THE NATURELLE REPRODUCTIONS CORPORATION

Tel. Murray Hill 2027 5 WEST 39th STREET NEW YORK



1000
1000
1000

IN THE HAVEN CAN



NYNOL
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, Nynol 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 Nynol because it is best for phonographs and sewing machines—for polishing furniture and wood work and is odorless and will not stain. It is free from acid and will not gum, or become rancid. Sportsmen find it best for guns because it prevents rust.

NYNOL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NVE, New Bedford, Mass., U.S.A.

ARTISTIC FLOAT BOOSTS PUBLICITY

Roscoe Benjamin Features Victor Products in Parade—Dancing Girls Attract Attention

WINSTED, CONN., September 4.—Prominent among the many floats in a recent parade here, commemorating the 150th anniversary of the city, was that of Roscoe Benjamin, an exclusive Vic-



Roscoe Benjamin's Unique Float

tor dealer. The float, which was instrumental in attracting considerable attention to the Victor product and at the same time gaining publicity for Mr. Benjamin, contained six Victor dogs, one perched on the front of the truck, one on top of each of four pillars on the truck and the other in the center of the float. Two dancing girls, who danced to the music of a Victrola whenever the machine came to a standstill, completed the ensemble.

"CONVERTO DE LUXE" IN DEMAND

New Console Type Talking Machine Cabinet Made by the C. J. Lundstrom Mfg. Co. Gaining in Popularity—Plan Fall Campaign

LITTLE FALLS, N. Y., September 1.—The continuously growing popularity of the console type of talking machine is being proved by the demand for the "Converto De Luxe" talking machine cabinet made by the C. J. Lundstrom Mfg. Co., of this city. This company has made, for many years, an upright model of Converto cabinet, but the console type was just produced this year. This new model has a mahogany finish with one-half of the top forming the cover. When this cover is raised a space is disclosed which is made especially to hold the Victor VI. The doors in front of the Converto console cabinet are so arranged that they allow the perfect use of the doors of the talking machine. The cabinet contains needle trays and a dust-proof record compartment.

The C. J. Lundstrom Mfg. Co. has received many enthusiastic reports from dealers regarding their exceptionally good success with the new model and a strong campaign is being prepared by this company for the Fall.

ADDS BIG RECORD DEPARTMENT

Six New Demonstration Booths and Department With a Capacity of 20,000 Records Constructed in Pennsylvania Furniture Store

NANTUCKET, Pa., September 5.—Numerous improvements, including the addition of six sound-proof record demonstration booths and a big record department, which is designed to hold 20,000 records, have been made in the furniture store owned by Philip Strauss, this city.

A unique and profitable advertising stunt was recently evolved by Mr. Strauss. A number of circulars were dropped from an airplane here and in surrounding towns, and the result, from an advertising standpoint, was wholly satisfactory.

PATHE PLANT OVERHAULED

Big Brooklyn Factory Shut Down for Fortnight to Facilitate Overhauling of Equipment

The extensive plant of the Pathe Freres Phonograph Co., of Brooklyn, N. Y., was closed for a period of two weeks during the latter part of last month. This was done in order to give the machinery a thorough overhauling. Mechanics from the factories where the different machinery had been produced were secured and every piece of machinery, from the basement to the top floor, in both buildings was put in prime condition. Although the plant was officially closed it required both day and night work during the two weeks to complete this tremendous task. The plant was again opened for production purposes on the twenty-ninth of the month.

MANLY NEW BRUNSWICK DEALERS

PORTLAND, ORE., September 1.—The local branch of the Brunswick-Balke-Collerender Co. reports the following new Brunswick dealers: Krueger Phonograph Co., Amity; Plaza Pharmacy, St. Helens; Dallas Pharmacy, Dallas; H. H. Maek, Huntington; Walter Lettermaier, Aurora; E. Fisher, Goble; Banister Bros., Sheridan; H. G. Clark, Willamina; Moore-Duann Co., Salem, all in Oregon; Pearl Jennings, White Salmon, Wash.; J. J. Lorton, Cambridge, Idaho.

The "Cozy Music Shop" is the novel name of a new talking machine record establishment which opened recently at Englewood, Ill. The proprietor is C. O. Olson.

COURTESY VS. THE SALESMAN

Tact and Courteous Salesmanship Will Win Friends for Your Establishment

The most valuable attribute of an efficient sales force is a proper appreciation of courtesy. While the salesman may know his product ever so well the most silver-tongued oratory will not make sales if it is not backed up by tact and consideration for the customer. Talking machine dealers whose sales force is not up to the mark in this respect will find it profitable to put them through a short intensive training course, implanting the spirit of courtesy that courtesy and salesmanship go hand in hand.

The principal buyers from the retail merchants to-day are the women. And it is a fact that women set great store on courtesy and will patronize the establishment where they are extended the most consideration. It is not necessary for the clerks and salesmen to be servile. In fact, servility does more harm than good and is therefore to be avoided.

Women love neatness and an unkempt salesman arouses their disfavor. The salesman who puts off that shave, appears before a customer with his hat on or a cigarette in his mouth and talks away at top speed without giving the customer a chance to open her mouth is not only hurting himself, but is costing the firm by which he is employed money.

Little attentions, such as seeing to the comfort of customers, asking their advice in small matters such as whether they prefer a loud or soft needle and what record they prefer to hear if a machine is being demonstrated, will make them feel as if they were taking a direct part in the transaction. Such things go a long way toward making sales and the women to whom has been accorded such courteous treatment will become firm friends and steady customers of the establishment.

B. R. FORSTER OFF ON LONG TRIP

B. R. Forster, president of the Brilliantone Steel Needle Co., is on an extended trip in the interest of Brilliantone needles. Mr. Forster left the latter part of August and is expected to be away about a month. He will visit Canada, Chicago and the Middle West down to El Paso, Tex., and will return through the South. Mr. Forster reports that he has found business conditions in the various sections of the country much improved and that every evidence points toward good Fall business.

The Dealer Dominant

In the talking machine and record industry today, as everywhere else, the dealer is the dominant figure.

We help the manufacturer help the dealer sell more through real dealer helps.

Call us in for Ideas on lithographed displays.

EINSON LITHO INCORPORATED

Executive Offices, Art Studios and Manufacturing Plant

327 East 29th Street

New York City

Gennett

RECORDS

"The difference is in the tone"



Life Vibrant

The greater joy Gennett Records give to music lovers is the joy of hearing the buoyant, warm, colorful tones expressed by the artists at their best. The life that is in the artist is in the record. That's why Gennett Records are better for dancing—better for hearing.

FOR NEW RECORD DELIGHTS HEAR THESE NEW GENNETTS:

- | | | | | |
|------|--|--|-------|---|
| 4746 | { IN THE SWEET BYE AND DYE (Bronsar-Wabster),
THE CHURCH IN THE WILLOW (Pitts),
.85 | Chirios Quartette, Vocal Quartette Unaccompanied | 4750 | { OH ME! OH MY! (Intro.; "Dolly" Medley (Youmans)
From "Two Little Girls in Blue") |
| 4747 | { LAUGHING RAG (Skinner-More),
MOTHER MACHREE (Hall),
.85 | Sara Moore—Solo, Chorus Solo, Piano Acc., Frank Banta
Sam Moore—Solo, Piano Acc., Frank Banta | 4751 | { DAISY DAYS (Kasha-Blausius-Cook)—Fox-Trot,
Arthur Fields Singing the Chorus—
Harry Rederman's Orch. |
| 4749 | { DROWSY HEAD (Berlia-DeLeath)—Waltz,
IN MY TIPPY DANDE (Fisher)—Waltz,
.85 | Gennett's Dance Orchestra | 10044 | { BEALE STREET BLUES Bennie Kruger's Orch.
THE ST. LOUIS BLUES (Handy),
.85 |
| 4749 | { JULIENNE (Tark-Robinson)—A Franco-American Fox-
trot
SWEETHEART (Davis Johnson)—Fox-Trot,
.85 | Bennie Kruger's Orchestra | 1,000 | { I'M GOING THROUGH THE RYE
NY LADDIE (Tayler)—Soprano with Orch. Acc.,
Miss Dolie |

Gennetts better all phonographs. Hearing is believing

GENNETT RECORDS

Manufactured by

THE STARR PIANO COMPANY, Richmond, Indiana

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

HOWARD RESIGNS FROM GRANBY CO.

E. C. Howard Severs His Connection With That Company on September 1—Plans for the Future Not Yet Announced

NORFOLK, VA., September 1.—E. C. Howard, director of sales of the Granby Phonograph Corp., of this city, resigned his position with that company, effective this date. Mr. Howard's future plans are indefinite.

In his many years' connection in the talking machine industry Mr. Howard has displayed many superlative talents as an organizer, sales director and designer, but it was not until his resignation that he disclosed to his many friends that he was a writer of blank verse of no small ability. In tendering his resignation to the Granby Phonograph Corp. Mr. Howard inscribed it in the style made famous by the editorials of K. C. B. Not to be outdone, E. F. Carson, assistant general manager, in the name of the Granby organization, replied in like manner, speaking with



E. C. Howard

appreciation of the efforts and the results of Mr. Howard's endeavors. The closing lines of Mr. Carson's reply are as follows:

"You take with you
The consciousness
Of having left
A job well done.
Once more good-bye.
We thank you.
Granby."

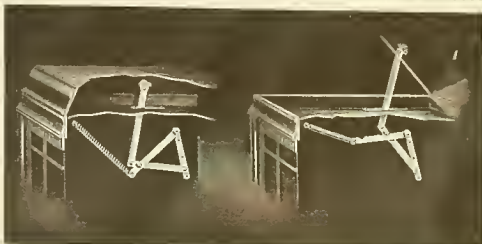
NEW ISSUE OF VICTOR SCHOOL BOOK

Revised Edition of "The Victrola in Rural Schools" Now Ready for Distribution

The educational department of the Victor Talking Machine Co. announced recently to the trade that a new revised edition of the educational booklet, "The Victrola in Rural Schools," is now ready for distribution. This book has proved of particular interest and value to teachers of school music in all sections of the country. It was first issued about six years ago and the demand for the work has made necessary the frequent printing of new editions.

ETHEL LEGINSKA IN LONDON

Ethel Leginska, whose piano records are included in the Pathé repertoire, made her first public appearance in more than two years in a concert with the London String Quartet at Aeolian Hall, London, recently. Miss Leginska has paid a visit to Paris and has played at a number of private musicales. She is expected to return to New York late in September.



The Superior Lid Support

A touch of one finger lifts or closes the Lid, which stops at any point desired Does not wear the Lid.

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold
Quantity Prices on Application



Superior Specifications for Phonographs
BARNHART BROTHERS & SPINDLER
Menard and Throup Streets CHICAGO

TO HANDLE EDISON EXCLUSIVELY

Reed, French Piano Co., Portland, Closes Out Other Lines of Machines and Records

PORTLAND, ORE., September 9.—The Reed, French Piano Co. will hereafter be an exclusive Edison dealer, having disposed of its other lines of goods. M. C. Collins, in charge of the department, is an Edison enthusiast and says that one can sell easily what one believes in. The Edison "Broadway Flashes" are very popular.

VICTROLA USED IN CHURCH

G. C. Wille Co. Furnishes Victrola for Use at Service in Honor of Caruso

CANTON, O., September 7.—The George C. Wille Co., Victrola dealer here, co-operated with Rev. William Hayes Longworth, pastor of the First Congregational Church, Sunday night, in what the pastor termed "An Evening With Caruso." Rev. Longworth spoke on the life of Caruso. The Wille Co. sent a large phonograph to the church and many of Caruso's most popular records were played, including solos in English and Italian and some of his big quartet and sextet numbers sung with other stars of the Metropolitan.

NEW SIGN ON GRANBY FACTORY

NORFOLK, VA., September 3.—A large forty-foot electric sign has been erected on one of the factory buildings of the Granby Phonograph Corp., of this city, proclaiming it "The Home of the Granby Phonograph." This sign is illuminated at night and is visible from a great distance. As the Granby factory adjoins the main line of the Chesapeake & Ohio Railroad, this sign will be viewed by thousands of travelers on this trunk line.

COOL & SCHALLER INCORPORATE

Cool & Schaller, dealers in musical instruments in New York City, were recently granted a charter of incorporation under the laws of New York, with a capital of \$50,000. H. L. Cool and W. G. and C. F. Schaller are the incorporators.

DANCING RECORDS PROVE POPULAR

Lada, celebrated dancer and Pathé star, recently returned from a successful tour to the Pacific Coast to her Summer home, Stratsburg-on-the-Hudson. Her various dance numbers on Pathé records for the teaching of dancing are proving in popular demand.



BRUNS "ONE MAN"

DELIVERY COVERS

Possess exclusive features which assure superior service

One Man Delivery Cover



A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

BRUNS MADERITE one-man delivery covers have proven successful beyond expectations. They fill a long-felt want, for dealers everywhere are purchasing them regularly.

BRUNS MADERITE delivery covers are made in two qualities—Grade A, of sturdy Brown Duck, Grade B of Khaki Drill. If Dealers prefer the closed type instead of jacket type we furnish them as well.

BRUNS MADERITE phonograph delivery covers are also made to protect the Console or Parlor type phonograph.

All grades made up promptly to special measure or from stock to fit any standard machine. Price list and descriptive circular on request—Order direct or through your jobber.

Piano Moving Covers, Slip and Rubberized Dust Covers for Phonographs and Pianos.

A. BRUNS & SONS
Manufacturers of Everything Made of Canvas

A Practical System for Checking Up Sales Effort and Accomplishment ::

By Clarence H. Mansfield
Pres. and Mgr. Edison Shop, Dallas, Tex.

Few retail phonograph and talking machine concerns have a definite, reliable means of obtaining sales information which is really vital to the success of their business. Few have any dependable method of weighing their salesmen and really knowing just which salesmen work the hardest, and just which ones show the best results in proportion to the work they do. It is with this idea in mind that the writer evolved the daily sales reports reproduced herewith and which he will endeavor to explain.

We employ six exclusive phonograph salespeople, one regular floor man and five outside salespeople, and through the use of these daily reports we have an accurate account of each day's operations in detail. We have the number of outside calls made by each salesman, we have the number of approvals obtained from these calls and the number of sales ultimately effected. We have the number of competitive deals handled, showing by what salesman, against what other make of instrument and from what concern and what salesman with that concern, and we know whether the sale is won or lost, and for what reason.

This information alone is highly valuable to the sales manager. It enables him to put his finger on weak salesmen and their weak points. It enables him to measure the ability of the opposing salesman.

Checking Up on the Loafer

One of the most perplexing problems the retail phonograph sales manager has to cope with is to know whether or not his salesmen are really working and on the job when they are supposed to be out calling on prospects. These daily reports end any such doubts, and I am sure that the salesman who has been a little prone to loafing on the job will find that he can no longer do so if his concern adopts the use of these daily reports.

You will note that quite a bit of space on this report is devoted to reasons why a salesman lost a sale. This space is headed "Obituary," and in spite of the more or less jocular manner in which it is dubbed it is really one of the most important parts of the daily report. For while it is very interesting and also valuable to know why a customer did purchase it is far more important and of greater value to the sales manager to know why the customer did not pur-

chase, for there is where the sales manager's real corrective work must be done.

Just for instance, at certain times of the year salesmen will find practically the same objections to buying right then being brought up by most of their prospects, and when this happens the sales manager knows just where and on what points to coach his salesmen most. All salesmen are familiar with these objections: "Times are too hard now," "Well, I am going away on a vacation soon, so I'll wait till I get back," "Everything is coming down in price, so I'll just wait awhile," and scores of other similar ones.

The sales manager will recognize at a glance

*Accurate Knowledge
of What Each Salesman
Is Doing of
Prime Importance to
the Retail Business*

the importance of knowing: The total number of customers who came into the store to look, the number of those who were sold outright, the number from whom approvals were secured, the number of these approvals sold, and the number of customers who walked out of the store without buying right then or without allowing an instrument to be sent to their home on approval.

He will also recognize the value of knowing the total number of outside interviews with prospects handled by his salesmen, the number of these prospects who bought outright, the number who allowed an instrument to be sent to their homes on approval, and the number of these who were ultimately sold.

All this information through these reports is given him at the end of each day, and at the end of each month, showing each salesman's work,

and the grand total of the entire sales force.

It is not always the salesman who makes the most calls that turns in the most business. These reports will show that some salesmen make fewer calls than others yet sell a greater number of these calls. Of course, the salesman who shows the better percentage is really the better salesman and this is just the information that the wide-awake sales manager wants. The salesman who calls on a greater number of prospects yet effects fewer sales needs attention from the sales manager. There is something wrong with his selling somewhere. This cause can be found through the "Obituary" space in these reports and can then be corrected by the sales manager.

Then there is the man who makes fewer calls yet sells a greater percentage of these calls. Perhaps (the reports will show) he can be speeded up to make more calls, thus increasing his sales proportionately. The intelligent sales manager knows that the salesman who calls on, say, twice as many prospects in a given time as another salesman yet effects a much smaller percentage of these sales, even though his total volume is as great as that of the other salesman, is not at all the most successful worker. The other man who makes the smaller number of calls but larger percentage of sales is by far the best salesman. His work is more thorough and effective, while salesman No. 1, who is the opposite type, is no doubt losing a lot of business for the house by lack of ability or thoroughness. The salesman's daily report shows up these conditions and enables the sales manager to find out "who's who" and make corrections where they should be made, and give aid where it is needed.

Finding Out Who Is Doing the Work

These reports show positively, definitely and finally just "who's who" among your salespeople; it enables you to bolster up your weak places, and I'll say this without fear of contradiction that if a concern can stop up the leaks whereby it loses business through inefficiency it can increase its volume anywhere from 30 per cent on up. Few concerns, though, really know just where their sales leaks are.

On the front at the right-hand bottom corner of the salesman's daily report is a place to put the total number of prospects called on who were not at home. These "not-at-homes" how-



PROMOTE



THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio

A PRACTICAL SYSTEM FOR CHECKING UP SALES EFFORT—(Continued from page 22)

ever, are not considered as "calls," and this space is put there in order that the sales manager may know just what the salesman has done with his time. The salesman's daily report also will show just how long a salesman spends with

a prospect. He must show the time of his call so the salesman must account for every hour of the day.

The general daily report of sales, collections, finances, etc., also shown, coupled with the sales-

men's daily reports, will enable any manager to keep in daily touch with every little detail of his business, and it only takes a few minutes' work each day on the part of each salesman and (Continued on page 24)

The Series of Sales Report Cards Used By the Edison Shop, Dallas, Tex.

FLOOR MANAGER'S DAILY REPORT OF FLOOR CUSTOMERS

Table with columns: NAME, ADDRESS, Name, Present for, SOLD - APPROVAL OR LOAN - AND WHY? Includes entries for John D. Smith, C. B. Davis, Mrs. M. B. Jones, etc.

Summary table for Floor Manager's Report with columns: Total, Approved, Loan, etc.

Table titled 'COMPETITIVE SALES FOR THE WEEK' listing various salesmen and their performance.

Table titled 'Salesmen's Monthly Commission Report' with columns: Name, Sales, Commission, etc.

Salesman Daily Report

Detailed daily report for a salesman with columns: NAME, ADDRESS, SALES, APPROVALS, etc.

DAILY REPORT

Summary table for Daily Report with columns: NAME, SALES, APPROVALS, etc.

DETAILED SALES REPORT

Detailed sales report table with columns: NAME, SALES, APPROVALS, etc.

Salesman's Monthly Commission Report

Monthly commission report table with columns: NAME, SALES, COMMISSION, etc.

Reverse Page of the Above Report

Comments and notes on the reverse page of the salesman's report, including dates and specific observations.

Reverse Page of the Above Report

Comments and notes on the reverse page of the daily report, including dates and specific observations.

Reverse Page of the Above Report

Comments and notes on the reverse page of the monthly commission report, including dates and specific observations.

Table titled 'PHONES RETURNED FROM APPROVAL' with columns: NAME, ADDRESS, RETURNED BY, etc.

Table titled 'DETAILED DAILY COLLECTION REPORT' with columns: NAME, SALES, COLLECTIONS, etc.

Table titled 'REPOSSITIONS' with columns: NAME, SALES, REPOSSITIONS, etc.

A PRACTICAL SYSTEM FOR CHECKING UP SALES EFFORT—(Continued from page 23)

the floor manager to get up this report, which is so invaluable to the sales manager or the head of the business.

Real Business Information

One can readily see of what value the information contained in this general daily report is to the man in charge of collections and finances. He knows each day just how accounts stand; he knows whether collections are lagging and, if so, just where. He knows what should be collected during the month under each division of accounts and just what has been collected so far. He has before him constantly his month's obligations and knows definitely just how he is prepared to meet them.

These daily reports give the sales manager some very vital sales information, but the salesman's mouthily commission report, as will be noted, also gives some vital information that the daily reports do not give; such as per cent on cash sales, average per cent of down payments, average sale, average number of months for term sales, whether sale was to prospect or new customer, and, if prospect, how long the prospect had been a prospect.

Weeding Out Dead Prospects

This brings to light one particular question that has been discussed pro and con among phonograph connoisseurs to a great extent and that is, does it pay to follow up prospects over a few months old or at what age does a prospect automatically become dead, or should a prospect ever be considered dead on an account of age? This report will soon show what percentage of old or new prospects are sold.

Then on the reverse side of this report we find a summary of the salesman's batting average—this coupled with the daily reports will tell the manager absolutely, finally and definitely just "who's who" among his salesmen. It tells who bats highest with respect to volume—cash sales—short-time contracts—repossessions—higher-priced instruments sold and competitive deals. This batting average enables both the manager

and his salesman to know their comparative worth.

This report is made out by each salesman at the end of each month's business and the auditor figures up the percentages and averages, then these batting averages are put on a large bulletin sheet where each salesman may study his standing as compared with the other salesmen. A good idea is to offer a prize each month for the salesman having the best all-round batting average. This stimulates even more interest and rivalry.

We believe that through the use of these daily reports a manager may keep in close touch with every little detail of his business, whether pertaining to the sales or financial end, and the manager who has these reports placed upon his desk each morning does not have to move from his desk to get at every little bit of information he may desire concerning the previous day's operations.

Of course, if all of these reports were to be made by one man it would indeed require a great deal of time, but each salesman makes out his own individual report, which requires only 15 or 20 minutes of his time, and the floor manager makes up his daily report from these and the bookkeeper is only about 15 or 20 minutes each morning making up the general financial, collections and sales report. This small amount of

LIVELY DEMAND FOR EQUIPMENT

Preparations Being Made by Dealers Presage a Busy Fall and Winter

With the approach of the Fall season optimistic predictions made during the early Summer months are materializing. Arthur L. Van Veen, president of Van Veen & Co., Inc., New York City, manufacturers of Van Veen equipment for talking machine warehouses, reports that the Van Veen Co. during the month of August shipped twice as many installations of Van Veen

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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

time is indeed well spent when you consider what it is worth to the manager or sales manager of a business to have this detailed information before him each morning and at the end of each month.

While these reports were designed to fit our retail phonograph business, still, as can be easily seen, they can be adapted to most any retail specialty line such as automobiles, washing machines, vacuum cleaners, etc.

I will freely make this prediction that the sales manager who adopts these or similar reports and takes advantage of the information they offer him will soon find business increasing and the efficiency of his sales force greatly enhanced.

equipment as in the same month of last year. This important news is not only indicative of the good business done by Van Veen & Co., Inc., but visualizes the energetic plans of the dealer for the Fall season. These very numerous installations are now in place and the dealers are thus excellently equipped to handle the Fall business.

A close investigation of the affairs of "the man who never had a chance" usually proves he lacked vision in recognizing opportunity when it was thrust upon him.

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-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 (40 cents in Canada)



SETTING UP

for the

NEW MUSICAL SEASON

STOCK UP WITH

ODEON

and

**FONOTIPIA
RECORDS**

READY FOR THE FALL BUSINESS

Newest Splendid Popular Hits

EXTENSIVE REPERTOIRE

Operatic, Classical and Artistic

by

Celebrated Artists

SELECTED VARIETY OF OUR WELL KNOWN

FOREIGN LANGUAGE RECORDS

GERMAN	ITALIAN	POLISH	BOHEMIAN	DANISH
SWEDISH	NORWEGIAN	HUNGARIAN	SERBIAN	BULGARIAN
JEWISH	GREEK	TURKISH	ARABIAN	SYRIAN

Ash for our Catalogues of Foreign Language Records and Celebrated Artists' Selections

BIG PROPOSITION FOR DISTRIBUTORS

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK





"Listening" and "Crooning" are the latest fox-trots by the Paul Biese Orchestra. They're business builders for dance-loving customers. Have you ordered a big supply? A-3439.

Columbia Graphophone Co.
NEW YORK

WINDSOR-POLING STORE IS POPULAR

Victrola Dealer Has Attractive Store and Believes in Service—Adds Repair Department

AKRON, O., September 8.—Although less than six months in existence the Victrola parlors of the Windsor-Poling Co., Mill and Howard streets, are a feature of the eastern Ohio talking machine trade. Every detail of the furnishings and



Combined Booth and Show Window decorations is in harmony and the facilities afforded patrons for comfort and service are of the best.

The interior is finished in light gray, with all furnishings, draperies and furniture to match. The furniture is of wicker and gives the store a homelike atmosphere. Booths are arranged along one end of the shop. The first booth, fac-

ing Howard street, serves also as a show window and attractive displays are featured there.

Earl Poling, in charge of the store, says business has been highly satisfactory and that the depression which Akron has felt so keenly has had little effect on them.

Among the many effective business-getting ideas of the company is a series of Victrola concerts as soon as the new records for the month are received. These are proving very popular



A View of the Interior

with Victor patrons and many sales of records are the result.

The firm recently installed a complete talking machine repair department for the accommodation of its customers and the trade in general.

The members of the new company are always on the alert for new merchandising ideas and are constantly working to improve its service.

RELIEF FOR TRAVELING MEN

Efforts Now Being Made Through Congress to Secure Interchangeable Mileage Book at Reduced Rates and Also to Have Present Pullman Surcharges Entirely Eliminated

According to a letter sent out to the members of the National Piano Travelers' Association by Albert Behning, secretary, there are excellent prospects that something will be done shortly by Congress to reduce the present excessive cost of railway transportation, which is proving such a tremendous burden to commercial travelers.

At the instance of the National Council of Traveling Salesmen's Associations, with which the National Piano Travelers' Association is affiliated, an appeal has been made to Congress to authorize the issuance of a 5,000-mile book of script to be used on all railroads and giving the traveling man the advantage of a 25 per cent cut below ordinary passenger rates. It is urged that traveling men write, or telegraph, to their respective Representatives or Senators urging the quick passage of the mileage book legislation and also of the bill now before Congress to eliminate the present Pullman surcharge of 50 per cent.

The National Council is also making a strong drive against excessive charges by hotels in practically every section of the country and is seeking to bring about reductions in the prices of both rooms and food.

COALE MUSIC CO. MOVES

Expansion Makes Move of California Business Necessary—Carries Complete Stock

STOCKTON, CAL., September 3.—The Coale Music Co., of this city, due to its rapidly growing business, has been forced to move from its modest quarters on South Sutter street to a new and larger store on the same block. The company, of which Jack Coale is the head, handles a full line of pianos, sheet music, talking machines and records. The sheet music department in the new establishment will be much larger than was formerly possible.

EBERSON-TOPP, INC., GETS CHARTER

Eberson-Topp, Inc., 64 East Van Buren street, Chicago, has been granted a charter of incorporation under the laws of the State of Illinois, with 400 shares of stock having no par value. The firm will manufacture and deal in musical instruments and appliances. Incorporators are: John Eberson, James Topp and M. H. Frost.

THE COMPOSITION PRODUCTS CO.

The Composition Products Co. has been incorporated with a capital stock of \$2,000,000 at Albany for the purpose of manufacturing phonograph products. Those interested are Samuel B. Howard, Robert K. Thistle and Harry C. Hand, all of New York.

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.

HITS

- 4402** { **I'm Looking for a Bluebird** (to Chase My Blues Away).
 10 in.—85c. Contralto with Rega Orchestra - - - Vaughn De Leath
My Daddy. Contralto with Rega Orchestra - Vaughn De Leath
- 4403** { **Honolulu Honey.** Hawaiian Instrumental. - Ferera-Franchini-Green
 10 in.—85c. **Sweet Hawaiian Girl of Mine.** Hawaiian Instrumental.
 Ferera-Franchini-Green
- 4404** { **Oh Joy!** Toddle Dance. - - Harry Raderman's Jazz Orchestra
 10 in.—85c. **Ilo** (A Voice From Mummyland). Fox-trot.
 Harry Raderman's Jazz Orchestra
- 4405** { **Mule Blues** (The Hee-Haw!) Fox-trot. - Tampa Blue Jazz Band
 10 in.—85c. **Bad Land Blues.** Fox-trot. - - - Tampa Blue Jazz Band
- 4406** { **Broncho Trot.** Fox-trot. - - - Hager's Dance Orchestra
 10 in.—85c. **Old Blue.** Waltz. - - - - - Hager's Dance Orchestra
- 4407** { **Why, Dear?** Fox-trot. - - - Harry Raderman's Jazz Orchestra
 10 in.—85c. **Hardingo.** Persian Fox-trot. - - - - Rega Dance Orchestra
- 4408** { **Bring Back My Blushing Rose.** (From "Ziegfeld Follies of 1921")
 10 in.—85c. Tenor with Orchestra. - - - - - Sam Ash
Learn to Smile. (From the Musical Comedy, "The O'Brien Girl")
 Tenor with Orchestra. - - - - - Sam Ash

OKeh Records



General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City







IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Okeh Records

JOINS KNICKERBOCKER CO. STAFF

Eugene Wilson to Assist Benjamin Schwartz in Covering the Brooklyn Territory

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, has announced the appointment of Eugene Wilson to the sales staff of its organization. Mr. Wilson was formerly connected with S. B. Davega & Co. and in his connection with the Knickerbocker Talking Machine Co. will assist Benjamin Schwartz in covering the Brooklyn territory.

Abram Davega, vice-president of the company, and Joseph Schwetz, manager, have arranged, on alternate weeks, to spend their entire time calling upon the dealers. The object of these visits is to extend the maximum amount of co-operation and to place at the disposal of the dealers the experience and facilities of the Knickerbocker organization in making the Fall season exceptional from every standpoint.

PATHE PHONOGRAPHS IN SCHOOLS

Oklahoma Dealer Goes After Such Business in a Manner That Secures Results

CHEROKEE, OKLA., September 2.—Pathe dealer Smith, of this city, was strongly of the opinion that every schoolhouse was a Pathe prospect. He carefully studied a map showing the school districts of Alfalfa County and his convictions resulted in twenty-one sales, with the campaign still under way. Mr. Smith displayed a strong spirit of co-operation and where the school budget did not include an expenditure for phonographs he arranged for a series of socials to help pay for the instruments. In most cases the Pathe instrument which was to be purchased played an important part in the money-raising entertainment. Dealer Smith believes that the twenty-one sales already made will multiply through the fact that every one of the school children will become an enthusiastic salesman for the Pathe line in his or her own home.

BARKER BROS. LEASE NEW STORE

Barker Bros., dealers in talking machines and pianos, Fresno, Cal., have leased a new store at 1206 J street for a period of five years and the firm will spend about \$5,000 in alterations, exclusive of furnishings.

The basement of the store consists of two rooms which will be converted into a large recital hall. New sales and record rooms are being installed on the street level.

"TOURING PARTIES" HELP BUSINESS

Suggestion for an Aid to the Advertising Manager for the Creation of New Ideas

The talking machine dealer has unparalleled opportunities for producing advertising which makes a strong appeal. There comes a time to every ad man, however, when he becomes barren of ideas, his work takes on a stereotyped appearance and the pulling power of the ad is lost. The talking machine ad man can not only overcome this fault, but at the same time gain some free publicity by inviting guests on certain days to form "touring parties." As should be specified on the invitation, at a certain time the selected guests start on a tour of the establishment, conducted personally by the manager or proprietor of the store. Each guest is presented with a pad and pencil, on which she jots down criticisms and selling points of the machines and records, as well as the other supplies which the store carries. Criticism of the service can also be made a point of the tour. This plan is especially applicable to the small-

town store. The women receiving the invitations should preferably be the best known in the community. In the small town the women who are invited will, in most cases, feel flattered at being selected and will be more than willing to respond. The invitation signed by the proprietor of the establishment is more likely to achieve results and if the proprietor acts as host to his guests and carries out the duty successfully he will at least have made some friends.

PLACES MACHINES IN FIRE HOUSES

Benway Bros., Pathe Dealers in Lincoln, Neb., Try Out New Plan With Great Success

LINCOLN, NEB., September 3.—Edwin N. Kane, manager of the outside sales staff of Benway Bros., Pathe dealers of this city, has been devoting much attention to fire houses. Mr. Kane first obtained permission from the fire commissioner to place a Pathe phonograph in the fifteen fire houses, and the stunt resulted in a good proportion of sales not only to the fire houses, but to individual firemen for their homes.

HARPONOLA

the Phonograph with the "Golden Voice"



THE Harponola proposition will show you why it is a better time—if you are a live storekeeper—to get into the phonograph business and make money, than ever before.

Write for the proposition

THE HARPONOLA COMPANY

101 MERCELINA PARK

CELINA, OHIO

Edmund Brandts, President

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

Emerson Records

Emerson Wholesale Distributors

Alexander Drug Co.
226 W. First St.,
Oklahoma City, Okla.

Carpenter Paper Co.
Ninth & Harney Sts.,
Omaha, Nebr.

R. K. Currie & Co.
417 W. Fort St.,
Detroit, Mich.

City Department E. P. C.,
206 Fifth Ave.,
New York City

Emerson Philadelphia Co.
810 Arch St.,
Philadelphia, Pa.

Emerson Phonograph Co.
315 So. Wabash Ave.,
Chicago, Ill.

Emerson Ohio Co.
36 W. State St.,
Columbus, O.

Hessig-Ellis Drug Co.
Memphis, Tenn.

Jewel Phonograph Co.,
229 N. Pennsylvania St.,
Indianapolis, Ind.

Marshall Wells Co.
Duluth, Minn.

Laing Sales Co.
Eliot & Warrenton Sts.,
Boston, 11, Mass.

Murmann Phonograph Co.
1318 Olive St.,
St. Louis, Mo.

Rountree Corporation
111 W. Broad St.,
Richmond, Va.

Southern Drug Co.
Houston, Tex.

George W. Stolte Co.
601 Elm St.,
Dallas, Tex.

Southern Sonora Co.
310 Marietta St.,
Atlanta, Ga.

Strevell-Paterson Hard-
ware Co.
Salt Lake City, Utah

Tri-State Sales Co.
1017 McGee St.,
Kansas City, Mo.

Every month the Emerson release includes certain numbers that not only invite but positively demand rendition on the Emerson Phonograph. Played on the Emerson they evoke with their full tone quality a music satisfaction that is complete.

However, it's always easy to identify them on any machine. Their verve and animation stamp them immediately as "EMERSONS."

Among the October numbers you will particularly like are:

- 10419 { JUST LIKE A RAINBOW. Fox-trot..... Lanin's Roseland Orchestra
A fox-trot of irresistible rhythm and melody.
- 10425 { BRING BACK MY BLUSHING ROSE..... Charles Harrison
The hit of the "Ziegfeld Follies"
- 10429 { CELESTE AIDA (From "Aida")..... Martino Brefelli
A standard selection that is most admirably sung by Mr. Martino Brefelli.

The complete Emerson list for October:

DANCES

- 10419 { JUST LIKE A RAINBOW. Fox-trot..... Lanin's Roseland Orchestra
CHO CHO SAN. Fox-trot..... Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 10421 { OH JOY! Fox-trot Tiddle..... Joseph Samuels' Music Masters
PING SING. Fox-trot..... Plantation Dance Orchestra
- 10422 { TI-O-SAN. Fox-trot..... Green Brothers' Novelty Band
IN MY TIPPY CANOE. Waltz Joseph Samuels' Music Masters
- 10423 { YOU'RE THE SWEETEST GAL IN ALL THE WORLD.
Medley Fox-trot..... Bennie Krueger's Orchestra
I'VE LOST MY HEART TO THE MEANEST GIRL IN
TOWN. Fox-trot..... Plantation Dance Orchestra
- 10424 { WHY, DEAR? Fox-trot..... Merry Melody Men
SECOND-HAND ROSE. Fox-trot.....

SONGS

- 10425 { BRING BACK MY BLUSHING ROSE..... Charles Harrison
THERE'S A CORNER UP IN HEAVEN..... Sam Ash
- 10426 { TUCK ME TO SLEEP..... Eddie Nelson
I'VE GOT THE JOYS.....
- 10427 { MY SUNNY TENNESSEE..... Vernon Dalhart
DOWN AT THE OLD SWIMMING HOLE..... Hare and Jones
- 10428 { MA..... Fred Hillebrand
KILL 'EM WITH KINDNESS.....

STANDARD SELECTIONS

- 10429 { CELESTE AIDA (From "Aida")..... Martino Brefelli
UNA FURTIVA LAGRIMA (From "Elsir d'Amore").....
- 10430 { ANGEL'S SERENADE..... Longo Trio
THE HERD GIRL'S DREAM.....
- 10431 { LOCH LOMOND..... Walter Vaughan
BELIEVE ME IF ALL THOSE ENDEARING YOUNG CHARMS.....
Walter Vaughan
- 10432 { LOVE'S OLD SWEET SONG..... Jules Levy, Jr.'s, Brass Quartet
BLUE BELLS OF SCOTLAND.....
- 10433 { OLD FOLKS AT HOME..... Louise Terrell
IN THE GLOAMING..... Helen Clark

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

CONFERENCE OF VICTOR TRAVELERS

Annual Gathering of Traveling Representatives of Victor Talking Machine Co. Ended on August 20—Special Attention Given to Sales Promotion Work for Dealers' Benefit

The annual conference of the traveling representatives of the Victor Talking Machine Co. which lasted for two full weeks, came to an end Saturday, August 20, the travelers leaving for their respective territories full of valuable information acquired during the meetings and with increased enthusiasm for the Victor line.

The travelers, of whom there were twenty five in all, were quartered at Strat Haven Inn, Swarthmore, Pa., where they enjoyed the advantages of beautiful country and enjoyed various forms of outdoor sport between business sessions. There were two special field days at the Riverton Country Club, during which golf and tennis held sway.

During the conference special emphasis was laid on sales promotion work, particularly of the sort calculated to help dealers in increasing their business. The problems of present-day merchandising were discussed at length and the whole economic situation reviewed.

The first week was given over to an intensified study of record analysis and musical appeal to the public through the medium of records, while during the second week general business conditions in sales methods received attention.

The conference resulted in a very much better equipped force of traveling representatives which has heretofore gone out to represent the Victor Co. As the dealer evinces a genuine desire to welcome the representative coming into his store for the purpose of extending to him real and practical helps in the handling of his sales problems, these appointments are important.

Following the conference the following territorial assignments were made, the great majority of the travelers returning to their old stamping grounds: R. A. Bartley, eastern Pennsylvania; R. S. Cron, Chicago, Ill.; W. P. Davis, Baltimore, Md.; R. A. Drake, Albany, N. Y.; F. C. Erdman, Cleveland, O.; C. F. Estabrook, Boston, Mass.; M. deC. Freeman, St. Louis, Mo.; W. G. Gaston, Portland, Ore.; R. P. Hamilton, Memphis, Tenn.; R. C. Hopkins, Newark, N. J.; H. A. Howson, Pittsburgh, Pa.; T. L. Huxselt, E. W. Kilgore, Cincinnati, O.; T. D. Leopold, San Francisco, Cal.; A. H. Levy, Brooklyn, N. Y.; T. McCreey, New York City; E. J. F. Marx, Milwaukee, Wis.; R. H. Nolan, Minneapolis, Minn.; D. S. Pruitt, Atlanta, Ga.; G. L. Richardson, Des Moines, Ia.; H. G. Russell, New Haven, Conn.; H. D. Smith, southern New Jersey; F. R. Suddards, Detroit, Mich.; G. N. Sweet, Dallas, Tex., and P. W. Willis, Buffalo, N. Y.

BIG DEMAND FOR RECORD ALBUMS

Output of "Nyacco" Albums in Both New York and Chicago Plants Is Increased

Max Willinger, president of the New York Album & Card Co., New York City, manufacturer of the "Nyacco" line of record albums, recently returned from an extensive trip through the Middle West and Canada. Mr. Willinger reports that his trip was satisfactory in every respect and expects rushing business this Fall. The output, in both the New York and Chicago factory, has been substantially increased. Mr. Willinger also reports that general manufacturing conditions have greatly improved over a year ago this time. The paper situation has almost returned to normal and the decreasing prices of other raw material have enabled the New York Album & Card Co. to accordingly reduce their album prices to pre-war figures. Besides selling to the dealers the New York Album & Card Co. do a substantial business in providing sets to manufacturers for album-equipped machines at their factory. Mr. Willinger states that manufacturers are increasing their orders for these albums, which would indicate a decided betterment of conditions throughout the Fall.



On the VICTOR

On the COLUMBIA

SUPERIOR UNIVERSAL REPRODUCER

Clear 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-Victor Elbow—Sample Prepaid to Dealer, Nickel \$4.13—Gold \$5.35

Retails \$6.50 and \$8.25

Superior Reproducer with 21-C.C. Columbia Connection—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95

Retails \$7.00 and \$8.50

Superior Reproducer with 21-P Connection for O.S. Pathé—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95

Retails \$7.00 and \$8.50

Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

PATHE STARS IN MERIDEN CONCERTS

Several Pathé Record Artists to Appear in Concert to Be Given Under Auspices of Musicians' Club in That City During Fall

MERIDEN, CONN., September 5.—Through the aid of Mark Byron, Jr., manager and opera impresario of New York, the Meriden Musicians' Club has arranged for an artists' series of concerts for this city. It is expected that the high class of talent and the beauty and variety of the programs will prove a source of delight to every lover of the best class of music. The programs will embrace the names of a number of Pathé artists who are celebrated on the concert and operatic stage, and who will need no introduction to Meriden musical patrons, with whom they have become favorites through the medium of Pathé records.

The concerts will be given November 29, January 31 and March 28, and the first recital will include Charles Hart and Lewis James, tenors; Elliott Shaw, baritone; Wilfred Glenn, basso, and Vera Cory, pianist, whose ensemble and solo work is familiar to owners of Pathé

records everywhere. The second concert will introduce such stars as Mme. Alice Godillot, the soprano; Hans Kronold, the cellist, and Francesco Longo, the pianist, and at the third concert Mr. Byron will present Miss Rosalie Barker, contralto; Alexander Debruelle, violinist, and Herbert Roselle, pianist.

ADD FLOOR SPACE TO STORE

J. M. Stoddard & Sons, talking machine dealers of Shortsville, N. Y., have let out contracts for the construction of a two-story addition at the rear of their establishment on Main street. The rapid growth of the company's business will necessitate the use of the first floor as an extension of the salesroom.

CLARION RECORD CO. GETS CHARTER

The Clarion Record Co., New York City, has been granted a charter of incorporation under the laws of the State of New York, with a capital of \$5,000. The new firm will handle talking machines and records. H. and M. Edelman and R. Gymerberg are the incorporators.

THE PHONOSTOP

5th Successful Year

ACCURATE—SIMPLE—DURABLE

Reasonable Price

Guaranteed Fully

Nickel or Gold

UNIVERSAL STANDARD



NEED-A-CLIP

New Fibre Needle Clipper

Guaranteed

RETAIL

AT

75 cents

Trade Discount

A SUPERIOR TOOL

THE PHONOMOTOR CO., 121 West Ave., Rochester, N.Y.

EVERY Honest-Quaker main spring is packed in a separate rust and dust proof carton. By referring to our main spring chart you will see at a glance the exact spring required. *No More Guessing!* Every spring we sell is guaranteed to give absolute satisfaction.



If you have not received our catalogue of main springs and repair parts, write for your copy

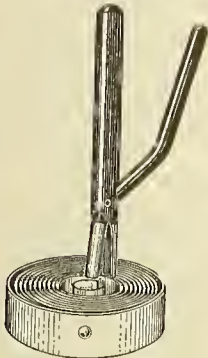
The Repairman's Friend

Most of our customers are familiar with the tools illustrated. They are made of the finest grade of tool steel and are super-hardened for rough usage.



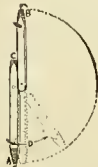
These tools will more than pay for themselves in short order

Price per set \$5.00



Removes any kinks in the centre, regardless of the shape they may be twisted into.

Makes the centre smaller, or larger.



This spring vise inserts any size spring in a jiffy. No more cut hands, or cussing.

FOUR IN ONE VEST POCKET SOUND BOX TOOL

- A. Hardened Screw Driver
- B. Holds Spivot Screw Nut
- C. Holds Stylus Bar Nut
- D. Adjustable Screw Ring Remover

Price \$1.00

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.

EVERYBODY'S TALKING MACHINE CO. MANUFACTURERS

MOTORS
TONE-ARMS



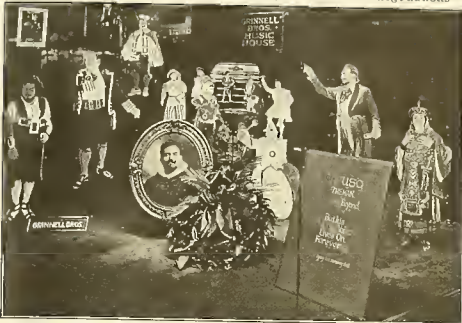
SOUND-BOXES
AND ACCESSORIES

38 NORTH 8TH STREET
PHILADELPHIA, PA.

HANDSOME CARUSO WINDOW

Grinnell Bros. Feature Artistic Window Display
—Also Use Timely Newspaper Advertising

DETROIT, MICH., September 6.—Many of the local Victor stores have presented exceptional, timely and artistic window displays coincident with the untimely death of Enrico Caruso, world-famous tenor. Several of these displays have been noteworthy for their distinctiveness and beauty, and



Grinnell's Strikingly Appropriate Caruso Window

one of the most attractive windows in Detroit was prepared by Grinnell Bros. at their headquarters at 1515 Woodward avenue.

This display, which is shown here with, portrays Caruso in some of the operatic roles that have made him world-renowned. Hundreds of passers-by have stopped daily to admire the window in detail, and the display has served as a well-deserved tribute to one of the greatest artists in history.

In conjunction with this window, Grinnell Bros. used timely publicity in the local newspapers, giving a partial list of the Victor records made by Caruso, and paying a sincere compliment to Caruso's art and fame. This publicity was a factor in the tremendous demand for these records, which has continued unabated for the past few weeks.

INTRODUCE NEW SALES PLAN

Bubble Book Division of Harper & Bros. Announces Unique Sales Idea—Dealers Using Plan to Stimulate Sales Throughout Country

The Bubble Book division of Harper & Bros., New York, recently inaugurated a novel campaign for the promotion of bubble book sales throughout the country. This plan is in the form of miniature cut-out dolls, representing the different characters portrayed on Bubble Book records. These miniature dolls, which are made from original drawings by Rhoda Chase, an artist who is well known for her work in depicting fairyland characters, are finished in four colors and embrace a series of sixteen well-known fairyland figures, such as Little Bo Peep, Jack and Jill, etc.

These little figures are made up in cardboard for children to cut out and attach together, so that they will stand. A pedestal is furnished which fits over the spindle of the talking machine turntable reproduced in the shape of a record and painted in water colors to represent a bubble, on which these little figures are placed and rotate with the revolution of the turntable during the time that the record featuring each particular character is being played. The method of instructing the children how to cut out these figures is in the form of an appropriate poem, which gives added interest to the idea.

The Texas Talking Machine Co., of Dallas, Tex., has obtained a five-year lease on the ground floor of the building at 912 Main street. This will be used as headquarters for wholesale patrons and distributors.

OPENS NEW JEWETT ACCOUNTS

Sales Manager Fair Returns From Successful Trip—Extensive Publicity Plans for Coming Fall Will Increase the Jewett Output

DETROIT, MICH., September 8.—A. Fair, sales manager of the Jewett Phonograph Co., returned recently from a trip through New York State. Mr. Fair closed several important deals and started negotiations with a number of well-known retail houses which will probably be consummated in the course of the next week or two. He is enthusiastic regarding the outlook for Jewett business in the East, and this enthusiasm is based on the receipt of substantial orders.

Among the recent accounts opened by the Jewett Phonograph Co. were successful retail houses in Detroit, Mich.; Oxford, Mich.; Eaton Rapids, Mich.; Charlotte, Mich.; Rochester, N. Y.; Newark, N. J.; Gowanda, N. Y., and Canton, O.

The Jewett Phonograph Co. is preparing a handsome exhibit for the Michigan State Fair, and will also be represented by an exhibit at the annual convention of the Ohio Music Merchants' Association to be held in Columbus next week.

Publicity plans completed by the company call for the use of extensive advertising in various ways. Particular attention will be paid to Detroit territory, and, according to present plans, billboards, newspaper advertising and painted signs will be used. Mr. Fair is devoting con-

siderable time to this campaign, and will welcome the suggestions of Jewett dealers as to the best means of making this advertising productive of results.

MOVES TO NEW QUARTERS

Wax & Novelty Co. Located in New Home—Increased Business Made Move Necessary

The Wax & Novelty Co. has recently moved from 57 Paris street, Newark, N. J., to larger quarters at 165 Bloomfield avenue, Bloomfield, N. J. The new factory is equipped with additional up-to-date machinery, to take care of the company's increased business in wax business blanks and master was used in the manufacture of talking machine records. F. W. Matthews, proprietor of this concern, has established a fast-growing business in the talking machine field, which has increased to such proportions that this latest move into a larger factory was imperative.

BUBBLE BOOK CHIEF RETURNS

H. B. Foster, general manager of the Bubble Book division of Harper & Bros., New York City, spent the last two weeks of August on a well-earned vacation in New England, visiting many Summer resorts. Mr. Foster spent the last few days of his vacation at his home in New Haven, Conn., returning to New York greatly refreshed and prepared to take up his active duties in anticipation of a healthy Fall business.

MAXIME PATHÉ GOES TO CHINA

It is expected before long that the Celestial will learn to jazz to the music of Pathé records. Maxime Pathé has gone to Shanghai, China, to take charge of the Pathé phonograph plant of the Far East. M. Pathé was at the Brooklyn factory for a number of months and later went to the London plant to begin the manufacture of Actuelle Cut Needle Records.



Librola
REG. TRADE MARK
A LIBRARY TABLE - PHONOGRAM

PERIOD MODELS
Queen Anne and Louis XVI
A High Grade Phonograph and Library Table Combined

Two-thirds of top is stationary. No need to move anything when playing phonograph. Fully equipped to play all disc records. Your satisfaction guaranteed.
Large percentage of reorders indicates satisfied dealers.
Write for Prices and Discounts.

Immediate Delivery in Mahogany Burl Walnut Golden Oak



No. 250T. Price applied for. To retail at \$250
Usual discount to dealer.

48" long, 28" wide, 31" high. Finished all around
Oak, Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK
Pacific Coast Representative—J. W. ROE, 1711 E. Harrison St., Seattle, Wash.



Pablo Casals' 'cello wizardry adds new charm to "Liebestraum." All lovers of instrumental music will want this magnificent record. Columbia 49812.

**Columbia Graphophone Co.
NEW YORK**

CANADIAN IMPORTS MUST BEAR COUNTRY OF ORIGIN

Amendment to Canadian Customs Act, Effective October 1, Requires That All Imported Goods Be Stamped or Branded to Indicate Country of Origin—Penalty Provided for Neglect

The music trade, as well as other industries, has occasion to be much interested in an amendment to the Canadian Customs Act which goes into effect on October 1, 1921, and which provides that all goods imported into Canada must be marked, stamped, branded or labelled, so as to indicate the country of origin. Failure to so mark goods makes them subject to an additional 10 per cent duty.

The bill will not only make it necessary to mark pianos, talking machines and other musical instruments, but will require that street music also be marked. The text of the amendment in full reads:

"That all goods imported into Canada which are capable of being marked, stamped, branded or labelled, without injury, shall be marked, stamped, branded or labelled in legible English or French words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, so as to indicate the country of origin. Said marking, stamping, branding or labelling shall be as nearly indelible and permanent as the nature of the goods will permit.

"Provided that all goods imported into Canada after the date of the coming into force of this section which do not comply with the foregoing requirements shall be subject to an additional duty of 10 per centum ad valorem to be levied on the value for duty purposes, and in addition such goods shall not be released from Customs possession until they have been so marked, stamped, branded or labelled under Customs supervision at the expense of the importer.

"Provided, further, that if any person shall violate any of the provisions relating to the marking, stamping, branding or labelling of any imported goods, or shall deface, destroy, remove, alter

or obliterate any such marks, stamps, brands or labels, with intent to conceal the information given by or contained in such marks, stamps, brands or labels, he shall be liable, on summary conviction, to a penalty not exceeding one thousand dollars, or to imprisonment not exceeding one year, or to both fine and imprisonment. The Minister of Customs and Inland Revenue may make such regulations as are deemed necessary for carrying out the provisions of this section and for the enforcement thereof.

"(2) This section shall come into force on the first day of October, 1921."

NEW EDITION OF MUSIC BOOK

Victor Co. Announces Issuance of Revised Edition of "What We Hear in Music"

The Victor Talking Machine Co. announces that a new revised edition of the book, "What We Hear in Music," by Aug. Shaw Faulkner, is now available for distribution throughout the industry. This work in its earlier form is quite familiar to the trade, for it has been accepted as an authoritative reference and textbook on the teaching of music history and appreciation by colleges, conservatories and schools and also in the home. The issuance of the revised edition is in response to a strong and persistent demand that has developed for the book.

J. TARLOW WITH HARTFORD FIRM

Jules Tarlow, formerly manager of the talking machine department of Gimbels in New York City and of the same department of Kaufman & Baer in Pittsburgh, is now manager of the new talking machine department of Sage, Allen & Co., of Hartford, Conn.

SOME MUTUAL CORP. CHANGES

Herman Segal Resigns as President and A. P. Frangipane Is Appointed General Manager

The Mutual Phono Parts Mfg. Corp., New York, manufacturer of Mutual tone arms and soundboxes, has announced the resignation of Herman Segal as president. Mr. Segal was associated with Nathan Garfinkel, who purchased the business about a year ago. Mr. Garfinkel will continue the business as heretofore and the appointment of Andrew P. Frangipane as secretary and general manager of the company has been announced. Mr. Frangipane has been connected with the Mutual Phono Parts Mfg. Corp. during its entire existence and was formerly connected with the Mutual Talking Machine Co.

WAR TAX ON F. O. B. SHIPMENTS

According to recent decisions, if the agreement calls for the delivery of goods F. O. B. destination the seller must pay the war tax, which is part of the freight and carrying charge. A number of retailers in the music industry have been in doubt about this point and will be interested to know the way the courts look upon it.

GARAGE MAN TO OPEN MUSIC SHOP

FAR ROCKAWAY, N. Y., August 31.—Seaman Bowers, who for some time has conducted a garage here, is planning to enter the music business. In furtherance of this plan he is converting the garage into quarters suitable for housing his new stock. Musical instruments and talking machines will be handled.

The Electro Self-Winding Phonograph Co., New York City, has been granted a charter of incorporation under the laws of the State of New York, with a capital of \$100,000.

The Needle of The Century

A Near Permanent Needle

**A CACTUS NEEDLE
THAT
SELLS ITSELF**

Produces clear, natural tones;
eliminates surface noise;
brings out all subtle details of
the music and preserves the
records.

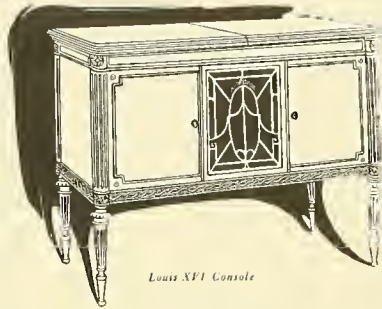
Needles can be repointed on
sharpeners enclosed in package, so
that each needle will play an in-
definite number of records.



**ATTRACTIVE INDUCE-
MENTS MADE TO JOBBERS**

For Samples and Particulars
Write to

**THE PERMO COMPANY
4215 TERRACE ST.,
OAKLAND, CALIFORNIA**



Louis XVI Console

Granby Works WITH You and FOR You

When you take on the Granby line we back you to the limit. Everything is done to make your franchise profitable and satisfactory to YOU.

That is our platform.

Granby Sales Helps Help You Sell Granbys

Granby literature is aimed to sell—and to help you sell. Attractive display cards, mailing cards, miniature musical magazines—all will prove strong factors in building business.

These are just a few examples of the Granby ammunition.

In addition, we offer you our intensive local newspaper advertising campaign, that is 100 per cent. effective.

Let us send you the Granby Proposition. Learn what it means to you. Lose no time.

Write—or wire—TODAY.

GRANBY PHONOGRAPH CORPORATION
 Z N O R F O L K - V I R G I N I A Z
.. Factory - Newport News ..

ADVERTISING OF USED INSTRUMENTS

General Counsel of Music Industries Chamber of Commerce Offers Opinion That Dealer Cannot Be Restrained From Using Trade-marked Name of an Instrument in Advertising

The practice of using well-known and respected trade names in the advertising of second-hand musical instruments and other goods by dealers has long been a subject of comment, and, although successful efforts have been made to put an end to, or at least curtail materially, any attempts to use such names in a fraudulent manner, there has been little done to prevent the dealer from using in his advertising the names of standard instruments, provided, of course, he had them to sell.

A well-known piano manufacturer some time ago set out to prevent dealers who were not authorized agents for his line from using the trade-marked name of his product in the advertising of such second-hand instruments of his make as should come into their possession. It is very probable that the warnings of possible legal actions sent out by this manufacturer to various dealers prompted the following inquiry being sent to the Legal Bureau of the Music Industries Chamber of Commerce, which was answered by George W. POUND, general counsel, to the effect that in his opinion a merchant cannot be restrained from using the trade-marked name in the regular course of business when he doesn't indulge in unfair business methods.

The query and Mr. Pound's answer to the same follow:

Query: Can a piano or other musical instrument manufacturing company so protect its instruments through corporate trade-mark and other similar means that a second-hand instrument in the hands of a merchant cannot be advertised and sold by him under such trade name?

Answer: In my opinion, no.

Assuming that the maker had so protected his output, had incorporated his company under such title, had trade-marked his product under

ANNOUNCING ENLARGED QUARTERS —

More space will enable us to give maximum service—central location will prove of great convenience to our many out-of-town friends.

A large line of samples displayed—quantity inquiries from manufacturers and wholesalers everywhere solicited.

Our direct factory connections permit attractive quotations on any item of phonographic interest

D. R. DOCTOROW

Tel. Vanderbilt 5462

VANDERBILT AVENUE BUILDING
opp. Grand Central Terminal
51 E. 42nd STREET, NEW YORK CITY

the same title, had by use and exploitation fairly acquired the trade name used, then sells this product in the open market, parts with title, and in due course of trade said instrument is acquired by a merchant who offers it for sale under its trade name, at a fair sale value, without any unfair business methods, and in regular course of business, I am strongly of the opinion that such merchant is entirely within his rights, and cannot be restrained from so doing by the maker.

In fact, it may well be that the privilege of advertising and selling such instrument under its well-earned and quality trade name is the essence of value in the transaction to the dealer. The transaction is without prejudice to the manufacturer where it is conducted in the due and regular course of business, without any unfair business methods, in good faith, and as above indicated.

VISITS C. BRUNO & SON

Among recent visitors at the headquarters of C. Bruno & Son, Victor wholesalers, New York City, was William F. Bronson, accompanied by Mrs. Bronson. Mr. Bronson is connected with Landau's Music Store in Hazleton, Pa., and was in New York on his honeymoon. Jerome Harris, secretary of C. Bruno & Son, was a recent visitor at the Victor plant at Camden.

CHILDREN'S RECORD WEEK

Columbia Dealers to Feature Educational Records During Week of October 3

The Columbia Graphophone Co. has advised its dealers that the week of October 3-8 has been set aside as children's record week, and advertising literature, window display material, newspaper advertising, posters, etc., will be furnished to the dealers in order that they may take full advantage of the sales possibilities of this week.

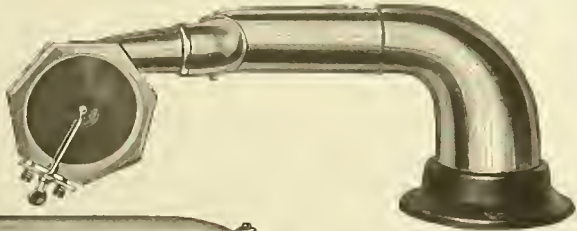
In announcing the children's record week the educational department of the Columbia Graphophone Co. suggested to the dealers that they carry in stock one or more type D-2 Grafonolas and Pushmobiles, with a sufficient quantity and variety of educational records. It was also suggested that the dealer endeavor to get the local school superintendent and music supervisor into the store, play records for them, make arrangements for placing a Grafonola and records in the schools on trial and establish a permanent and cordial basis of co-operation with the schools.

There are two kinds of employes—those who command a large amount of special knowledge and general education, and those who have got common sense. It is rare to find both qualities combined in the same man.

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"



The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

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 PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High Grade Tone Arms and Reproducers

W. J. McNAMARA, President

3 New Brunswick Models



Model 207
Retail Price
\$125

Model 200 Brunswick

Finished in Adam Brown or Red Mahogany
and Fumed or Golden Oak

Height 43½ inches, width 19 inches,
depth 21 inches

Trimmings Nickel Plated

Equipped with all-wood Oval Tone Amplifier; single diaphragm Ultona; Brunswick double-spring motor, nickel plated; twelve-inch turntable; automatically balanced lid; automatic stop; tone modifier; self-filing system, designed to accommodate albums.



Model 200
Retail Price
\$100

Model 207 Brunswick

Finished in Adam Brown or Red Mahogany
and Fumed or Golden Oak

Height 45½ inches, width 19 inches,
depth 21 inches

Trimmings Nickel Plated

Equipped with all-wood, Oval Tone Amplifier; single diaphragm Ultona; Brunswick double-spring motor, nickel plated; twelve-inch turntable; automatically balanced lid; automatic stop; tone modifier; self-filing system, designed to accommodate albums.



Model 210
Retail Price
\$150

Model 210 Brunswick

Finished in Adam Brown or Red Mahogany
and Fumed or Golden Oak

Height 47 inches, width 20 inches,
depth 21 inches

Trimmings Nickel Plated

Equipped with all-wood, Oval Tone Amplifier; single diaphragm Ultona; Brunswick double-spring motor, nickel plated; twelve-inch turntable; automatically balanced lid; automatic stop; tone modifier; seven albums for filing records.

For Every Home—Every Purpose

There's a Brunswick—16 Models in the Line

No matter what the circumstances or requirements of your trade, there is a Brunswick to meet each one. From the portable style to the Beaux Arts, there are Cabinet models and Period designs in a wide variety of finishes.

That is but one advantage the Brunswick dealer has. Fair profit, fair treatment, extensive advertising and the *prestige of being a Brunswick dealer* are others. Write for complete list.

Brunswick

PHONOGRAPHS AND RECORDS



COLUMBIA ACTIVITY IN DALLAS

Will A. Watkin Co.'s Columbia Department Closing Healthy Business—Sales Expanding

DALLAS, TEX., September 6.—The Columbia department of the Will A. Watkin Co., of this city, is meeting with exceptional success, notwithstanding the temporary depression in business circles, and a considerable measure of this success may be attributed to the efforts of the sales staff. Robert N. Watkin, secretary and treasurer of the company, who has long been an



The Columbia "Pushers" at Watkin's enthusiastic admirer of Columbia products, is in personal touch with the activities of the Columbia department.

In the accompanying photograph W. R. Long, manager of the Columbia Gramofona department, may be seen at his desk, and the other members of the staff in the photograph include Miss Aileen Daniel and Miss Christine Ewing, of the record sales staff, together with two members of the Watkin sales organization. For the past ten years the record business closed by the Will A. Watkin Co. has shown an increase year by year, and, judging from all indications, 1921 sales totals will be the largest in the history of the company.

While judging men do not ask so much for the effects of their mistakes as for their causes.

BENJAMIN LANDAY RESIGNS

To Enter Talking Machine Business for Himself—Spent Vacation at Lake George

Benjamin Landay, for the past twelve years associated with Landay Bros., Inc., recently resigned to enter the talking machine business for himself. His experience has been particularly successful in the metropolitan district and out-of-town stores.

He has been spending his vacation at the Arcady Country Club, The Hague, Lake George, N. Y., where he has been mastering the game of golf and getting into condition for his new venture, which will take place some time in September.

VICTOR DEALER ENTERTAINS STAFF

The employees of the establishment of G. M. Millard, 1803 Myrtle avenue, Brooklyn, were the guests of Mr. and Mrs. Millard on an automobile trip to Rye Beach recently. Although the weather was inclement, the members of the party spent a most enjoyable day, thanks to the ample lunch provided by Mr. Millard and the entertainment program prepared by Mr. Millard, which was enjoyed by all.

The evening's activities included a picnic supper and theatre party, and during the afternoon the dancing devotees had plenty of time to show the latest steps. The entire staff was in attendance, including Miss Tannenbaum, Miss Goodman and Mr. Palcher, together with Mr. and Mrs. Millard and their family.

J. N. HALLINAN ENJOYS VACATION

J. N. Hallinan, manager of the New York office of the Unit Construction Co., departed on August 26 for a well-earned vacation of from ten days to two weeks. Mr. Hallinan went to the home of his father in Suffern, N. Y., and from that point motored to the many points of interest in New York and New Jersey.

SIAM SOO FOR GENERAL TRADE

Well-known Dancing Doll Will Be Aggressively Merchandised—New Campaign Announced by Manufacturers—Specialty Very Popular

The Morton E. Converse & Sons Co., manufacturers of the now famous Siam Soo dancing doll, are making extensive plans to distribute this well-known talking machine novelty throughout this country and Canada. Due to the amount of interest shown in Siam Soo by talking machine dealers everywhere, the manufacturers decided to enlarge their scope of activities so that all dealers will be able to handle this well-known dancing figure and meet the demand created for it. R. E. Bruhn, sales manager of the Morton E. Converse & Sons Co., is keenly enthusiastic over the results obtained by dealers in the sale of Siam Soo and feels confident that in the next few months sales totals will reach the high-water mark.

Siam Soo is an exact reproduction of one of the royal dancers in the harems of a king of the Orient. To distinguish these royal dancers, the face is covered with a thick paste to conceal any facial expressions, making it necessary for the dancers to depend exclusively on the motions of the dance for the effectiveness of their performances, and Siam Soo is true to all these details. The mechanism of this dancing figure has been carefully worked out and the result is that every motion is distinctly lifelike.

The plans of the company include an intensive advertising campaign which promises to make Siam Soo even more popular than it is to-day. As one of the first dancing dolls in the field, Siam Soo is well established in all sections of the country.

NEW INCORPORATION

The Rivola Mfg. Corp., New York City, manufacturer of musical instruments, has been granted a charter of incorporation, with a capital of \$20,000. Incorporators are: G. and M. Mannello and J. Schwartz.

Okéh Records

More Winners of sales

Okéh Records



Vaughn De Leath

- 4355 { ALL BY MYSELF Vaughn De Leath
- { WHO'LL BE THE NEXT ONE Vaughn De Leath
- 4402 { I'M LOOKING FOR A BLUEBIRD Vaughn De Leath
- { MY DADDY Vaughn De Leath
- 4404 { ILO—Fox-trot Harry Raderman's Jazz Orchestra
- { OH JOY!—Toddle Dance. Harry Raderman's Jazz Orchestra
- 4407 { WHY, DEAR—Fox-trot ... Harry Raderman's Jazz Orchestra
- { HARDINGO—Persian Fox-trot Rega Dance Orchestra

We Make Immediate Shipments

STERLING ROLL and RECORD CO.

Big Distributors of

Okéh Records

Pittsburgh, Pa., 434 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.

Available Now to All Dealers

SIAM SOO

THE ORIGINAL ORIENTAL DANCER
AN ORNAMENT—NOT A TOY

A Live Proposition for Live Dealers
ANIMATED—COLORFUL—ARTISTIC—ATTRACTIVE

SIAM SOO

Will Dance
Herself Into
Your Customers'
Homes
Retail Price
\$2.50

Liberal
Discount to
the Trade

*A Splendid
Proposition to
Distributors*

*Write for
Particulars*



SIAM SOO

Creates
Record Sales
* * *
SIAM SOO
In Your Window
Attracts Crowds to
Your Store

Siam Soo

Best Known
Best Selling
Best Advertised
Novelty in
Years

*Place Your
Order Now*

Protected by Basic Patents
Dealers cautioned against SIAM SOO Infringements

MORTON E. CONVERSE & SON CO. MANUFACTURERS

221 FOURTH AVENUE, NEW YORK Introductory Offer, Parcel Post Prepaid: One-Quarter Dozen SIAM SOOS for \$5.00.
Factory: WINCHENDON, MASS.

**Clip this Coupon
and Mail Today** →

MORTON E. CONVERSE & SON CO.
221 Fourth Avenue, New York City

Send me parcel post prepaid one-quarter dozen SIAM SOOS, for
which I enclose \$5.00.

Name

Address

Florence Macbeth sings the beautiful "Bell Song" from *Lakmé* in a manner few other sopranos can equal. She sings "Caro Nome" from *Rigoletto* in a way in which lovers will delight. A-6189.

**Columbia Graphophone Co.
NEW YORK**



APPOINTS NEW OKEH JOBBERS

J. K. Polk Furniture Co., Atlanta, and Janieb Hart Piano House, New Orleans, Are New Okeh Jobbers—Well Equipped to Develop Record Business in Their Territories

The general sales department of the Okeh division of the General Phonograph Corp., New York, announced recently that arrangements had been completed whereby the J. K. Polk Furniture Co., Atlanta, Ga., and the Junieb Hart Piano House, of New Orleans, had been appointed Okeh jobbers. Both of these concerns are well known in their respective territories, and plans are being made whereby the dealers in these localities will receive maximum service and cooperation in handling Okeh records.

W. C. Fahri, general sales manager of the Okeh division of the General Phonograph Corp., who closed all of these deals on his recent Summer trip, is enthusiastic regarding these jobbers' facilities for the development of Okeh business. Both of these companies have well-trained sales organizations which are making a careful study of the record field before introducing records to the Southern trade.

LONG CABINETS REDUCED

Special Price List for Month of September—Announcement Attracts Attention of Trade

The Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of Long disc records and player-roll cabinets, has sent out a special letter to the trade announcing a set of reduced prices on all Long cabinets during the month of September. This special sale is the second one that the company has inaugurated this year, and, judging from the success of the announcement last February, talking machine dealers throughout the country will welcome the September reduction.

According to the letter sent to the dealers the prices of Long cabinets during the month of September will be 25 per cent lower than the prices in effect since April 1. This includes every disc record and player-roll cabinet in the company's line, and the popularity of these cabinets with the dealers will undoubtedly be reflected in the reception given the new price list. This special sale of Long cabinets will close September 30, and orders have already been received from dealers in all parts of the country requesting immediate shipments of the various Long disc records and player-roll cabinets.

CONGRATULATIONS

Robert Daniel Everhart, head of the firm of Everhart & Brown, Richmond, Va., Okeh jobbers, was married on September 8 to Miss Miriam Isabel Dean, of Waverly, Pa., the marriage taking place at the home of the bride in Waverly.

Hilman Gaskill, of Cream Ridge, N. J., is planning to open an exclusive Victor shop on Main street, Allentown, N. J.

SINGLE ARTIST CONCERTS

Recordings of One Well-known Artist Have Often Greater Power to Attract Certain Customers Than the Usual Mixed Concerts

A departure from the usual talking machine concert has been adopted by the Victrola department of the Griswold, Richmond & Glock Co., Meriden, Conn., which is stimulating interest in the department among the music lovers of the community. Instead of the usual arrangement of selections, the entire concert is devoted to the recordings of one artist.

For example, the concert which is staged in the afternoon at this establishment is widely announced through newspaper advertising and publicity, and personal notices are sent to customers stating the fact that a Gluck concert is to be given on a certain afternoon. At this concert only the records of Alma Gluck will be played unless there is a special request from a member of the audience for a particular selection by another artist.

The plan outlined above can be followed with advantage by other talking machine dealers. Of the large percentage of music lovers in any community, a number favor particularly a certain artist, and consequently when the announcement of a concert by their favorite artist, whether it be Caruso, Galli-Curci, Kreisler, Gigli, Toscanini, or numerous others, comes to their atten-

tion they will be sure to attend, and in many cases it will be found worth while to have a good stock of records similar to those played on hand to meet the sudden demand. A series of concerts, one staged each week, will give the dealer an opportunity to reach a great number of people in his community and possibly many in surrounding towns.

E. J. HYAMS TO VISIT AMERICA

E. J. Hyams, head of E. J. Hyams, Ltd., Wellington, N. Z., representative for the Gramophone Co., Ltd., and the Zonophone Co., of London, as well as agents for a number of American products of various kinds, left Auckland, N. Z., on August 15 for an extended visit to the United States, Canada and Great Britain.

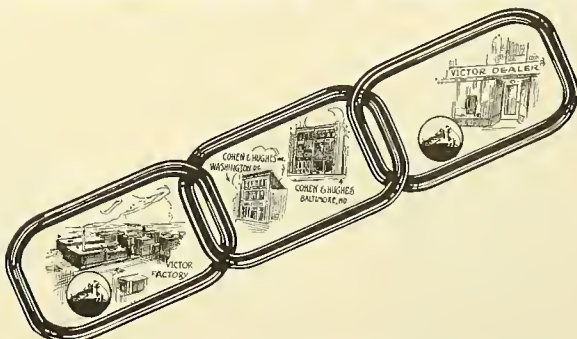
C. C. FLETCHER MOVES TO IOWA

KANSAS CITY, KAN., September 4.—C. C. Fletcher, who formerly operated a talking machine repair shop here, has sold out his establishment and moved to 804 Eighth avenue, Shenandoah, Ia., where he will operate a similar business.

The theory of holding up the advertising campaign until the storehouse is crammed full of merchandise to be sold reminds us, says the Voice of the Victor, of the story of the man with a leaky roof; when it rained he couldn't fix it, and when it didn't rain it didn't leak.

"CO-OPERATION"

To Our Customers We Owe All—To Them We Give All



COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON

Service



Consolidated Talking Machine Co.

Progressive Distributors of

OKeh Records

Fall is the opening date for the beginning of keen competition in the selling of records.

The Hits the publishers have been holding back are now being put on the market.

The Dealers first to put these hits on sale will reap the harvest of profits.

OKeh Can Help You to Be First

OKeh is rushing, as usual, early releases of these hits—in large quantities.

OKeh is safeguarding your fall trade.

If you aren't an *OKeh* Record Agency don't wait until it is too late to become one.

The company nearest you may become one first! Then it will be *too late* for you. Let us sign you up now. Write us today for details.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

MAGNAVOX ACTIVITIES IN THE EAST

Many New Accounts Established—Sales Manager Davis Enthusiastic Regarding Sales Totals

The New York office of the Magnavox Co. is well pleased with the success attained by the Magnavox in Eastern territory. The Summer months have produced many desirable sales and from all indications the Fall and Winter months promise to establish gratifying sales totals for the Magnavox. W. R. Davis, sales manager, is optimistic in his predictions for the future, and is now making extensive sales plans for the Magnavox in the East. He states that the establishment of a New York office has enabled the company to serve efficiently its many customers in the East, as shipments of all styles of instruments can be made directly from New York to all points with the least possible delay. This service is keenly appreciated by dealers, as it enables the company to keep in close touch with its clientele in the East.

INSTALLS NEW MACHINERY

WABASH, IND., September 1.—The Cardinal Cabinet Co., manufacturer of talking machine cabinets, was closed during the entire month of August and new machinery was installed. The company is planning to manufacture furniture in addition to talking machine cabinets.

VICTROLA FEATURED AT THE RIVOLI

At the Rivoli Theatre, New York, recently the Victrola figured prominently in an impressive tribute to the memory of Enrico Caruso. While motion pictures of Caruso in his better-known opera roles were flashed on the screen a Victrola XVI on the stage reproduced Caruso's singing of "Vesti 'la giubba" (On With the 'Play), from "Pagliacci."

The Controla Music Shop, Hamilton, Pa., dealer in talking machines and records, has been opened by Michael Lonzetta.

TALKING MACHINE PROTECTS FROST

Barking Dog Record Scares Away Tourists Who Plan to Pillfer Orchard and Vineyard

ZILMER, WASH., September 4.—Edward Delle, owner of an orchard and vineyard here, has adopted a novel method of protecting his crops of fruit from marauding tourists. Mr. Delle rigged up an old-fashioned talking machine, which he secured up in a deserted beehive. The record is operated by an electric attachment and when a machine is heard to slow down where the orchard touches the highway the music is turned loose and the barking of two dogs reverberates through the orchard. This has never failed to discourage prospective pilferers of fruit.

Since installing his barking apparatus Mr. Delle has had no losses, and in addition has had more fun than a circus might give him by watching the frightened folks clumb back into their cars and speed away.

A TIMELY QUESTIONNAIRE

The August bulletin issued by the Putnam-Page Co., Victor wholesaler, of Peoria, Ill., asks the following pertinent questions of the dealers: Are you using every avenue to increase sales?

How often do you go through your file of customers' record orders?

Have you phoned or written that their order is not forgotten and suggested other records?

Every possible opportunity to talk with your customer is a means of keeping your shop before them—your service—your personal interest—are you looking for opportunities of this kind?

NEW PATHE BANNER FOR AWNINGS

The Pathe Freres Phonograph Co., Brooklyn, N. Y., has produced a large three-colored muslin banner that can be used effectively on the store awning. It is entirely decorative, weather-proof and made of durable material and adds excellent advertising value.

AMERICAN ODEON CO. IN NEW HOME

Manufacturer of Odeon Records Established in New Quarters—Office and Sales Facilities Greatly Increased to Meet Demands

The American Odeon Co., of this city, is now installed in larger and more attractive quarters at 100 West Twenty-first street, New York, in the same building where it has been located for the past year. The office quarters are twice the size of the former offices, and the floor space available for stocking and shipping Odeon records has been more than trebled.

The executives of the company are greatly pleased with these new quarters, as they are far more comfortable than the old home, with ample facilities for handling rapidly increasing business in Odeon records. This move was necessitated by the continued expansion and rapid growth of Gekih distribution throughout the country.

DISCUSS MICA RATES IN NEW BILL

BRIDGEPORT, CONN., September 4.—James I. Brereton and Martin Dorian, of this city, representing the Columbia Graphophone Co., appeared before the Senate Finance Committee last week to urge reduction on the proposed duties on mica in the Fordney Tariff Bill, now before the Senate. They declared that the Underwood rates are satisfactory to their industry, but the rates proposed in the Fordney bill are too high. They assert that the mica industry is amply protected by the Underwood rates and to raise them would unnecessarily increase the cost of production.

NEW "VICTOR SHOP" OPENS

BUSHNELL, ILL., September 1.—The "Victor Shop" is the name of a new talking machine establishment recently opened here by Messrs. Barnes and Sowers. The store is located over the Barnes Drug Store and is managed by Miss Blanche Brewbaker. The shop has been renovated and attractively decorated.

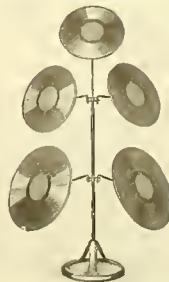
These Silent Salesmen Increase Your Sales and Cut Down Your Overhead

The day of "allotment" is past. The problem is the same in the talking machine field as in other lines—intensive sales effort to move "dead stock"—Universal Displays do this with comparative ease. Records are displayed where customers can read all the titles easily, causing inquiries to play and clinching many sales that otherwise would be lost.

UNIVERSAL SELF-SERVICE DISPLAYERS SUBSTITUTE SIGHT FOR SEARCH

There are 50 Different Styles Ask Your Jobber for Them

Universal Fixture Corporation :: 133 West 23rd Street NEW YORK






THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



The Highest Class Talking Machine in the World

Discriminating buyers are quality buyers




The buying power of the discriminating public is very apparent in the tremendous demand for the highest quality motor cars, furs, clothing, jewels, etc. The **discriminating purchaser** is a **profitable purchaser**.

The Sonora is a **Quality Instrument** designed and built to appeal to the most critical and discerning judgment.

It is the only high-class talking machine in the world selling at present-day prices. The recent decreased cost of labor and raw materials has made it possible to offer the Sonora at new revised prices without affecting Sonora quality. New prices range from \$50 to \$1,200.

Sonora will bring valuable prestige and substantial profits to you and will establish your business on a firm and profitable foundation.



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 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.

Sonora Distributing Co. of Texas,
Dallas, Texas.
Western part of Texas.

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

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.

The Magnavox Co.,
616 Mission St., San Francisco, Cal.

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

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.
Michigan and Ohio.

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.

Greater City Phonograph Co., Inc.
311 Sixth Avenue, New York
All of New York City except that lying east of Broadway, Brooklyn; counties of Westchester, Putnam and Dutchess, south of Poughkeepsie and all Hudson River towns and cities on the west bank of the river, south of Highland.

Long Island Phonograph Co.
461 1/2 Fulton St., Jamaica, N. Y.
All of Long Island and Brooklyn, north of Broadway.





"Cherie," sung by Nora Bayes, is an American song with a Parisian twist, and her "When You're In, You're In, In Indiana" is a "booster" song for the Hoosier State. Both these selections are bound to boost sales. Order big. A-3443.

Columbia Graphophone Co.
NEW YORK

MISS YOUNG VISITS COLUMBIA SHOP

LOS ANGELES, CAL., September 3.—Clara Kimball Young, celebrated screen artist, was a recent visitor at the Liberty Grafonola Shoppe, in



Clara Kimball Young and the Grafonola this city. While visiting this attractive establishment Miss Young autographed an H-2 Grafonola and consented to pose for the accompanying photograph.

When business is dull don't sit back and wait for it to pick up. Think of ways and means of surmounting the difficulty.

GALVESTON PIANO CO. EXPANDS

O. Springer, Proprietor of the Establishment, Enters Partnership With A. M. Cain

GALVESTON, TEX., September 5.—Expansion of the Galveston Piano Co., by the formation of a partnership between A. M. Cain and Oscar Springer and the establishment of a retail store in the near future at 510 Twenty-first street, was announced here recently.

The piano company has been in operation for several years under Mr. Springer's management, but, due to increased business, it was determined to expand its activities. In addition to the present agencies of the company several large lines of pianos will be handled, including the Steinway agency. The company has also obtained an agency for the Victrola and its accompanying records.

The store will be thoroughly modern and will include everything in the category of music, sheet music, instruments and teaching materials.

CORRIGAN WITH KIEFER-STEWART CO

G. J. Corrigan, formerly sales engineer for the Magnavox Co. in San Francisco, Cal., has joined the staff of the Kiefer-Stewart Co., Sonora jobber in Indianapolis, Ind. Mr. Corrigan will cover the State of Indiana, calling on the talking machine trade in the interests of the Sonora product, replacing H. S. Caperton, who recently resigned as sales manager for the Kiefer-Stewart Co.

A REAL FOUNTAIN OF KNOWLEDGE

C. T. Westmoreland, Factory Superintendent of the Granby Phonograph Corp., Has Had Wide Experience in the Woodworking Field

The faculty of knowing everything connected with his many and varied executive duties has earned for C. T. Westmoreland, factory superintendent of the Granby Phonograph Corp., the name of "Dad" because of the well-known saying, "Ask Dad, he knows." Mr. Westmoreland



C. T. Westmoreland

is the designer of a number of graceful period models of the Granby phonograph and also patentee of numerous labor-saving devices. Prior to his association with the Granby Phonograph Corp. he was factory superintendent of one of the largest furniture factories in the South. He has been in the woodworking field for the past twenty-seven years and has acted in the capacity of factory superintendent for twenty-five years. He is another individual of the group of executives who have effectively co-operated in advancing the Granby to its present advantageous position.

MECHANICS' SERVICES FOR DEALERS

The Knickerbocker Talking Machine Co., Victor wholesaler, New York, is placing at the disposal of its many dealers the services of a talking machine mechanic. This highly trained man will be available to the dealer at his own warehouses on short notice. Similar service is also planned in the polishing of Victrolas.

MAKES AN ASSIGNMENT

The Model Music Co., Inc., New York, dealing in phonographs at 309 Eighth avenue, has assigned to Simon Marx. This company was incorporated in 1919.

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

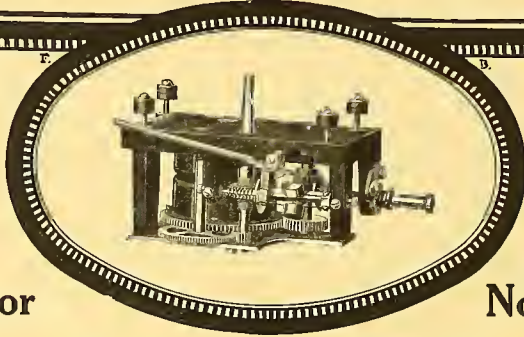
Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio

QUALITY

Counts More Than Ever



Motor

No. 77

The Famous Motor of Quality

Noiseless, powerful, steady
and continuous

*In these times of keenest competition,
Machines equipped with*

**HEINEMAN
QUALITY MOTORS**

will invariably be the winners.

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street New York

HEINEMAN



MEISSELBACH

Sorting Out the Dead Wood From the Prospect List to Save the Time of Salesmen

One of the problems of the dealer who is building up a new sales campaign for the Fall and Winter is that of cleaning up his prospect list so that the efforts of the sales staff can be concentrated on the element of population likely to be in the best position to spend money and buy his goods. It does not require an extensive survey of the field to find that many people who were mighty fine prospects for talking machine sales a year ago are very much in the doubtful class to-day, and that some of those who were overlooked intentionally in making up last year's list are worth considering now.

In every industrial center the question of unemployment is a vital one. Some of the trouble is due to strikes for higher wages or against wage reductions, or there has been a lack of demand for the manufacturer's product and he had to close down his plant. In either case it means that some hundreds of thousands of workmen are out of employment for weeks or even months.

The dealer in making up his prospect list, if he knows his business, has seen to it that the occupation of the head of the house is carefully listed, for the information will save money in many ways.

If the leading industry of the town is shut down for months it means that the average workman who has been laid off will probably not recover his financial status to a satisfactory degree for a period of four or five months at least. It would be well under such circumstances for the dealer to put such prospect cards in the deferred file, so that his sales staff will not waste effort on such employees at a time when there is likely to be such little chance of results, and when effort can be expended more profitably in other directions.

The business authorities have called attention several times recently to the fact that the "white collar" man, who was below par as a prospect during and immediately after the war, is once more worthy of consideration. His income, it is true, is not that enjoyed by the war worker,

although he has not really received increases in his income commensurate with the rising cost of living, but with living costs adjusting themselves the salaried man is getting back into his own slowly but surely.

The advantage of this type of prospect is that his income is more or less permanent. He is employed on a monthly or yearly basis and is seldom affected by labor discussions, shutting down of factories or the other troubles that beset the ordinary factory worker. This steadiness of income, if other conditions are up to standard, means that the salaried man is an excellent credit

chant to read. If the plants to the East of the town are shut down it's up to him to shift his efforts to the West, where they are still working. It is not, however, building up trade for the store to have salesmen waste their heavy selling talk on the head of a family of several children who has not been working for several weeks and has little chance of working for several weeks more. Such a prospect is not in any mood to enjoy the humor of the situation, and in his depressed frame of mind is most likely to take serious offense at the efforts of the salesman to get him to spend a substantial sum of money when there is nothing coming in. Then, too, the credit risk in the case is dangerous, and with many dealers that is a really important consideration.

Certainly it is no offense to the unemployed man to let him alone until he gets on his feet again, and the time saved can be used most profitably in going after many prospects who are left on the files and who are still in a position to do business.

CANADA FIRST IN JUNE IMPORTS

Mexico and Japan Follow in Imports of Talking Machines, Records and Accessories

WASHINGTON, D. C., September 1.—Canada leads in imports of talking machines and records and accessories from the United States during June, according to statistics just made public by the Department of Commerce. The value of talking machine imports by Canada during June totaled \$51,320, and records and accessories exported to this country are valued at \$46,016. Mexico was second in talking machine imports, which are valued at \$20,458, and Japan, third, with imports valued at \$8,845. Mexico also ranks second in imports of records and accessories and Japan is third.

The talking machine dealer who studies his customers is like the commander of an army who knows the plans of his enemy. He knows just how to deploy his forces. The merchant's army consists of advertising and service.

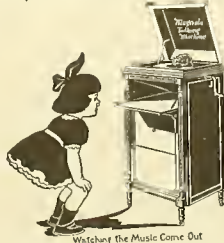
Change in Industrial Situation Means a Like Change in Character of Buyers—Going After Live Ones

risk. He may not be able to buy the most expensive period models, nor is he likely to buy a machine for the parlor and another for the kitchen, as some suddenly wealthy mechanics are reported to have done in the past, but his money is there and is likely to be there for a year from date. It means that the instalment payments are likely to be met.

In selling goods, just as in hunting game, the idea is to go where the game is. The hunter who plods around at random on the chance of a stray shot generally wastes a lot of strength and time and gets little results. The merchant who covers his prospect list at random without system or understanding, is in the same boat. In short, the business news of the day is the most important literature for the local mer-

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 Office: 130 Candler Bldg., Chicago
 Southern Wholesale Branch: 150 Candler Bldg., Atlanta, Ga.

RECORDS
 VICTOR RECORDS
 MOBILE DISTRIBUTOR
 ALABAMA
 Spring Victor Dealers in Mississippi Alabama Florida

MR. PHONOGRAPH DEALER

Solve the Music Problem for Your Local

MOVING PICTURE THEATRE

With a Magnavox Telemegafone Using *Two Tone Arms*

Continuous Music, Appropriate to the Scenes

How much better music from a phonograph than from an automatic piano or roll organ. Many theatres are using phonograph music, and the only complaint is that the music is not Loud enough. This feature can be entirely overcome by the use of Magnavox music and voice Telemegafones type MV-1. Dealers should take advantage of the immense opportunity indicated here for the sale of the Magnavox, as well as the boost in record and phonograph sales.

Two turntables supplied with Magnavox tone arms will give the operator opportunity to have the music continuous, and appropriate to the scenes of the picture. A small stock of records, carefully selected, will give a number of standard records to fit the feature picture. The Magnavox horn should preferably be set back of the screen, and the music regulated to suit the size of the theatre.

This is only one small suggestion; there are thousands of other uses for the

MAGNAVOX

**DEALERS
Are Now Cashing In.**

There are many opportunities overlooked by the live talking machine dealer—if you have not yet inquired about a Magnavox agency do not fail to get in touch with the distributor nearest you, or to communicate directly with us if there is no distributor in your near vicinity.



DISTRIBUTORS

Will be glad to hear from you

I. MONTAGNES & CO.
Toronto, Canada

J. W. SANDS CO.
123 East 5th St., Dayton, Ohio

KIEFER-STEWART CO.
Indianapolis, Indiana

SOUTHWESTERN DRUG CO.
Wichita, Kansas

TELEPHONE MAINTENANCE CO.
17 No. La Salle St., Chicago, Illinois

SONORA DISTRIBUTING CO.
Dallas, Texas

MINNEAPOLIS DRUG CO.
Minneapolis, Minn.

The Magnavox Co.

FACTORY
Oakland, Calif.

GENERAL SALES OFFICE:

Penn. Terminal Bldg.
370 7th Avenue,
New York City

Telephone Longacre 3718

CHAMBER OFFERS THANKS TO CO-WORKERS IN TAX FIGHT

Members of Music Industry:

Finding it impossible to answer in person without seriously delaying the transaction of other important business the many letters received from members of the industry who are co-operating in the campaign to eliminate excise taxes on musical instruments, the Chamber thus publicly, through the courtesy of the trade press, acknowledges their receipt and expresses its appreciation to their writers.

Most of the letters are in acknowledgment of suggestions from the Chamber as to the best way to handle the fight locally and assurances that effective work is being done along the suggested lines.

Many of the letters offer advice which is gratefully received and used.

Music Industries Chamber of Commerce, Alfred L. Smith, General Manager.

NEW BRANCH IN TORONTO

Columbia Co. Opens Wholesale Headquarters in Toronto, Under Supervision of A. E. Landon

As announced recently, the Columbia Graphophone Co. has completed plans whereby it will open its own wholesale branch at Toronto. Arrangements to this effect were completed a few weeks ago and the branch is now serving Columbia dealers in Toronto territory. A. E. Landon, manager of Columbia interests in Canada, is actually in charge of the Toronto branch.

H. L. Pratt, branch service manager of the company, spent the past week in Canada, visiting the Toronto and Montreal branches. R. F. Bolton, sales manager of the International record department, also spent the week in Canada, conferring with Mr. Landon regarding plans for developing foreign language record business.

KIESS STUDYING RETAIL TRADE

General Field Supervisor for Pathé Co. Spending Several Months at Pathé Shop in Indianapolis for the Purpose of Studying Conditions

O. M. Kiess, general field supervisor for the Pathé Frères Phonograph Co., is spending several months in Indianapolis, making a direct study of retailing conditions through the medium of the Pathé Shop of that city. This direct contact with retail trade will enable Mr. Kiess to back up his promotion work among Pathé distributors and dealers throughout the country with first-hand experience in their problems of to-day.

DELEGATES VISIT GRANBY FACTORY

Insurance Men at Annual Convention in Virginia See How Granby Phonographs Are Made—Souvenirs Distributed at End of Tour

Newport News, Va., September 2.—The insurance men of Virginia held their annual convention during the early part of last month in this city. The program included a visit to the American Cabinet Mfg. Co.'s factory, where the Granby phonograph is manufactured. More than ninety insurance men were shown how Granby phonographs are made, being escorted through the factory by Irving Beckhardt, who gave a talk at each stage of the process of manufacture.

When the personally conducted tour was ended Mr. Beckhardt distributed special souvenirs and on the following day was the guest of the insurance men at their annual banquet at the Hotel Warwick.

O. F. Benz, record sales manager of the Columbia Graphophone Co., is now making an extensive trip through Southern and Western territory. Mr. Benz has already visited the Atlanta, Dallas and New Orleans branches and will probably call on Chicago and Minneapolis branches before returning home.

OPEN NEW BRUNSWICK ACCOUNTS

Pronounced Activity in Brunswick Line in East—August Sales Ahead of 1920—Manager Strauss Returns From Summer Vacation

The phonograph division of the New York branch of the Brunswick-Balke-Collender Co. reports August sales as showing a definite increase over last August, with every indication that the coming Fall will be an active and healthy season for Brunswick dealers throughout the year.

One of the new Brunswick accounts opened in this territory was the Brunswick Shop at 573 Main street, New Rochelle, N. Y., which will handle the Brunswick line exclusively. Chester I. Abelowitz, Brunswick metropolitan representative, closed this deal with J. Solomon, well-known talking machine man, who also conducts a retail establishment in New York City.

The Brunswick Shop at Astoria, L. I., is another new account recently established by Mr. Abelowitz. This store will handle the Brunswick line exclusively, and is owned and man-

aged by Francis Zimmich, a well-known talking machine salesman in Long Island.

Edward Strauss, sales manager of the Brunswick phonograph division in New York, returned recently from his Summer vacation, which he spent at his former home in Ashland, O. Mr. Strauss motored from New York to Ashland, and on his return trip visited the Brunswick headquarters at Chicago. He also called upon Brunswick dealers in Buffalo, Pittsburgh and other important points.

Frank Elliott, New York State representative for the Brunswick phonograph division, states that the dealers in his territory closed an active Summer trade and that prospects for Fall business are very encouraging. In spite of the prevalence of unemployment in some of the cities up-State, the Brunswick dealers, through the use of efficient sales methods, have kept their sales at a satisfactory figure. Quite a number of Brunswick retailers in New York City spent the Summer in decorating and improving their warerooms in order to be thoroughly equipped to handle the Fall trade.

It Pays to Fight a Good Idea Through—

Printers' Ink Monthly for June tells about Bubble Books "that sing" from the day they were invented to the present.

It's mighty interesting reading. We will be glad to send you a reprint.

Here is an extract:

"So remarkably have the Bubble Books fitted into the life of the children of America that Bubble Book parties have now become quite the rage in the tiny tots' social world!

"Phonograph dealers in all parts of the country report that they sell phonographs to many people who explain that they 'don't care for talking machines' themselves, but that they must have one to play the Bubble Book records for their children. Naturally, having taken the machines into their homes they overcome their first prejudice and buy other records as well, so that the Bubble Books have actually been a means of stimulating phonograph and phonograph record sales.

"Many dealers report also that people who have phonographs in their living-rooms come in and buy a smaller machine for their nurseries, so that their children may play the Bubble Book records themselves."



BUBBLE BOOKS "that Sing"

now sell at the old price—\$1.25

Dealers are making steady, profitable sales by taking advantage of our 1921 dealer service plan. Write for it today.

HARPER & BROTHERS

Bubble Book Division

130 WEST 42nd STREET

NEW YORK



No other single feature equals DALION'S "AUTO-FILE"

MOST phonograph advertising, past and present, lays stress on "exclusive features"—the majority of which must fall far behind the "Auto-file" found on Dalion instruments.

Other DALION Advantages

The motor in a Dalion is a splendid power plant; silent, dependable, and as nearly proof against spring breakage as choicest Swedish blue strip steel can make it.

No line of instruments carries with it a more practical, helpful sales co-operation; your inquiry now will bring particulars.

Tone fidelity is first with us; next comes super-finish of the best designed, best constructed machines we know how to make. But the Dalion has *features*.

What greater feature of convenience than a cabinet which *automatically* keeps each record in its rightful place?—That positively prevents its return to any *but* the right place?



Milwaukee Talking Machine Mfg. Co.

MILWAUKEE, WIS.

A BLOTTER HOUSE ORGAN

The Usual Blotter Advertisement Can Be Converted into an Interesting House Organ

The blotter containing the advertisement of the merchant, for distribution to customers, has long been used as an advertising medium, but this can be carried a long and effective stride forward if the side of the blotter ordinarily used for the name and ad of the dealer is used as a one-page house organ. The house organ blotters could be distributed to customers once each month, thus forming a productive, unending chain between the dealer and the customer.

The Blotter, which should be eight or ten inches long, should contain space for a major heading, and beneath this two columns of text in plain print. The text matter could be made interesting in a number of ways. Suggested subjects include a description of the service facilities of the establishment, brief, snappy items of local news, business conditions, etc.

MUSIC CONTEST HELPS PATHE SALES

Pathe Dealer Takes Part in Music Memory Contest and Finds It Profitable

MERIDEN, CONN., September 3.—A music memory contest was conducted by the public schools of this city at the end of the last school year. The local Pathe dealer took an active part in demonstrating the fifty numbers selected for the contest among the pupils and played these numbers on the Actuelle. The Pathe Actuelle made an excellent showing which was augmented considerably by the wide range of both the classical and popular selections included in the repertoire of the Pathe catalog. Forty of the fifty numbers called for in the contest were found in the Pathe list. In referring to the contest this enterprising dealer, in a letter to Pathe headquarters, stated: "The carrying qualities of the tone of the Actuelle proved a revelation, for it made it possible to use this instrument in a large auditorium like the high school, or, placing it in a hall and opening the doors of the various rooms, it has been possible to demonstrate, without any trouble, to the various classes. I have been very enthusiastic regarding this memory contest, as I believe it is a great factor in helping our business. If you could see the interest and knowledge displayed in fifty classical selections, played by children from ten to fifteen years of age, you would be very much surprised. It is teaching these children to love good music and choose good music, and they are very eager to learn."

CARUSO RECORD ENVELOPE

Halstead Williams Corp. Announces New Record Envelope Bearing Picture of Great Tenor

The Halstead Williams Corp., distributor of talking machine accessories and dealer service specialties of Brooklyn, N. Y., is announcing to the trade that it is now ready to deliver a new Caruso record envelope. O. H. Williams, general manager of the company, stated that these envelopes are now being delivered to the trade and that the demand for them has been very heavy. They can be used not only for stimulating sales of Caruso records, but can also be used in the delivery of any records to the customer.

The envelope has been produced in a very attractive manner. The figure of Caruso appearing as "Rhadames" dominates the front of the envelope with a reproduction of a Red Seal Victor record adjoining it. The inner seal of the record is a bright red like the Victor Red Seal record, while the costume of Caruso is reproduced in black and Ben-Day blue, all of which give the envelope a very striking and handsome appearance, and render it more than usually valuable as a producer of sales.

Harrison Flanders, of Topeka, Kan., recently opened a talking machine repair shop in that city.



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 Free and to Dealer, \$4.75 Nickel—\$6.25 Gold
Retail Prices, \$7.50 Nickel—\$10.00 Gold
Quantity Price on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

A PROFITABLE VACATION TRIP

Jack Auerbach and Jack Lee, of the Auerbach Music Co., Dispose of Two Truckloads of Grafonolas in the Mountains in Two Days

DENVER, Col., September 2.—A pleasant and profitable vacation was enjoyed by Jack Auerbach and Jack Lee, of the Auerbach Music Co., Rock



Going After Business and Getting It
Springs, Wyo. This aggressive pair traveled 250 miles, crossing Rabbit Ear Pass, an elevation of 9,600 feet, with a truck loaded to capacity with ten Grafonolas and two hundred records, in addition to a complete camping outfit. They sold the ten machines on a one-day stop-

over and decided that they could save time by returning to Denver for another load instead of returning to Rock Springs.

They crossed the Berthoud Pass, which has an elevation of 11,300 feet, and again loaded their truck with Grafonolas, leaving for the mountains to conclude their vacation. The second load was disposed of as rapidly as the first in spite of the fact that the mines in this section are only operating two days per week.

MACOUN JOINS MAGNAVOX STAFF

A. F. Macoun, a well-known talking machine and Magnavox salesman, has resigned his position with the J. O. Morris Co., formerly Eastern distributor for the Magnavox, and is now connected with the New York branch of the Magnavox Co. Mr. Macoun will concentrate his activities on the development of Magnavox business in the territory East of the Mississippi.

USE YOUR TELEPHONE

When the day is rainy and trade is dull use your telephone. Get in touch with customers and suggest records which they might like to hear. If desired, send a number of selections to the customer's home at an appointed time for demonstration purposes.



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

FOLLOWING UP SCHOOL SALES

Columbia Dealer Prepares Interesting Educational Campaign—Plan Proving a Success

Wilson's, Inc., a Columbia dealer in East Radford, Va., has a novel way of securing business. His plan as outlined in the Columbia Record is as follows:

With every dollar's worth of records purchased he gives to the customers asking for it a coupon worth 10 cents. This coupon is to be gathered by the school children and turned in to the school principal. These will be redeemed at their face value in cash by the dealer, the money to be used by the schools for the purchase of a Grafonola. In other words, the dealer is willing to give a Grafonola to the school, provided the children are willing to work for it.

This plan has only just been put into operation and the heads of all the local schools have given assurance that they will be glad to take hold of and push it. Following it up, this dealer is giving a children's concert in his store every week. The concerts are being conducted by the head of the school music department in East Radford, and as a special treat for the little ones ice cream is served at each entertainment.

As an additional drive, from time to time, twenty-five educational records are sent out on approval to schools, and each time records are sold. The first time that was worked a sale of thirteen resulted, and at another time a sale of seventeen.

HELEN YORKE AT MAINE FESTIVAL

Helen Yorke, coloratura soprano and exclusive Patriotic artist, will appear as a star at the Maine Music Festival in October. This festival, which is one of the conspicuous musical events of New England, opens in Bangor on October 8 and will include a recital in Portland on October 12. A number of brilliant stars have been engaged, including the celebrated Ponselle and Charles Marshall.



An Artistic Window Display Used by the William Gushard Dry Goods Co., Decatur, Ill., Brunswick Dealers in That City

DEVICES PARCEL POST GUIDE

Chart Drafted by E. B. Hyatt, of Hyatt Talking Machine Co., Portland, of Great Value and Is Used by Local Post Office

PORTLAND, ORE., AUGUST 31.—The Portland business men and all others who have occasion to use the parcel post system from Portland to the zones in Oregon, Washington and Idaho have to thank E. B. Hyatt, of the Hyatt Talking Machine Co., for simplifying their efforts in ascer-

taining the postal rates on packages. Mr. Hyatt has prepared a chart showing the class and the rate of postage due, which can be seen at a glance.

Mr. Hyatt has had the chart copyrighted and it is now used at all of the windows in the main post office of Portland and at all of the branch offices in the city. If one should go to the post office in Portland and ask for a postal guide that would give him the above information he is immediately referred to the Hyatt Talking Machine Co.

IT PAYS TO DEAL WITH
KENNEDY-GREEN CO.

IT PAYS TO SELL

OKeh Records

BIG PROFITS FOR YOU

IN

Our Specialty—Latest Hits

—QUICK DELIVERY—

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

CLEVELAND, OHIO



HERE IT IS!

The
**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.
SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

HAVE A WORKING ORGANIZATION

No Time for Dissension in the Selling Forces
Just Now—What Is Needed Is Team Work

Is your organization, Mr. Manager, working as a unit—or is there dissension? Like the link in the chain, one weak person or element spells failure. Every department must co-operate, pull together with one common interest, or we undo our best efforts.

You who come in daily contact with your sales and office force are best fitted to give constructive criticism. There must be a real leader, one who stimulates interest, inspires confidence—a salesman and one who has a vision of the Victor business, at the head, or big results are lacking, says a writer in the Putnam-Page Co. Bulletin.

We forget that real people mean real sales. Keep your organization alive to your interests. We who work want to know—we like the person who helps us give our best. Study your organization—it can be made 100 per cent.

Shops, like people, have personality and it is well for us to consider just what the personality of our shop is. Is it alive or dead? Has it the vital something that brings people to you and brings them back? If not, why not? All things

are possible and those who know must lead.

Do you, Mr. Manager, encourage your sales organization to be constantly on the alert for better and improved methods—their ideas are often very valuable.

Why not a "creative department" of new ideas—there is always a "best way." Are we looking for it? The least amount of time, the least effort and accomplishing greatest results.

NEW MUSIC COMPANY IN TOPEKA

TOPEKA, KAN., August 31.—The Theo. Morse Music Co. and the Frager-Cramer Song Shop formally opened their business at 708 Kansas avenue, this city, last week. The firms are affiliated and occupy joint quarters.

They will handle all the latest song hits and a variety of sheet music. The stock will be complete with musical specialties and adaptations. Mr. Morse has the agency for the Masterphone phonograph. He will also handle other musical instruments and operate a saxophone repair shop.

Half the problems of any business man are equally the problems of his competitors. He cannot solve them alone; nor can a single competitor solve them alone. But by all working together these problems can be solved.

BECKHARDT UNDERGOES OPERATION

Credit Manager of Granby Phonograph Corp. Under Surgeon's Knife Second Time in Month

NOFOLK, VA., September 4.—I. Beckhardt, credit manager of the Granby Phonograph Corp., this city, underwent another operation on August 15 for the removal of an abscess which had developed as the result of an old injury. It is expected that this last operation will put an end to the trouble.

C. T. Westmordland, superintendent of the Granby phonograph factory, has returned from his vacation spent in the eastern part of Tennessee.

H. H. Schumaker, general manager of the Granby Phonograph Corporation, is spending a month's vacation in Wisconsin.

M. Fantle, manager of the Granby Phonograph Corporation's office in Cincinnati, O., has returned from a most enjoyable vacation, which he spent with rod and line in Kentucky.

The Granby Phonograph Corporation's general sales office has just moved into its new quarters in the Levy Building, Main and Church streets, Norfolk, Va.

Rosalie Miller, Pathé soprano, is appearing in recital work in England.

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

Turning Record Stocks Into Ready Cash

By P. J. Burns, Sales Promotion Manager, The Phonograph Corporation of Manhattan

Present conditions call for straight thinking and real work. Merchants in most every line of business, and in every community, realize they must forget war-time methods and adopt a new order of things.

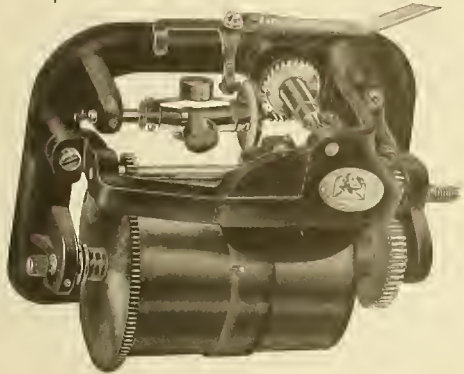
One of the biggest problems of retailers, in reaching a new basis, is to move their present stocks. Vast amounts of money and energy are being spent to accomplish this. Some lines and many merchants have to depend on their advertising to bring buyers into their stores. The goods they sell do not permit of "Go Out and Get It" methods. Not so with an Amberola dealer.

We recently had it demonstrated to us that an Amberola dealer is admirably equipped to penetrate the lack of buying on the part of the public. Our dealer up in Peekskill took notice his clients were not buying records as regularly as

he thought they should and, as a consequence, his stock of records began to increase in inventory value. This dealer did some straight thinking and followed it up with real work. He made a list of his non-buying owners. He then turned to his overstocked shelves and made up several packages of a dozen records.

The next move was to divide his list of owners into routes, much the same as your Uncle Sam does for his letter carriers. Thus, with his plan systematized, the dealer delivered a package of records to each non-buying owner, with the comment he was passing their way and thought he would leave with them for a day or two a few selections which he believed they would enjoy. At this point I want to say the dealer was careful to put in each package the kind of selections he thought would appeal to each owner.

The SPHINX MOTOR



Motor Refinement

*Better Designed
Better Built
Better in Operation*

SPHINX GRAMOPHONE MOTORS, Inc.

21 EAST 40th STREET, NEW YORK

ILSLEY'S GRAPHITE PRINO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good
is prepared to the proper consistency, will not run out, dry up, or become sticky or acidic. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition in talking.
ILSLEY-DOUBLEDAY & CO., 229-231 Frost St., New York

The owners were re-visited two days after the delivery of the records. Sales were made in every case, averaging four records per owner. In addition to the primary idea of turning his record stock into ready cash the dealer obtained from the owners the names of several persons who were in the market for talking machines. In fact, the dealer takes the attitude he has gained at least four distinct advantages, as follows:

1. Reduced record stock.
2. Immediate profits therefrom.
3. Interest of owners renewed.
4. Instrument prospects secured.

Peekskill, we are assured by the dealer, will not have many dormant Edison owners, as the plan has been found practicable and profitable. It is being recommended to every Edison dealer in the Metropolitan district, and we have enough faith in the plan to believe it will work as well in any other part of the country.

OUT-OF-TOWN TRADE VISITORS

W. C. Griffith Visits New York T. M. Co.'s Offices—Al. Edelstein Brings Optimistic Reports Regarding General Business Conditions

W. C. Griffith, assistant sales manager of the Chicago Talking Machine Co., Victor wholesaler, was a recent New York visitor, calling at the offices of the New York Talking Machine Co. Mr. Griffith also visited the Victor factories at Camden, N. J., and his comments regarding general business conditions at Chicago were noteworthy for their optimism and confidence in the future.

Another recent visitor at the offices of the New York Talking Machine Co. was Geo. Deacon, of the sales staff of the Cleveland Talking Machine Co., Cleveland, Victor wholesaler, who, several years ago, was a member of the sales staff of the New York Talking Machine Co.

"Al" Edelstein, owner of the Strand Temple of Music, Albany, N. Y., exclusive Victor retailer, was a caller at the offices of the New York Talking Machine Co., renewing acquaintances with many of his old friends. Mr. Edelstein attended the outing of the Talking Machine Men, at Terra Marine Inn, and was given a royal welcome by the local trade.

FOREIGN RECORD TRADE GROWS

Pathé Foreign Record Catalog Increasing Rapidly in Size and Interest

The foreign record business of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has extended to large proportions. The Pathé foreign catalog is showing a greatly increased number of foreign numbers which are being produced in the Actuelle needle-cut record as well. This department is under the excellent leadership of Dr. Joseph Kalman. Pathé foreign recordings are made in more than fifteen languages. A recent issue of Pathé News devotes considerable space to the subject of foreign records and a campaign is under way showing the dealer the profits to be derived from building up an efficient foreign record department of his business.

COTTON FLOCKS

FOR...
Record Manufacturing
THE PECKHAM MFG. CO., 210 South Street
NEWARK, N. J.

Leo Carrillo

AMERICA'S STAR



DIALECT COMEDIAN RECITES EXCLUSIVELY FOR

HITS

TRADE MARK REG.

RECORDS

ANNOUNCEMENT

This company, through efficiency of service and excellence of product, is rapidly gaining the patronage of the greatest stage favorites of America, among these being MR. LEO CARRILLO, America's favorite dialect comedian, who for the first time, has made records of his famous stories of Italian and Chinese characters. Mr. Carrillo has written us as follows: "I am highly pleased with the records you have made of my recitations. Of their quality, I am satisfied they are of the highest, and this adds to my satisfaction. The voice is clear and distinct and free from all the twang usually noted with phonograph reproductions. In brief, they are the very best I have ever heard."

Distributors and dealers should stock well up with these records, as well as with those of equally famous artists that we will soon release.

Latest hits of Broadway shows manufactured in any quantity for you under your own label or ours. Address



UNITED STATES RECORD MANUFACTURING CORPORATION, Hits Department
249 West 34th Street
New York City

UNUSUAL PUBLICITY CAMPAIGN

Okch Record Features Compositions Written by Tom Mix, Motion Picture Star—Effective Publicity Plans Now Under Way

The advertising department of the General Phonograph Corp. in conjunction with the publicity division of the Fox Film Corp. has inaugurated a special campaign featuring Okch record No. 4406. This record comprises two selections entitled "Broncho Trot," a fox-trot,



Tom Mix Mounted on "Old Blue" and "Old Blues," a waltz, both of which were written by Tom Mix, the famous moving-picture star.

These two selections were written by Mr. Mix as a tribute to "Old Blue," a horse which he rode for many years, and which until its death was closely identified with some of Mr. Mix's most pronounced film successes. The two compositions have already attained considerable popularity, and although they will be listed in the November Okch releases, they probably will be announced as specials in order that Okch dealers may take full advantage of the publicity campaign inaugurated in behalf of this record.

JACOBSEN WILL REMAIN ABROAD

The Columbia Graphophone Co. was advised recently that Sascha Jacobsen, exclusive Columbia violinist, will probably not return to America for several months, as the demand for his services on the concert stage is growing every day. He recently received a flattering offer to appear in Vienna during the September music exposition, and Serge Kousscevitvski, the great Russian conductor, has asked Mr. Jacobsen to appear at one of his concerts to be given at the Paris Opera during the coming Fall.

DOEHLER CO. TO ERECT GAS PLANT

The Doehler Die Casting Co., Brooklyn, N. Y., has decided to install its own gas-making plant, according to H. H. Doehler, president of the company. Mr. Doehler stated that the gas bill of the company last year amounted to more than one hundred thousand dollars. It is expected that the new plant will produce gas for about forty-two cents. The rate for city gas is \$1.25. This concern is well known as a maker of die castings for the talking machine trade.

The Record Service Shop was recently opened at Stevens Point, Wis., by Floyd Angers, of Manitowoc, Wis.

H. J. Smith Laboratories

Manufacturer Phonograph Jewels
Telephone 2896 Market

833 Broad St. Newark, N. J.

Sapphire Ball Jewels, Pathé, Okch, 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.

WIDDICOMB REDUCES PRICES

Well-known Phonograph Manufacturer Announces New Price List—Will Go Into Effect September 15—Will Stimulate Buying

The Widdicombs Furniture Co., Grand Rapids, Mich., has announced that, effective September 15, the prices on the complete line of Widdicombs phonographs, both upright and console models in various period styles, will be reduced to a pre-war basis. The company states that it is able to make this reduction owing to the lower cost of labor and material and increased production. Another factor is the desire of the company to stimulate the renewed buying activity now taking place in business generally and which will help to promote the prosperity of the country.

It is expected by the Widdicombs organization that the new price list will be an important item in increasing Fall sales, which have already begun to show the effect of the renewed confidence and buying spirit of the public.

HICKMAN CLOSES IMPORTANT DEAL

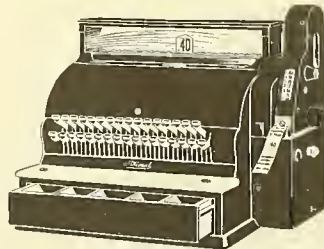
Exclusive Columbia Artist Will Supervise Music for Ambassador Hotel System—Welcome News for Columbia Dealers

LOS ANGELES, CAL., September 6.—Art Hickman, famous orchestra leader and exclusive Columbia artist, visited this city recently and completed arrangements whereby he will take charge of the music for the Ambassador Hotel system, comprising a chain of six hotels located on the Pacific Coast and in the East. This important deal will undoubtedly be welcome news to Columbia dealers, who will be able to feature Art Hickman records along new lines.

The Art Hickman Orchestra opens at the Ambassador Hotel, Los Angeles, on September 29 for a stay of approximately six weeks, after which it will go to the Alexandria Hotel in this city for another six weeks. It will then visit all of the six hotels in succession, planning to reach the Hotel Ambassador in Atlantic City during the Winter.

Another improvement in National Cash Registers.

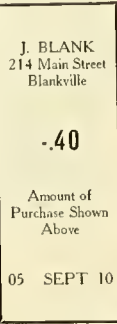
Low-priced receipt printer.



To all merchants:

When you press a key on this register—

- ① It shows the price of the article.
- ② It prints a record for the merchant.
- ③ It prints this receipt for the customer. →
- ④ It opens the cash drawer.
- ⑤ It adds up the money received for the day.

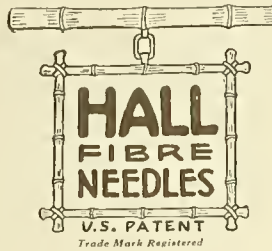


Now there is a receipt-printing National Cash Register for every line of business.

Old registers bought, sold, repaired, and exchanged. Easy payments. Liberal allowance for old registers.

We make cash registers for every line of business. Priced \$75 and up.

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.



When a Man—

passes from the first stage of appreciation of a talking machine as a novelty to appreciation of the instrument as a source of continuous enjoyment, he finds out for himself—whether anyone tells him or not—that the

Hall Fibre Needle

is the supreme needle for the best and most permanent reproduction.

As a dealer it is your duty to tell him first. The information will be appreciated.

HALL MANUFACTURING CO.
33-35 W. Kinzie St., Chicago, Ill.

JAMES SPILLANE A BENEDICT

Popular Young Talking Machine Man of Brooklyn Receives Hearty Congratulations

The many friends of James Spillane, of the Park Slope Talking Machine Shop, 310 Flatbush avenue, Brooklyn, N. Y.—and they are legion in the wholesale and retail talking machine fields—have been showering him with congratulations on his marriage recently to one of Long Island's very charming and attractive daughters. Mr. Spillane has many of those fine qualities of the heart and mind which make him a favorite with those who know him. It may be said with truth that he is a real "chip of the old block," for his father, J. L. Spillane, of Collings & Co., Victor distributors, Newark, N. J., is one of the old-timers in the industry who is deservedly held in high esteem.

The new Victor warehouses of Herbert Thiele, Sheepshead Bay, New York, were recently opened and will provide this community with excellent Victor service.

GIVES CLUB CONCERTS

Energetic Columbia Service Supervisor Uses Effective Sales Plan—Grafonola and Magnavox Featured to Advantage

OMAHA, Neb., September 7.—W. F. Mullen, dealer service supervisor of the Omaha branch of the Columbia Graphophone Co., believes that Sunday can be used to advantage in enhancing the popularity of Columbia product. Through the courtesy of one of the members of the Carter Lake Club, Mr. Mullen recently secured a boat



W. F. Mullen's Clever Stunt

in which he placed a D-2 Grafonola and a Magnavox. He then proceeded to give a concert for the club and also along Sandy Point Beach and Mury Beach throughout the afternoon and evening.

In the latter part of the evening he brought the Magnavox and Grafonola to the boat dock and played popular pieces for the members of the Carter Lake Club. Between 300 and 400 people listened to the music and the members of the club were so delighted with the entertainment that they requested Mr. Mullen to make arrangements for the use of the Grafonola and Magnavox at a club dance.

CLEAN-UP WEEK A SALES FACTOR

Montana Company Redecorates and Cleans Up Store—Plans Other Improvements

BILLINGS, MONT., August 31.—The Webster-Allen Co., of this city, engaged in a regular clean-up campaign about a week ago and the appearance of the establishment has been greatly improved. The store was redecorated and the stock rearranged. The company is planning additional improvements, which include the enlargement of the sheet music department and the installation of a modern recording-sling system, which makes possible the handling of a larger number of records. A complete stock of musical instruments and supplies is carried.

OPENS VICTROLA PARLORS

GIRARD, O., August 30.—Roy E. Purdam announced the opening of an exclusive Victrola Parlor in the waiting room of the B. & O. Building in this city. He has an exceedingly up-to-date music shop, and besides the Victrola and records will handle musical merchandise and sheet music.

SALESMEN, TAKE NOTICE!

"The art of war does not require complicated maneuvers; the simplest are the best, and common sense is fundamental." This quotation is taken from Napoleon's diary, and if for the word "war" is substituted the word "salesmanship" a very excellent principle for times of peace is available.

BIG RECEPTION FOR NOTED ARTIST

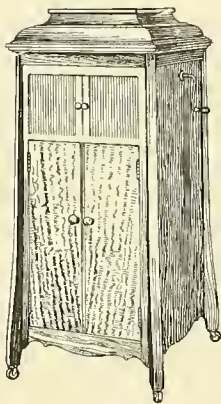
ROCK HILL, S. C., September 1.—William Simmons, baritone singer and Pathé artist, received a great reception at a recent recital in this city. Mr. Simmons holds positions in two of New York's most prominent churches and his concert bookings for the coming Fall are numerous.

BUSINESS SITUATION REVIEWED

Pleasant Reports Made Regarding Fall and Winter Prospects in Response to Canvass Made by Unit Construction Co.—3,000 Dealers Interviewed in a Widely Extended Territory

PHILADELPHIA, PA., September 6.—In a recent canvass made by the Unit Construction Co., of this city, manufacturer of Unico equipment for the talking machine warehouses, the results were very encouraging. The Unit Construction Co. reports, as a result of this campaign, firstly, that a business revival has started with the retail talking machine trade; secondly, that in a number of districts sales are ahead of 1920 and thirdly, that a very active Fall and holiday trade is predicted. This canvass was wide in scope and covered from coast to coast, which included a personal visit to all of the principal trade centers and interviewing approximately 3,000 dealers. The Unit Construction Co. reports that this upward tendency has also been reflected in a greatly increased demand for Unico service from all sections of the country.

The
Tiffany
Tiff



MODEL C

"Stands for Quality"

Four attractive models

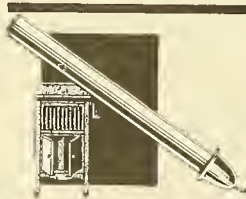
A Few Tiffany Features

- Exceptionally strong motor
- Springs guaranteed for 5 years
- Perfected automatic stop
- New and improved type of Tone Arm and Reproducer
- Sliding doors for modifying tone
- Unique filing arrangement
- Workmanship and Finish unexcelled
- Write or wire today for our attractive selling Proposition

Tiffany Phonograph Sales Company

Sales Office

1404 East Ninth St. Cleveland, Ohio



AT LAST!

One Phonograph Needle for all Tones

Lowest Medium and Soft Needles Unsurpassed

Jonofone

The Needle With A Flexible Point

Has Solved The Big Problem

The point being flexible and softer than

the records will neither tear nor dent them.

IT'S THE GREATEST INVENTION OF THE PHONOGRAPH AGE

Each *Jonofone* 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

Pathé

REG. U.S. PAT. OFF.

~ RECORDS
Sapphire Played

HELPING YOU TO

PROGRESSIVE MERCHANDISING

Merchandise to sell and real *Merchandising* to sell it! That is what Pathé spells to the far-sighted dealer, up against conditions which call forth his full reserves of *Salesmanship*, for Pathé gives him not only goods to market but practical and business-producing selling helps, many of which he has exclusively.

THE PATHÉ ELECTRIC MOTOR

A marvelous new electric motor whose simplicity and efficiency are apparent at a glance. Only two movable parts! No brushes to "stick" and wear. Wireless armature which cannot burn out. Runs evenly because it does not depend upon voltage to the same extent as other motors. Placed in any Pathé Phonograph or Actuelle without additional cost to your customer.

THE PATHÉ PHONOGRAPH

The Pathé Phonograph line is *complete*, consisting of eight different standard and period models, handsome and authentic in design, of substantial construction, and with a tone quality *supreme!*

Attractively priced, yet carrying a profit so generous that he can divert part of it to *local advertising over his own name*, and still have left an excellent and satisfying margin.

RECORDS OF DISTINCTION

Both needle and sapphire played. A product appealing to the hypercritical. Different from the average mechanically recorded article with which the market is flooded.

The Pathé Record Library not only represents the art of famous operatic, concert and vaudeville favorites of this country, but of European celebrities who have not yet been heard here and whose records are listed by Pathé exclusively.

THE PATHÉ ACTUELLE

Another exclusive and valuable asset of the Pathé dealer.

The Actuelle has no competition, because it is the sole instrument of its kind in the world, marking the only real advance of a quarter century in the science of sound reproduction.

In the Actuelle the regulation tone-arm, sound box and sound chamber have been eliminated. A taut wire conveys the sound vibrations directly from the record to a shallow cone of parchment. This parchment cone receives, amplifies and reproduces the voice or instrument, with a fidelity and richness of tone volume, absolutely unattainable by the conventional type of talking machine.



Pathe Actuelle

REG. U.S. PAT. OFF.

~ RECORDS
Needle Played

FIND A MARKET

NEW PATHÉ AND ACTUELLE RECORDS

The "Cream" of the Current Big Selling Hits. Also an Exceptional Group of Old Favorites and Classical Selections.

NOTE! Actuelle records (needle played) are identified by prefix "O" to record number.

NEW POPULAR FOX-TROT HITS

- | | | |
|--|--|--|
| 20615
Naxos
020615
Naxos
85c | REMEMBER THE ROSE
(Intro. "Always") | } Merry Melody Men |
| | ONCE IN A BLUE MOON
(Intro. "Not Long Ago") | |
| 20616
Naxos
020616
Naxos
85c | ILO
WHY DON'T YOU BELIEVE ME? | } Nicholas Orlando's Orchestra
Raderman's Orchestra |
| | | |
| 20617
Naxos
020617
Naxos
85c | I CALL YOU SUNSHINE,
ROSY CHEEKS | } Piedmont Dance Orchestra
Raderman's Orchestra |
| | | |
| 20618
Naxos
020618
Naxos
85c | MA
WHEN THE SUN GOES
DOWN | } Casino Dance
Orchestra |
| | | |
| 20619
Naxos
020619
Naxos
85c | CANADIAN CAPERS
SOUTH SEA ISLES (From
George White's "Scandals") | } Casino Dance
Orchestra |
| | | |
| 20620
Naxos
020620
Naxos
85c | I LOVE YOU, WONDER GIRL,
NEAR ME (Intro. "Bundle of Joy") | } Joseph Samuels' Music Masters
Merry Melody Men |
| | | |

NEW POPULAR SONG HITS

- | | | |
|--|--|--------------------------------|
| 20612
Naxos
020612
Naxos
85c | BRING BACK MY BLUSHING ROSE (From
"Ziegfeld Follies of 1921") | } Billy Jones |
| | TUCK ME TO SLEEP (In My Old Kentucky
Home) | |
| 20613
Naxos
020613
Naxos
85c | YOU
MOTHER, I DIDN'T UNDERSTAND. | } Elliott Shaw
William Rees |
| | | |

- | | | |
|--|--|---|
| 20621
Naxos
020621
Naxos
85c | I'M NOBODY'S GAL.
ANNA IN INDIANA | } Aileen Stanley
(Comedienne) |
| | THERE'S ONLY ONE PAL AFTER ALL,
WHO'LL BE THE NEXT ONE (To Cry Over
You?) | |
| 20514
Naxos
020614
Naxos
85c | STANDARD, OPERATIC & CLASSICAL VOCAL
AVE MARIA (Schubert) in English | } Crescent Trio
Lewis James |
| | | |
| 54078
Mosaic
12"-1.50 | AVE MARIA (Schubert) in English | } Yvonne Gall |
| | | |
| 54079
Mosaic
12"-1.50 | L'AMORE DEI TRE RE (Montezzi) ("Son
quarant' anni") (It is forty years since in
Italian) | } Adamo Didur |
| | | |
| 20606
Flood
020606
Flood
85c | PASSAGE BIRD'S FAREWELL,
THE VACANT CHAIR | } Lewis James and Elliott Shaw
Shannon Four, Unaccompanied |
| | | |
| 20608
Falcon
020608
Falcon
85c | FORSAKEN (Verlassen),
DREAMING ALONE IN THE TWILIGHT | } Shannon Four, Unaccompanied
William Lowe |
| | | |

STANDARD & CLASSICAL INSTRUMENTAL

- | | | |
|---|--|-----------------------------------|
| 20611
Falcon
020611
Falcon
85c | MELODY IN F (Rubinstein)... | } Rae Eleanor Ball
(Violinist) |
| | SPRING SONG (Mendelssohn). | |
| 27038
Harcourt
027038
Diligently
1.00 | BOUREE IN B MINOR
(Bach-Saint Saens) | } Rudolph Ganz
(Pianist) |
| | VALSE IN E MINOR (Chopin) | |
| 20609
Falcon
020609
Falcon
85c | HAWAIIAN
HAWAIIAN CHIMES. Waltz.
SUSQUEHANNA SHORE.
Waltz | } Ferera and
Franchini |
| | | |

IMPORTANT

Pathe Actuelle Records play perfectly on any make of Talking Machine. A special needle is unnecessary. Use any of the well-known brands of steel needles.

The Forward Looking Dealer

Who has not yet done so will immediately investigate the profit bearing potentialities of a Pathe agency. From such, communication is invited.

PATHÉ FRÈRES PHONOGRAPH COMPANY
BROOKLYN, N. Y.



WE are glad to announce to the trade the cheerful and interesting fact that the Van Veen organization has shipped during the month of August twice as many installations of Van Veen equipment as the same month last year.

This proves that those dealers with judgment and foresight are buying the best the market affords, so they may profit most from the renaissance of good business which has already begun.

Built to maintain a reputation—sold to meet competition.

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

SOME "CORN-FED" PHILOSOPHY

An Interesting and Inspiring Talk on Selling Offered by Clifford A. Sloan in His Little Magazine, "The Wanderer"—Too Much Reading and Too Little Real Work

Clifford A. Sloan, one of the nationally known figures in the advertising field, issues each month a little magazine, called "The Wanderer," filled with human interest and what is described as "corn-fed" philosophy. Mr. Sloan has the knack of putting real human interest into his writings and gets away from the usual type of "pep" stuff, which is now so plentiful in the magazines but which really means so little. We reproduce below an extract from the September issue of The Wanderer, under the caption "Put Down the Book!"

"It was in a Cleveland hotel. He was tall, clean-cut, well built. When he entered the lobby and swung up to the desk I took him to be a salesman, for his manner reflected familiarity with hotels and clerks and bell hops. He checked his bags and then sat down to read a book. It was just two o'clock. At half past two he was reading. At three o'clock he was reading. At three-thirty I scraped up an acquaintance with him.

"He was a salesman for a hardware store

He told me that he covered Ohio and a part of Indiana and that it was a good territory. He said that Cleveland was a splendid city for him; that he had many good accounts there. He told me that he had been with his house for a year and that he was ambitious to make a good showing.

"I am going to make this territory the best of all," he said. "Inside of a year I'll have it at the top of the list."

"When I left him, at four o'clock, he picked up his book and went on with his reading."

* * * * *

"That is the whole business trouble to-day; we're all busy reading, figuratively speaking, of course. We're busy reading—waiting for somebody to start something. Busy reading when we ought to be starting something ourselves by getting out and hustling harder than ever. A leading business man of Cleveland hits the ball when he says, 'I believe that it is your job and mine to work ten times as hard to put our business across now as we would in former times. And not purely from the selfish reason that it will make a little additional profit for ourselves, but because it will add impetus to the great wheel of business. Many in business and out are waiting for a mythical, all-powerful and yet hopelessly impossible someone to step in and start the wheels turning.'

"There is business. Orders are being placed in every line. Not so many orders as in previous years, no, but some. Just so long as we sit around waiting, however, there is going to be a business depression.

"Long enough, now, have we been sitting in the lobby reading.

"Let's put down the book now!

"And get back to the territory—get back to business!"

PREPARES EFFECTIVE DISPLAY

DETROIT, MICH., September 7.—Owen & Co., exclusive Columbia dealers in this city, recently arranged an attractive window display which was designed to appeal to practically all classes



Display Made by Owen & Co.

of buyers. Various Grafonola models were arranged in a semi-circle in the fore part of the window and two cards on either side featured recent national advertisements. In the background two racks elaborately arranged carried many of the recent selections by exclusive Columbia artists.

Lee S. Roberts, the versatile composer, says: "What has made the talking machine business is the fact that it is fool-proof and reproduces as the artist intended to present his or her art." And he added, "Also it is instructive and educational."



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.

DECIDED TRADE QUICKENING THROUGHOUT NORTHWEST

More Abundant Harvest Than Predicted Causes Optimism—What Leading Jobbers Report Regarding General Trade Outlook—Despite Unemployment in Mining Section Good Feeling Prevails

MINNEAPOLIS and ST. PAUL, MINN., September 6.—While there has been a decided quickening in trade conditions in the Twin Cities within the past fortnight the wise men are advising everyone to be cautious until the future offers a clearer view. It is now certain that many sections of the Northwest will have a more abundant harvest than had been predicted, but even so the farmers will have little or no surplus of cash unless there should be a marked rise in the price of grain. Local dealers in the rural sections are generally optimistic and are sending in large orders, but the jobbers and distributors hesitate to fill them, as they are not sure that their customers will be able to dispose of the goods after they get them.

The "iron country," which has been a fine field for the talking machine people, does not promise much remuneration. Only about a fifth of the normal forces are employed at the mines and no one seems to know when normal operation will be resumed and, to make matters worse, many other large industries which usually take on additional help at this time of the year are dropping a considerable number of office and shop people.

But the Northwest has great recuperative powers and the majority of the music merchants see a silver lining in the cloud that long has overcast this section of the Union. For one thing there has been a positive improvement in trade. Local sales are much more numerous and road men are sending in good reports and good orders. The big State fair, which was held September 3-10, always has been a puller for business and it has sustained its reputation this year. If the farmers can be induced to forget their troubles all will be well.

Vietrola distributors, and in particular the Beckwith-O'Neill Co. and W. J. Dyer & Bro. refuse to see anything but rosy skies in the future. Col. Hoyt, who is touring North Dakota and Montana in his car, writes to Beckwith-O'Neill Co. that North Dakota crop reports have been somewhat erroneous and is sending in orders to prove that the farmers still have money. The company is doing a nice business with the Seltrax counter. Recently it installed five counters in the new phonograph department of the New England Furniture Co., Minneapolis, and has received orders from vari-

ous rural dealers. The New England Co. will also have twenty demonstration booths.

The outlook is so fine to the Minnesota Phonograph Co. that Milton Lowy, the manager, has found it advisable to put on three additional salesmen. The sales thus far for 1921 have surpassed the record for the corresponding period of 1920, states Mr. Lowy. Laurence H. Lucker, Northwestern distributor of the Edison machines and records, declares that general conditions are eminently satisfactory.

The most encouraging reports come from the Vocalion headquarters of the Stone Piano Co. Col. Stone says that everything looks lovely just now, but he admits that he wants to wait thirty days longer before expressing any opinion as to the Fall prospects. The record business is picking up wonderfully, says the manager.

Foster & Waldo Co. are pressing hard for business and are getting it. R. O. Foster is a dynamo of energy and enthusiasm and has infected his entire staff. He expects to add as high as fifteen more to his sales force by the time that the Fall trade reaches its peak.

A large number of big talking machine jobbers visited the Twin Cities after the convention. Among the visitors were Mr. and Mrs. E. C. Reith, of St. Louis; J. Newcomb Blackman, of New York, and Louis Buehn, of Philadelphia.

E. K. Kern, Northwestern director of the Brunswick-Balke-Collender Co., announces that the Brunswick has not halted in its progress onward and upward and expresses himself as quite satisfied with the results he is obtaining.

E. F. WALLACE ON WESTERN TOUR

E. F. Wallace, president of the Sphinx Gramophone Motors, Inc., left New York early this month for a tour of the Middle Western territory. The company has just completed plans for a new sales drive and, owing to the fact that the executives of the firm see a revival of demand for talking machine motors, the new sales plans will care for additional business.

Remember that when you have sold your establishment to a customer he or she is bound to tell a neighbor or friend about it. This is profitable publicity. Courtesy and a square deal will do the trick.



BLANDIN

To enjoy a steady increase in trade under present conditions is proof positive of unusual merit. This is what the Blandin Phonograph is enjoying. The demand is brisk. Dealers find no trouble in interesting the customer because of the Blandin superiority in reproducing most difficult records without any discordant and marring sounds. Write for complete particulars.

Racine Phonograph Co., Inc.

RACINE, WISCONSIN.



NOVEL PUBLICITY STUNT

As a means of attracting people, a Columbia dealer had a number of holes punched in the iron cover over the coal hole in the sidewalk. Then he had a phonograph placed in the cellar, near the lower opening of the coal chute, and the music actually came up through the sidewalk.

There are a number of dealers who have the idea that where the phonograph is arranged so that the music comes out over the transom or through the doorway it cheapens the general aspect of the store. To such this plan would undoubtedly make an especial appeal.

The salesman who isn't sold on advertising is a good deal like an executive who is jealous of an ambitious assistant.

Mr. Dealer:

Are you making enough profit on your phonograph needles? Let us show you how to get the best results and increase your needle sales.

We Help You Sell NUPOINTS

This Stand FREE 

Some Jobbing Territories Still Open—Write for Proposition

NUPOINT MFG. CO.

1208 W. 59th Street CHICAGO, ILL.



New Records

New Hits

The Cardinal Records



We announce the advent of the new Cardinal Records—new quality—new recording arrangements—new pressing plant and our policy of new hits first

LATEST VOCAL HITS

- 2048 DOWN AT THE OLD SWIMMING HOLE—Orch. & Accomp. Sung by Ernest Hare and Billy Jones
 SUNNYSIDE SAL—Baritone Solo. Orch. & Accomp. Sung by Arthur Fields
 STAND UP AND SING FOR YOUR FATHER AN OLO TIME TUNE—Baritone Solo. Orch. & Accomp. Sung by Arthur Fields
 2049 AIN'T YOU COMING OUT, MALINDA?—Tenor Solo. Orch. & Accomp. Sung by Vernon Oalhart
 SLEEPIN' PRETTY-PRETTY—Tenor Solo. Orch. & Accomp. Sung by Vernon Oalhart
 2041 MY SUNNY TENNESSEE—Tenor Solo. Orch. & Accomp. Sung by Charles Harrison
 THEY NEEDED A SONG BIRD IN HEAVEN, SO GOD TOOK CARUSO AWAY—Tenor Solo. Orch. & Accomp. Sung by Antonio Urato
 2040 THERE IS NO OEAETH—Tenor Solo. Orch. & Accomp. Sung by Antonio Urato

CARDINAL DANCE HITS

- WHY, DEAR?—Fox Trot The Merry Melody Men
 2042 MY BLUSHING ROSE—Fox Trot (introducing "Sally, Won't You Come Back?" from Zigfield Follies of 1921) The Merry Melody Men
 2043 SECOND-HAND ROSE—Fox Trot Van Eps Quartet
 JUST BECAUSE—Fox Trot Van Eps Quartet
 OIXIE—One Step Van Eps Quartet
 2044 FANCIES—Fox Trot Jos. Knecht's Waldorf-Astoria Orchestra
 ONE KISS—Fox Trot Jos. Knecht's Waldorf-Astoria Orchestra
 2045 REMEMBER THE ROSE—Fox Trot (introducing "Always") The Merry Melody Men
 TI-O-SAN—Fox Trot Green Bros. Novelty Orchestra
 2046 EL RELICARIO (My Spanish Rose)—One Step Jos. Knecht's Waldorf-Astoria Orchestra
 MISSISSIPPI CRADLE—Waltz Green Bros. Novelty Orchestra
 2047 CANADIAN CAPERS Fox Trot Green Bros. Novelty Orchestra
 AIN'T WE GOT FUN—Fox Trot Lamin's Roseland Orchestra
 2038 MARIMBA—Fox Trot Jos. Knecht's Waldorf-Astoria Orchestra
 CHERRY BLOSSOMS—Fox Trot Lamin's Roseland Orchestra
 2039 IN A BOAT—Fox Trot Lamin's Roseland Orchestra
 WANG-WANG BLUES Cardinal Jazz Band
 2033 WEARY BLUES Cardinal Jazz Band

CARDINAL IRISH RECORDS

- 2037 STACK OF BARLEY—Jigs Flanagan Bros., Accordion and Banjo
 THE GLAOSTONE—Waltz Flanagan Bros., Accordion and Banjo
 TRIM THE VELVET—Reels Played by Tom Ennis with Irish Pipes
 2029 HUMORS OF BANDON—Irish Long Dance Played by Tom Ennis with Irish Pipes
 LITTLE JUOY—Medley of Irish Reels Played by Tom Ennis with Irish Pipes
 2028 COOK IN THE KITCHEN—Irish Jigs Played by Tom Ennis with Irish Pipes
 SINN FEIN AWAHN—Tenor Solo Sung by Dennis O'Hara
 2030 WRAP THE GREEN FLAG AROUND ME, BOYS Tenor Solo Sung by Hugh Oonovan
 THAT TUMBLE DOWN SHACK IN ATHLONE Orch. & Accomp. Sung by Charles Harrison
 2022 THAT OLO IRISH MOTHER OF MINE Orch. & Accomp. Sung by Charles Harrison

STANDARD SELECTIONS

- LIGHTS OUT—March. Played by Cardinal Concert Band
 2026 AMERICAN PATROL—March Played by Cardinal Concert Band
 WHEN YOU AND I WERE YOUNG, MAGGIE Played by Taylor Trio—Piano, 'Cello, Violin
 2021 SWEET GENEVIEVE Played by Taylor Trio—Piano, 'Cello, Violin
 SOUVENIR—Violin Solo. Piano Accomp. Played by Vera Barstow
 2010 BERCEUSE—Violin Solo. Piano Accomp. Played by Vera Barstow
 SUNNY SOUTH—Medley Played by Cardinal Concert Band
 2011 BLUE OANUBE—Waltz Played by Cardinal Concert Band
 ALOHA OE—Instrumental Duet Played by Ferera and Franchini
 2012 HONOLULU WALTZ—Instrumental Duet Played by Ferera and Franchini
 SACRED HYMNS
 ONWARD, CHRISTIAN SOLDIERS—Sacred Hymn Orch. & Accomp. Sung by Gotham Quartette
 2006 NEARER, MY GOO, TO THEE—Sacred Hymn Orch. & Accomp. Sung by Gotham Quartette

DEALERS AND JOBBERS: Write to-day for full information regarding Cardinal representation in your locality. Secure this quality record for your Fall and Holiday business.

An exceptional catalogue of Jewish and Italian records ready next month

CARDINAL PHONOGRAPH CO.

106 EAST 19th STREET, NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — BRIDGEPORT, CONN.

CONVENTION PLANS OF IOWA VICTOR DEALERS' ASS'N

Elaborate Program Formulated for Annual Meeting of Victor Retailers to Be Held in Des Moines on September 19-20—Interesting Address to Be Made by Prominent Speakers

DES MOINES, IA., September 3.—Elaborate plans have been completed for the fifth annual convention of the Iowa Victor Dealers' Association, which will be held in this city on September 19-20, the convention headquarters being at 411 Fourth avenue.

The visiting dealers will be welcomed by Mayor H. H. Barton, of Des Moines, and then attend an educational demonstration by Miss M. A. Jardine, of the Mickel Bros. Co. On the afternoon of the first day there will be several open discussions in the form of debates. The first subject will be "Records on Approval," the affirmative side being taken by C. West and the negative by J. Vance. The next subject will be "Interest on Contracts," affirmative, L. A. Murray, and negative, R. B. Townsend; third subject, "Outside Salesmen," affirmative, J. Donahue, and negative, J. C. Britt; fourth subject, "Trade-ins," affirmative, M. Sanford, and negative, C. B. McGregor. One of the principal addresses will be that of John Gregg Paine, of the Victor Talking Machine Co., whose subject will be "Victor Supremacy." In the evening the delegates will be entertained at a vaudeville show at the Orpheum Theatre.

On the second day E. H. Haglund, of the Mickel Bros. Co., will talk on "Governor Adjustments." Jack Cameron will follow with a talk on "The Art of Selling Through the Show Window." H. A. Beach, vice-president of the Unit Construction Co., will give a talk on "Retail Store Equipment," with the aid of stereopticon views; E. Lyman Bill, of The Talking Machine World, will talk on "Sizing Up Your Sales Problem!"; Roy E. Waite will talk on "The Value of Trade Papers," and J. J. Rockwell, of the Reincke-Ellics Co., will talk on "Militant Merchandising."

At the afternoon session new officers will be elected and the question box opened and the

queries answered. The only address at the last session will be that of Prof. O. E. Klingman, of the Iowa State University, who will talk on "The Victor Survey of Iowa."

The convention will end with an elaborate banquet at the Hotel Fort Des Moines, at which the principal speaker will be Governor N. E. Kendall, of Iowa. The banquet will be followed by a dance.

The present officers of the Iowa Association are: President, L. R. Spencer, Iowa City; vice-president, L. A. Murray, Davenport; secretary, H. B. Sixsmith, of Des Moines, and treasurer R. B. Townsend, of Des Moines.

The visiting delegates will be welcomed by a committee consisting of L. A. Murray, C. Dalin, M. W. Duncan, M. J. Soukup, F. H. Walter and H. L. Woodward.

INAUGURATES FALL CAMPAIGN

NORFOLK, VA., September 13.—Harry Coplan, field sales manager of the Granby Phonograph Corp., this city, has already inaugurated an intensive Fall campaign. After an extended trip covering territories from Atlanta to New York Mr. Coplan left for Boston, where he expects to spend a week with Mr. Widener, of Widener's Inc., Granby distributors. Mr. Coplan also covered New York State and spent some time with the Inroquois Sales Co., Granby distributors of that territory.

Rene Jaccard, fiscal inspector at the Granby factory, and E. F. Carson, assistant general manager, recently made a flying visit to New York. Mr. Jaccard, upon his return, left for Western Ohio, where, it is rumored, he will renounce his state of single blessedness.

I. Beckhardt, credit manager, who is again at the helm, is on a motor trip to Boston and calling upon Granby dealers en route.

NEW CHENEY JOBBER IN DALLAS

Riddle Phonograph Co. to Distribute Well-known Chicago Product in That Section of the Great Texan State—Important Connection

DALLAS, TEX., September 5.—The Riddle Phonograph Co., of this city, has just made the announcement that it has been appointed a jobber for the Cheney Talking Machine Co., of Chicago. The new jobber will look after the territory of northern Texas and southern Oklahoma. The Riddle Co. is now in process of organizing a special sales force that will look after its business in the location above referred to.

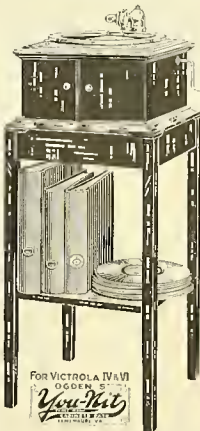
The deal was consummated between George W. Riddle, president of the company, and W. E. Burr, sales manager of the Cheney Talking Machine Co., who came from Chicago for that purpose. Mr. Riddle, besides being connected with the phonograph company bearing his name, is one of the best-known of the well-to-do merchants in this city. For years he has been engaged in commercial activities here and at present is also vice-president of the Security National Bank of Dallas. When Mr. Burr, of the Cheney Co., was here he spent much time with Sales Manager Richardson, of the Riddle Co., in laying out sales plans and organizing the new sales force.

SONORA ON DIRIGIBLE ZR-2

A Sonora portable talking machine was included in the appointments of the giant dirigible ZR-2, which was destroyed in a trial flight in England last week. The Sonora machine was in place in the forward cabin when the explosion occurred. A Sonora portable was also part of the equipment of the R-3 when she made the first trans-Atlantic flight.

Window displays indicate the character of the merchant, therefore great care should be exercised to make them attract, not repel.

VICTROLA DISPLAY STANDS



Show up the machine so it sells. Occupy small space—Light and convenient.

A detachable Top makes it a Utility Table or Service Stand for Booths and Corners. Finishes to match Victrolas—Enameled to match Booths and Interiors.

A Better Display Sells the Victrola and it sells at a profit with the Victrola for Home and Camp.

Ships "Knock Down" 2 in a fiber mailing case, weight 22 lbs., per package of 2 complete—Order Samples from us and we will charge to your Jobber.

Knock Down Display Stands

Are Patented

Solid Quar. Oak	Net \$3.60	Retails \$5.00 or \$6.00
Mahogany Finish	Net \$3.85	Retails \$6.00 or \$7.00
Solid Mahogany	Net \$4.25	Retails \$7.00 or \$8.00
Utility Detachable Top	.50	

Mail them back the minute you see them if you are not pleased and the postage will be refunded. This is our GUARANTEE. Low price—High quality.

NOW IS THE TIME TO IMPROVE YOUR SERVICE

And increase your sales by using Ogden's Patented MODERN STORE EQUIPMENT

RECORD CABINETS TO FIT YOUR REQUIREMENTS
A FILING SYSTEM WHICH DELIVERS THE GOODS
PRIVATE SALESPROOMS WHICH "SELL"

OGDEN'S COMPLETE MODERN STORE

Costs less than carpenter work.

Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms, and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

Sectional Model. Fit Any Size Stock and Help You Grow



Ogden Sectional Cabinet Co.

LYNCHBURG, VA.



Ries' "Perpetuum Mobile," played by Duci de Kerekjarto as a violin solo, means sales for years and years to come. Columbia 79721.

**Columbia Graphophone Co.
NEW YORK**

INTRODUCE NEW CARDINAL RECORD

Extensive Campaign Planned—New York Staff Increased—New Catalog of Italian and Jewish Records—Business Shows Betterment

The Cardinal Phonograph Co., of New York City and Newark, O., is bringing out a new Cardinal record this month. New recording arrangements have been made and new plating and pressing plants have been secured.

Robert Clifford, sales manager of the company, is planning an extensive campaign on the Cardinal record and announces that a new catalog of Italian and Jewish numbers will be issued next month. Mr. Clifford plans to offer the Cardinal dealer a wide selection of artists on the Cardinal lists and states that the Cardinal policy will be to feature recordings from every prominent artist not under exclusive contract.

The Cardinal Phonograph Co. reports a decided increase in business and this increase gives every indication of continuing straight through

the Fall season. In order to handle this increased business two extra men have been added to the New York staff of the organization, one of which, Jerome Sullivan, is well known throughout the trade through his former connection with the Linerson Phonograph Co.

NEW SILENT MOTOR CATALOGS

The trade will shortly receive the first catalog issued by the Silent Motor Corp., 325 Dean street, Brooklyn, N. Y. While it will contain much material covering a minute description of the silent motor, its plant and organization much space will also be devoted to interesting and comprehensive information upon talking machine motor problems.

Before sending out your next letter, price list or pamphlet take it out of the envelope and see if it comes out right side up and face to the front. If it does not, instruct your office boy in the proper method of doing this task.

FIRST VICTOR RECORDS BY MORINI

The Young Viennese Violinist Who Scored Triumph in America During Past Concert Season Makes Her First Records for the Victor—Heralded as Violin Genius

The latest addition to the notable list of Victor recording artists is Miss Erika Morini, whose first recordings have already been offered to the public. Miss Morini is heralded as a genius of the violin. She came to the United States in January of this year, imheralded as it were, and quickly won for herself a position among violinists to-day. Her first concert at Carnegie Hall, New York, was a triumph, and the triumph has continued since.

Not only has the young violinist given proof of her genius on the concert stage, but that genius is clearly reflected in the first of her Victor records. Doubtless her records will prove a prominent factor in the future that is before her.

**The Mutual TONE ARMS
& SOUND BOXES**

"TRY THEM AND BE CONVINCED"

REDUCED PRICES

The Mutual Phono Parts Mfg. Co.

149-151 Lafayette Street

New York

Ask for New Price List and Samples

We Manufacture Tone Arms and Reproducers for High-grade, Medium and Low Priced Phonographs

PACIFIC COAST BUSINESS IS RAPIDLY FORGING AHEAD

Development of Musical Interest in San Francisco Due to the Talking Machine—Dealers and Jobbers Optimistic Regarding Fall and Winter Trade—Pathé Shop in Reno—Other News

SAN FRANCISCO, CAL., September 3.—With the end of labor troubles in the building field in sight the trade looks for a decided toning-up of the general business situation during September. Talking machine dealers have had a hard Summer for the most part; still, in spite of the business depression, there have been practically no important failures and there have been a number of new enterprises launched. The field is attractive to capital, large and small, and the talking machine business on the Pacific Coast is going to forge ahead faster than ever as the present-day problems are solved. The development of musical interest on the Coast is nothing short of marvelous in the last few years.

No longer can it be truthfully asserted that San Francisco is the only real music center of the Far West. Now every city is a music center. This development is due principally to the availability of good music in talking machine records and the high-class musical programs provided by the motion picture theatres. To-day San Francisco alone is paying more for music, in one form or another, than the whole State paid not very many years ago.

It is being commented upon frequently these days that the manufacturers of talking machines and records are certainly producing satisfactory merchandise and that the products of the leading producers conform to a general high quality standard. The market for "junk" seems to have been greatly reduced.

Sherman, Clay & Co. are having a better demand for talking machines of the larger types this month and the call for Caruso records has increased steadily since the death of the great singer. Billy Morton, manager of the retail talking machine department of this company, is down the San Joaquin Valley on a business trip at the present time.

F. P. Corcoran, manager of the talking ma-

chine department of the Wiley B. Allen Co., of this city, returns this week from his three weeks' vacation in northern California.

J. J. Black, treasurer, and Harold Procht, sales manager, of the Wiley B. Allen Co., will leave September 1 to attend the annual "Flight" of the Family Club, which will be held at Family Club Farm, near Woodland, Cal. Upon their return Mr. Black will go to New York with Frank Aury, vice-president and general manager of the company.

The San Francisco music honies this month paid tribute to the genius of Caruso in various ways, but most of the stores had window displays with the singer's portrait prominently displayed. The Wiley B. Allen Co. had a beautiful show window decorated in deep purple. Several of the leading motion picture theatres featured the Victrola playing Caruso records, in company with the orchestra, in their music programs.

C. H. Fyfe, formerly one of the proprietors of the Menardi Music Co., of Reno, Nev., has opened the "Pathé Phonograph Shop" in the store of the Baldwin Piano Co., on Sutter street, this city. He has the full Pathé line and is featuring the new Actuelle machines and records. The Baldwin Co. has discontinued its talking machine department. Mr. Fyfe is a progressive business man of high ideals and he reports opening business most satisfactory. The period designs of Pathé machines make a very attractive display in the show rooms and the new Actuelle is attracting special attention.

A number of civil suits have been filed against George A. Parker, sales agent for the defunct Mercantile Finance Co., of San Francisco, which is the concern promoted by Frederick Stern, of the Stern Talking Machine Co., also bankrupt, as the result of recent exposures. The complaints allege that the defendant falsely and

fraudulently represented that the company was a solvent going concern, doing a profitable business and paying large dividends. Frederick Stern, the late president of the defunct concern, has been indicted by the Grand Jury on two counts, one charging that money was obtained under false pretenses in selling stock in the company and the other that he rendered a false financial statement of accounts.

Irving C. Franklin, Pacific Coast manager for the phonograph department of the Brunswick-Balke-Collender Co. has resigned his position to accept the post of general sales manager for the Burnham Phonograph Corp., with headquarters in Los Angeles. Mr. Franklin is a "go-getter" of the progressive type and his many friends in the talking machine fraternity wish him success in his new work.

E. E. Graham, phonograph salesman in the wholesale Brunswick department in San Francisco, who is calling on the trade as usual, reports good success with the Straifer model and also with the new table model Brunswick. The sale of Brunswick records shows a steady increase in this territory. The records of the recently acquired artists, Giuseppe Danise and Florence Easton, are moving well and the demand for the records by Mario Chamlee is bigger than ever. Chamlee will sing in San Francisco the latter part of September with the Scotts Grand Opera Co.

H. D. Leopold, California representative of the Victor Talking Machine Co., is back on the Coast, after a six weeks' stay in the East, where he attended Victor conferences and spent his annual vacation. He is at present in Los Angeles.

R. E. Kane, formerly of the traveling sales force of the wholesale Victor department of Sherman, Clay & Co., has accepted the position of assistant manager of the wholesale department in San Francisco in the place of Otto Rothlin, who has resigned. Mr. Rothlin is preparing to engage in the retail music business on his own hook at Richmond, Cal. He will carry pianos, players and talking machines.

(Continued on page 62)

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



PACIFIC COAST BUSINESS EXPANDS

(Continued from page 61)

It has just been announced that the Sonora phonograph shops on the Pacific Coast will carry the new Sonora piano. Samples of the new line are expected to arrive in the late Fall. J. Delzell, manager of the Columbia store in Denver, attended the conference of Columbia dealers in San Francisco this month.

C. A. Ackley, manager of the local office of the Columbia Graphophone Co., is making a trip in the North, calling on the dealers. He is accompanied by his family and C. M. Kimmel, of the sales force. The Columbia idea of "selling by truck" in the various towns and cities is bearing good fruit in the form of unusual sales of Columbia merchandise.

Charles Hackett, Riccardo Stracciari and Leon Rothier, Columbia artists, will sing with the Seattle Grand Opera Co. in San Francisco in September.

E. H. Moses, president of the Moses Stationery Co., at Hilo, Hawaii, has just been in San Francisco on a business and pleasure trip. He carries a full line of musical merchandise, including talking machines and records. He says the Japanese and native Hawaiians love the talking machine, but that the records made in Japan are more suited to the demand at present.

Miss Melva Fourness, formerly in the talking machine business in Sacramento, is now with the City of Paris phonograph department in San Francisco.

KEEN COMPETITION IS HELPING TRADE IN CINCINNATI

Dealers Injecting "Pop" Into Their Sales Force by Offering Special Inducements—Columbia Week Scores—Many Merchandising Plans in Vogue That Are Helping Business—News of Interest

CINCINNATI, O., September 6.—Talking machine dealers in Cincinnati are highly pleased with business for August. The month, while not a record-breaker, by far surpassed the preceding one and has strengthened the predictions of local dealers that business will continue on the increase each month until the first of the year, when it will then be normal. Keen competition is accountable for the steady headway in this city. A great many dealers are staging contests and special sales offers. They are also injecting "pop" into their sales forces by offering prizes to salesmen having the largest number of sales to their credit at the end of each month. Those who have had the latter plan in operation say it is doing wonders in developing business. With vacations practically over the dealers have started in to "do things." They are optimistic and they have their business nose to the grindstone.

Columbia Week a Success

The Columbia dealers of this city have just closed one of the biggest publicity campaigns that has ever been staged in or near Cincinnati by any talking machine company. Chester Park, one of the largest amusement places in the city, was taken over for six days ending September 3 for what was termed "Columbia Week." Nine dealers tied up on this proposition, each setting

up a separate display booth of exclusive Columbia products. The dealers who had booths were: The A. & N. Music Co., the May Stern Co., Rosin & Bohm Co., Smith Piano Co., E. M. Abbott Piano Co., R. Freiberg's Pharmacy, Casino Co., Nyrkari's and the Hoffman Music Shop. The gross sales for the week exceeded expectations.

Places G. A. Neunstiel in Charge

Alfred Wiley, of the Alfred Wiley Piano and House, at Huntington, W. Va., visited the local Columbia branch during the month. He anticipates a considerable increase in business for the Fall and Winter and has engaged G. A. Neunstiel, who was formerly with the Herman Straus Co., of Louisville, Ky., to run his Grafonola department.

E. M. Abbott Is a "Live" Wire

E. M. Abbott, proprietor of three stores in the city, predicts a large Fall business. All his departments are making good monthly reports. Both the outside and the drop-in trade improved very much during the last month. Mr. Abbott has two service trucks, seven outside men and two five-passenger touring cars, all working to bring customers into his stores.

Twenty thousand tags were distributed by Mr. Abbott during "Columbia Week" at Chester Park. The tags were in connection with a "duplicate tag contest" which he is staging this week, the winners of which will be given a talking machine.

P. H. Oelman Tells of Business Progress

"A good sign that the trend of business is upward is the optimistic view recently taken by farmers who have been predicting a good Fall," said P. H. Oelman, manager of the New Edison Co. "The sales reports for the last three months, each showing an increase over the preceding one, prove that the turning point has been passed in the phonograph business," he continued. "The month of August was the best month we have had since the first of the year."

The sales contest being held by the Edison Co. has helped considerably to stimulate sales and inject "pop" into the sales force. The prizes, which are to be trips to the School of Salesmanship, to be opened up some time after January 1 by the Edison Co., are worth while working for. Points in the contest are given for the number and kind of machines sold by each individual. Edith McDonald will be in this territory on a six weeks' "Tone Test" tour beginning September 5 and followed by a four weeks' tour by Elizabeth Spencer.

Granby Line Going Well

Morris Fattale, manager of Widener's Columbia Shop, returned last week from his vacation at Cedar Point, O. Reports for the month have been highly satisfactory, he says. August surpassed any month since the first of the year

(Continued on page 64)

Ward's Khaki Moving Covers

Distributors

BRISTOL & BARBER, INC.
3 E 14th St., New York City

YARR & LANGR O'RIOD CO.
207-213 E. Wabash St., Milwaukee, Wis.

COHEN & HUGHES, INC.
Wentworth, G. C.

BECKWITH-GONNELL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
San Jose, Cal.

C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.

THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.

C. J. VAN HOUTEN & ZODD
140 E. Dearborn St., Chicago, Ill.

SONORA DISTRICTING CO. OF TEXAS
Dallas, Texas

KNOTT-CAMPBELL MUSIC CO.
1808 Wabash St., Denver, Colo.

CHAS. H. YATES
311 Louisiana Bldg., Los Angeles, Cal.

W. O. C. C. N. ANDREWS
Buffalo, N. Y.

SACHS & CO.
425 So. Wabash Ave., Chicago

SHERMAN, CLAY & CO.
741 Market St., Los Angeles, Cal.

JOHN A. FUTCH CO.
35 Ashburn Ave., Atlanta, Georgia

1500 South Osborn, Charlotte, N. C.

530 Washington St., Jacksonville, Fla.

ORTON BROTHERS MUSIC HOUSE
Buffalo, N. Y.

GRAY & OUDLEY CO., Nashville, Tenn.

ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.

W. J. OYER & BRO., St. Paul, Minn.

AMERICAN PHONOGRAPH CO.
Burlington, Vt.

JOSEPH BARNETT & CO., Cedar Rapids, Ia.



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 Suit Covers for the Warehouse



Modernola

THE
MOST MODERN
OF
PHONOGRAPHS



Attractive, Salable, Serviceable

In building a permanent Phonograph Business the Modernola forms a genuine asset. Here is a Phonograph built on entirely different lines from the rest, and with several added features that have instant appeal. A little careful study of the above illustration shows the points of the Modernola's uniqueness and its supremacy in sales possibilities.

To this is added the *serviceability* of the machine—its lasting qualities, due to trustworthy construction and conscientious mechanical finish in which you can place the utmost confidence. In other words, it is a guaranteed machine.

With the Modernola on display in your store you can rest assured that it will not take long to "put it over."

Put Your Order in Now

**THE
MODERNOLA COMPANY**
Johnstown, Pa.

The Holiday Season is approaching rapidly, so that you should put this line in at once. We have a number of beautiful finishes, and would be glad to give you full information. Just address Dept. D.

Dealers and Distributors—

We have several choice territories open and would be glad to discuss the matter of closing with any live possibility. Address Sales Dept.—the earlier the better.



A Little Birdie Whispered It To Me

A New "One Step" Novelty Song
WRITTEN and PUBLISHED
By **Jack Snyder**
1658 BROADWAY, N. Y.

PUBLISHED FOR
BAND ORCHESTRA

COMPETITION HELPS IN CINCINNATI

(Continued from page 62)

Robert C. Clark, selling agent for Indiana, Ohio and Kentucky for the Granby line, which the Widener Shop added to its stock, still is piling up sales in this territory. Manager Faulstich states the Granby line is the most successful proposition ever taken over by the firm.

Takes on Talking Machine Line

O. C. Reifschneider opened a complete Grafonola shop in connection with his drug store at Mill and Dunn streets, Lockland, O. The new dealer will cover a good territory that has heretofore been overlooked by other dealers.

Tributes Paid to Caruso

Tribute to Enrico Caruso was paid at the Capitol Theatre here, when movies showing his funeral cortege were being exhibited. The theatre was darkened when the procession was shown on the screen, the organist played a

introductory bars and then a Victor record of the golden voice of the famous tenor was heard, reproduced on a talking machine.

How Chubb-Steinberg Shop Attracts Notice

Mr. Chubb, of the Chubb-Steinberg Music Shop, which opened its doors to the public last month, returned from a vacation trip last week. He motored by way of Indianapolis to Chicago. Business for the month was good, he says. Frank Ritzenthaler, machinist and electrician, has been added to the company and placed in charge of the repair and service department as an expert mechanic. Along with his ability Mr. Ritzenthaler appreciates music and Mr. Chubb believes he will prove highly satisfactory.

Much attention is being attracted by a sales-developing plan which the Chubb-Steinberg Co. is featuring this month. A painting by a widely known artist, valued at \$2,500, has been placed in the window with a large placard inviting all to come in and guess the name of the artist's

title to the picture. A prize, consisting of \$10 in records, is to be given to the winner. One of the questions asked of all those who guess is, "Do you own a phonograph?" In this manner the company expects to get a line on a large number of prospects. Mr. Chubb stated the display is attracting the better class of trade, to whom he desires to cater.

Upward Trend of Sales

"While the sales of machines have fallen off during the month our record sales are still on the upward trend," remarked F. X. Donovan, manager of the Shillito talking machine department, and added, "However, everything points to a good Fall business beginning September 1." Mr. Donovan was passing cigars this week in honor of the arrival of a new son at his home. His friends think he will probably teach him the phonograph business, so that he can fill his father's shoes when the old boy gets ready to retire.

PEOPLE NOW-DAYS ARE TELLING EACH OTHER—"BE SURE YOUR WALNUT IS ALL WALNUT."



WALNUT—
THE MOST
WANTED
WOOD TO-
DAY—AND
TO COME.

SALESMAN.
SHIP SAYS:
"SELL THE
EYE AS
WELL AS
THE EAR."

AN AMERICAN WALNUT
PHONOGRAPH CABINET

AMERICAN
WALNUT

"The Cabinet-wood Superlative"

A PHONOGRAPH CABINET

of American Walnut scores twice—it charms the eye and ear alike—thus giving double emphasis to the selling arguments of both manufacturer and dealer.

Write for data for Makers, or data for Dealers, and the "Brochure de luxe" for your Salesmen. Address the responsible producers of American Walnut Lumber and Veneers, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION, Room 1022, 616 South Michigan Boulevard, Chicago, U. S. A.

OUTING OF TALKING MACHINE MEN

Association of Local Talking Machine Dealers Holds Annual Picnic on August 17—Paul Whiteman's Orchestra an Attractive Feature—Dinner and Dancing on the Program

Over 200 members of the Talking Machine Men, Inc., the talking machine dealers' organization for New York, New Jersey and Connecticut, together with their friends and invited guests, attended the Association's annual outing,



Ready to Start From New York

held August 17 at the Terra Marine Hotel, Huguenot Park, S. I. An interesting program had been prepared by the Association's arrangement committee, but the athletic events were cancelled, owing to the downpour of rain which started at two o'clock and continued uninterruptedly throughout the afternoon and evening.



E. C. Brown in Service

lance, owner of the hotel, and Judge Tiernan, one of the leading citizens of the borough of Richmond.

Luncheon was served and a feature of the



Solving the Great Mystery

luncheon was the appearance of Paul Whiteman and his famous orchestra, exclusive Victor artists. This popular dance organization played



No. 35767/10 Palm Plant, 40" high, 10 leaves—with 25¢ \$2.00; without pot, \$2.50; natural prepared, overpacking.

MY SEASONABLE CATALOGUE No. 63 containing illustrations in colors of Artichoke Flowers, Fuchsias, Vines, Geraniums, Hanging Baskets, etc., will be MAILED FREE FOR THE ASKING.

	Inches High	Palm Leaves	With Pot	Without Pot
35767/4	24	4	\$1.10	\$0.50
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.



Members of the Talking Machine Men, Inc., Photographed at Terra Marine Hotel on Their Annual Picnic at Huguenot Park, Staten Island

a number of selections, which were enthusiastically received, and if the diners were given their choice this orchestra would have been obliged to play for hours without interruption. At two o'clock the athletic events were scheduled to commence, but the rain started when the ball game had only proceeded for one inning, and it was necessary to cancel practically all the events, with the exception of one or two minor affairs.

Dancing and other forms of amusement adaptable to a rainy afternoon kept the crowd in good humor until six o'clock, when dinner was served. One of the pleasing events at the dinner



The Crowd Enjoying Music

was the appearance of Miss Vaughn de Leath, well-known contralto and exclusive Okeh artist, who favored the diners with several numbers that were received with keen appreciation and enthusiastic applause.

After dinner many valuable prizes were given to the members holding the lucky numbers, and after the dance devotees had had an opportunity to practice the latest steps the party left for Midland Pier at 9.30, returning to New York on the ten o'clock boat.

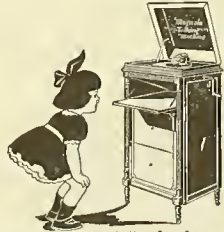
E. C. RAUTH ENJOYS WESTERN TOUR

E. C. Rauth, vice-president and secretary of the Koerber-Brenner Co., St. Louis, together with Mrs. Rauth, has returned home after an extended tour through the Canadian Rockies, following the convention of the National Association of Talking Machine Jobbers in Colorado Springs in July.

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 hand some illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Office: 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch: 1530 CANDLER BLDG. ATLANTA, GA.



Aladar Sio's Gypsy Orchestra plays the Columbia Novelty Record this month.

"Evening Tales" and "Sari" are sentimental selections full of weird, sensuous Gypsy rhythm. E-7247.

Columbia Graphophone Co.,
NEW YORK

DEMONSTRATING ROOM ESPECIALLY FOR CHILDREN'S USE

Talking machine dealers who are making a special appeal to children through the arrangement of records and record rooms are reaping a very generous reward. To secure results there must be a definite policy in mind, and that

and record lists covering musical or educational records should be prepared especially for the children. A very attractive demonstrating room especially designed to meet the requirements of the little ones, and which has done much to

INTRODUCES NEW DIAPHRAGM

W. D. De Gans Is President of New Manufacturing Concern—Chicago Territory Allotted

CLEVELAND, O., September 6.—W. D. De Gans, president of the De Gans Phonograph & Diaphragm Co., reports

considerable progress in the affairs of the company which was recently incorporated for \$100,000. The company's principal activities are in relation to the manufacture of wooden diaphragms, which are made from violin spruce and undergo a heat treatment in connection with wax and shellac. They are concave, the average diaphragm ranging from forty-eight one-thousandths of an inch at the outer edge to eighteen one-thousandths of an inch at the center.

The officers of the company are: W. D. De Gans, president; Charles Melbourne, vice-president, and M. B. De Gans, secretary and treasurer. On a recent trip to Chicago Mr. De Gans allotted the Chicago territory to W. F. McClellan, who is secretary of the National Association of Piano Tuners.

If your copy is placed in mediums read by people who can buy your product your advertising plan is sound.



How Sanger Bros., of Waco, Tex., Appeal to children—environment that will attract and hold their attention—where mothers can accompany their children and in this way realize the tremendous value of the talking machine as an educational factor. Then special announcements

bring business to the Victor department of Sanger Bros., in Waco, Tex., is pictured herewith. It is a most artistic creation and, if the dealer's territory includes a great many children, a room like this may be found well worth installing.

FREE OFFER



This attractive metal and glass counter case given free with 3 cartons at \$3.30, total \$9.90.

MAGNEDO

THE OLDEST AND FASTEST SELLING

TEN-PLAY NEEDLE

Seven years of constant advertising has developed an ever-growing demand from all over the country for MAGNEDOS solely because of merit.

Magnedos offer substantial profit to Jobber and Dealer.

Retails at 10c. a box

Dealer's price \$3.30 carton of 60 boxes

MANUFACTURED BY **SUPERTONE NEEDLE WORKS** 18 WEST 20th STREET NEW YORK



Okeh Records

October Bulletin

- | | | | |
|------------|---|--------|---|
| 70401 | LOHENGRIN (Elsa's Sang an die Luft) (Ye Wandering Breezes)—Wagner—Soprano (in German) with Orchestra Emmy Destinn | 4386 | O'ER WAITING HARPSTRINGS OF THE MIND (Christian Science Hymn)—Contralto with Orchestra Nevada Van Der Veer |
| 10 3/4-in. | | 10-in. | |
| \$1.25 | | 85c. | |
| 72501 | MEFISTOFELE (Son lo Spirito) (Boito)—Bass (in Italian) with Orchestra Adamo Didur | 4390 | SHOUT ALL OVER GOD'S HEAVEN (Negro Spiritual) Southland Jubilee Singers |
| 10 3/4-in. | | 10-in. | |
| \$1.25 | | 85c. | |
| 72601 | NORMA (Casta Diva) (Queen of Heaven) (Bellini)—Soprano (in Italian) Accompanied by the Chorus of the La Scala Opera Giannina Russ | 4397 | LOVE SENDS A LITTLE GIFT OF ROSES—Tenor with Orchestra Sam Ash |
| 10 3/4-in. | | 10-in. | |
| \$1.25 | | 85c. | |
| S2102 | BARBER OF SEVILLE —Largo al Factotum (Room for the Factotum) (Rossini)—Baritone (in Italian) Riccardo Stracciari | 4387 | I'D BUILD A WORLD IN "THE HEART OF A ROSE"—Tenor with Orchestra Sam Ash |
| 12-in. | | 10-in. | |
| \$1.50 | | 85c. | |
| 5005 | LUCIA DI LAMMERMOOR—Mad Scene (Ardon gl'incensi) (Donizetti)—Soprano (in Italian) with Orchestra Marina Campanari | 4388 | HELD FAST IN A BABY'S HANDS—Tenor with Orchestra Liam O'Kennedy |
| 10-in. | | 10-in. | |
| \$1.75 | | 85c. | |
| 6009 | LA BOHEME—Mi Chiamano Mimi (My Name Is Mimi) (Puccini)—Soprano (in Italian) with Orchestra Marina Campanari | 4399 | MA—Tenor with Orchestra Billy Jones |
| 10-in. | | 10-in. | |
| \$1.25 | | 85c. | |
| 6009 | RIGOLETTO—E il sol dell'anima (Sun of the Soul) (G. Verdi)—Soprano-Tenor Duet with Orchestra Campanari-Lamont | 4391 | GOING HOME BLUES—Colored Vocal Quartette Norfolk Jazz Quartette |
| 10-in. | | 10-in. | |
| \$1.25 | | 85c. | |
| 6009 | RIGOLETTO (Questa o quella) (Amongst the Fair Throng)—Tenor with Orchestra Forrest Lamont | 4392 | BLUES THAT DROVE MAN TO RUN—Colored Vocal Quartette Norfolk Jazz Quartette |
| 10-in. | | 10-in. | |
| \$1.25 | | 85c. | |
| 4393 | BEDOUIN LOVE-SONG—Baritone with Orchestra, Bernard Ferguson | 4392 | HANS, THE HOLLANDER—ADVICE TO WOMEN—Holland Dutch Monologue. Frank Kennedy |
| 10-in. | | 10-in. | |
| 85c. | | 85c. | |
| 72401 | WHERE MY CARAVAN HAS RESTED—Baritone with Orchestra Bernard Ferguson | 4395 | HANS, THE HOLLANDER—ADVICE TO MEN—Holland Dutch Monologue. Frank Kennedy |
| 10 3/4-in. | | 10-in. | |
| \$1.25 | | 85c. | |
| 4394 | TRAUMEREI (Reverie) (Schumann)—Violin Solo, Franz Von Vecsey | 4395 | CROONING—Fox-trot Damon's Orchestra |
| 10-in. | | 10-in. | |
| 85c. | | 85c. | |
| 4394 | ROMANCE, PART I (Rubinstein)—Violin Solo, Piano Accomp. M. Micbailow | 4396 | ORIOLA—Fox-trot Rega Dance Orchestra |
| 10-in. | | 10-in. | |
| 85c. | | 85c. | |
| 4384 | ROMANCE, PART II (Rubinstein)—Violin Solo, Piano Accomp. M. Micbailow | 4396 | BRING BACK MY BLUSHING ROSE (Intro.: Chorus, "Sally, Won't You Come Back?") (From "Ziegfeld Follies, 1921")—Medley Fox-trot, Rega Dance Orchestra |
| 10-in. | | 10-in. | |
| 85c. | | 85c. | |
| 4385 | MARCH RELIGIOSO (Onward Christian Soldiers) (Intro.: "Adeste Fideles") (W. P. Chambers)—March Conway's Band | 4397 | LEARN TO SMILE (Intro.: Chorus, "The Conversation Step") (From the Musical Comedy, "The O'Brien Girl")—Medley Fox-trot, Rega Dance Orchestra |
| 10-in. | | 10-in. | |
| 85c. | | 85c. | |
| 4385 | LE PERE DE LA VICTOIRE (Father of Victory)—March Conway's Band | 4397 | DANGEROUS BLUES—Fox-trot, The Tampa Blue Jazz Band |
| 10-in. | | 10-in. | |
| 85c. | | 85c. | |
| 4385 | THE WARBLER'S SERENADE—Bird Voices by Sibyl Sanderson Fagan Conway's Band | 4398 | GET HOT—Fox-trot The Tampa Blue Jazz Band |
| 10-in. | | 10-in. | |
| 85c. | | 85c. | |
| 4385 | SUNFLOWER DANCE (W. E. MacClymont, Op. 11, No. 1)—Whistling Solo with Orchestra, Margaret McKee | 4398 | ALL BY MYSELF—Fox-trot, Green Brothers' Novelty Band |
| 10-in. | | 10-in. | |
| 85c. | | 85c. | |
| 4389 | KAWAHA—Hawaiian Guitar Duet, Ferera-Franchini | 4398 | PEGGY O'NEIL—Waltz, Green Brothers' Novelty Band |
| 10-in. | | 10-in. | |
| 85c. | | 85c. | |
| 4389 | HE LEI NO KAINANI (Wreath for Princesses)—Hawaiian Guitar Duet Ferera-Franchini | | |

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.

TRADE NEWS IN BROOKLYN AND LONG ISLAND

Increased Sales of Machines and Records Reported—Jobbers and Dealers Perfect Selling Plan for Fall and Winter—Conditions in This Territory Most Encouraging—The Outlook

The talking machine trade in Brooklyn and Long Island is unanimous in stating that September to date has produced increased business in both machines and records. Many dealers have renovated and enlarged their warehouses, added improvements to their equipment in anticipation of increased sales, selling staffs have been reorganized and this Fall and Winter should place Brooklyn and Long Island dealers well in the lead in the metropolitan district in achieving totals in machines and records.

Equipped to Give Practical Service

The American Talking Machine Co., Victor wholesaler, is prepared to give Brooklyn and Long Island dealers practical service. R. H. Morris, general manager, states that no effort has been spared to prepare his organization to meet and acquaint the dealer with up-to-date selling methods in keeping with the times. C. F. Offerman, Long Island representative for this company, is visiting the trade after an enjoyable two weeks' vacation spent in motoring through New York State and the Thousand Islands.

Manor Music Co. Reorganized

The Manor Music Co., at 1774 Eighty-sixth street, Columbia and Victor dealer, has recently reorganized and is now ready for Fall business. E. Stange, for several years a partner of this concern, sold out his entire interest to his partner, Mr. Eskild, who will carry on the business as heretofore under the same firm name. The store has been entirely renovated and a modern equipment has been installed. Mr. Eskild, who caters to a large foreign population, especially in Scandinavian records, will continue making this department a special feature of his business.

Sales Campaign a Success

Slepian Bros., well-known Pathé dealers on Third avenue, report that Pathé sales have more than held their own during the past two months. Mr. Kraus, manager of this department, has been successful in selling many Pathé machines through an aggressive outside selling campaign, especially in the Bath Beach section.

Installs Selrex Equipment

The Sterling Fiano Co., at 518 Fulton street, has equipped its talking machine warehouse with



VICTROLS

An Objective

INDICATIONS point to an improvement in the general economic situation. It is well for Victor Retailers to prepare now in every sense to secure their full quota of Sales for this coming season.

To imbue a sales spirit in your organization, set a weekly or monthly quota to be obtained. Co-ordinate and focus the united effort toward this objective.

VICTOR RECORDS

G. T. WILLIAMS' CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

the new Selrex equipment, which is creating considerable interest among the talking machine trade in Brooklyn. E. A. Cature, manager of the Victor department, is very enthusiastic about this new equipment, as it is proving an efficient and quick method of selling records and is meeting with favorable comment by customers when purchasing records.

Believes Tide Has Turned

G. T. Williams, head of the G. T. Williams Co., Victor distributor, is firmly convinced that Victor retailers will enjoy a healthy Fall trade. Mr. Williams believes that the turning point has been reached in the depression in the retail trade during the past few months, and feels that this condition also applies to general business as well as to the Victor industry.

Develops Foreign Record Sales

The possibilities of developing a foreign record trade are well exemplified in the unusual success obtained in this field by the Atlantic

Talking Machine Co., at 144 Hamilton street. A. Mendel, proprietor of this store, has established for himself a business in this field that is exceptional. Mr. Mendel's activities are spread out all over Brooklyn and by direct circularization, newspaper advertising and continuous effort he has built up his foreign record sales to unusual proportions.

Doubles Sales Facilities

James B. Russo, Columbia dealer, 187 Harrison street, is making extensive alterations and enlargements in his already attractive quarters. Mr. Russo is doubling the capacity of his store by leasing an adjoining store and combining the two into one large and commodious showroom. Sound-proof hearing rooms are being installed and Mr. Russo expects to be able to announce the formal opening some time during the present month.

Establishes Enviably Record

To be known as one of the oldest exclusive Victor dealers in metropolitan New York is the distinction accorded A. Settanni, at 1832 Fulton street. Mr. Settanni, years ago, opened up a small musical instrument store near his present location and was one of the first Victor dealers established by the Victor Co. To-day Mr. Settanni's Victor business overshadows his musical instrument business. His present store is arranged with every modern convenience, including eight private record hearing booths and an attractive display room for his machines.

Great Demand for Caruso Records

The talking machine department of Frederick Looser & Co. has experienced a decided stimulus in the sales of records and machines during the past two weeks, states W. H. Bishop, manager. "The death of Caruso not only stimulated the buying of Caruso records, but also had an astonishing effect on the sale of all Red Seal records," added Mr. Bishop. "Our sales of the classics now exceed the sale of popular and dance records for the first time and there is a sudden demand for machines which can only be attributed to the passing away of the great tenor."

The above is merely an illustration of what other stores are experiencing to a greater or less extent and it proves conclusively that people will buy machines and records despite the so-called hard times if proper methods are taken by the dealers to arouse the desire for the possession of talking machines.

The Brooklyn dealers, without exception, are all alive to the great opportunities which the industry is facing the coming Fall and Winter.



AMERICAN TALKING MACHINE CO.

VICTOR WHOLESALE

BROOKLYN NY

DO NOT DELAY

ARE YOU PREPARED FOR THE FALL TRADE?

YOUR STOCK AND EQUIPMENT SHOULD BE IN FIRST-CLASS SHAPE NOT LATER THAN OCTOBER 15.

IS YOURS READY?

THE DEALER WHO IS PROPERLY PREPARED IS THE ONE WHO WILL REAP THE GREATEST BENEFIT.

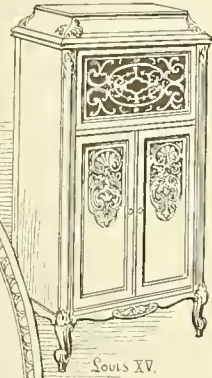
Hyman Bros. & Co.
47 West 34th Street
New York
Eastern Distributors

The Windsor Phonograph

Our Distributors sell at prices
same as direct from
factory

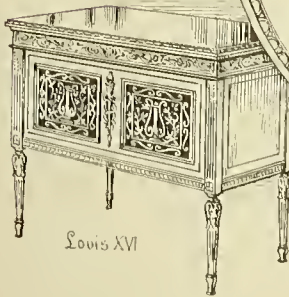


Queen Anne

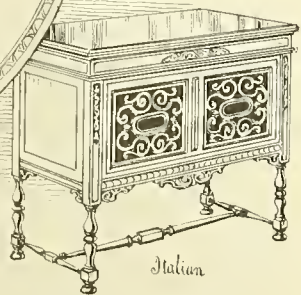


Louis XV.

The
Windsor
is the original Period Design
PHONOGRAPH
It is a Musical Instrument as
perfect
as human skill can make it. It is a
beautiful, well-made
Piece of Furniture,
made by a firm which for 36 years has
produced the best Furniture in America.
All its productions are made of
Solid Wood
All Carving and
Finishing done by
hand.



Louis XVI



Italian

made by

The Windsor Furniture Company,
CHICAGO, U.S.A.
Sold only through Dealers.

LOS ANGELES DEALERS HONOR ENRICO CARUSO

Stores Pay Tribute to His Memory—Public Memorial Held—Exhibitors at Industrial Exposition—Demonstrating Records by Wireless at Richardson's—C. H. Yates' New Move

LOS ANGELES, CAL., September 3. One of the outstanding events of the month of August—a very sad one—was the news of the death of Enrico Caruso. In every music house the deepest regret was felt and expressed at the loss of one whom everybody had learned to regard as a man of desirable personality and sterling qualities in addition to his artistic genius and marvellous God-given voice. There was an instinctive desire on the part of practically all the Los Angeles Victor dealers to refrain from any form of advertising or publicity which might suggest an attempt to commercialize, to the least degree, the announcement of the bereavement in Naples. The public, which notices these things, was quick to recognize this exhibition of good taste on the part of merchants, and there were many expressions of commendation and appreciation from leading people in the city. However, there was immediately an almost overwhelming demand for Caruso's records; sales of fifty or hundred dollars' worth of Caruso records have been frequent occurrences all through the month, while, in the early days of the death news, people stood in line waiting to buy. Dealers' stocks have been very greatly reduced, while the wholesale house is practically depleted.

Caruso Memorial Recital Given

A free concert and recital was given at the great moving-picture house—Grauman's Million-dollar Theatre—on Friday, August 5, at 9 a. m. The concert, which was attended by thousands, was arranged by the Los Angeles Evening Express and Sid Grauman, and was given as a memorial only, and without taint or suspicion of commercialism. A beautiful rendition of "Nearer, My God, to Thee" was played on the pipe organ by Harry Murtagh and was followed by a series of Victor records of Caruso's played on a large period Victrola. Each Los Angeles Victor dealer was requested to send one record, with a representative to operate. The wonderful acoustics of the theatre were revealed by the remarkable clearness and fullness of each record and the audience showed its appreciation by calling for encores.

Industrial Exposition Held

A very successful industrial exposition was held August 15-20, inclusive, in the great Terminal Building on East Seventh street. Buyers from eight Western States attended and had the exhibit to themselves each morning from 9 a. m. until 2 p. m., after which time the general public was admitted. In the furniture section of the exposition exhibits were given of the Blue Bird, Burnham, Sequoia and Siskin phonographs, all manufactured in Los Angeles.

The Blue Bird exhibit by the Blue Bird Talking Machine Co attracted a great deal of attention, owing to the fact that several new and unique models were shown. These new models represented beautiful pieces of furniture, with concealed Blue Bird phonographs built in; for instance, an attractive desk, which would in itself form an elegant piece of furniture for drawing or living-room, had a Blue Bird phonograph constructed within which could be operated conveniently and, at the same time, lost none of its beauty of reproduction.

The same thing applied to a mahogany tea wagon and several other kinds of distinctive furniture. M. F. Bybush, general manager of the Blue Bird Co., also showed a new record filing device, invented by Arthur Hineman, which, in an ingenious fashion, raised the record files from the cabinet, thus obviating all stooping and bending. Blue Bird records were also demonstrated.

The Burnham Phonograph Corp. had a very attractive display, featuring a number of its moderately priced period models. Okel records, for which the Burnham Phonograph Corp. is the



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

BARNHART BROTHERS & SPINDLER
 Superior Specialties for Phonographs
 Monroe and Throop Streets CHICAGO

Pacific Coast agent, were used to demonstrate the merits of several of the instruments.

C. A. Einstein, general manager of the Sequoia Co., was in charge of the exhibit of Sequoia phonographs and Sequoia automatic record files, as well as a new sound box, which drew many favorable comments from dealers and the general public.

The Siskin phonograph is manufactured by the Angelus Furniture & Manufacturing Co., and the models consist of period living-room and davenport tables, with concealed sliding drawer phonograph attachments. The models exhibited were very much admired.

Records Demonstrated by Wireless

A novel arrangement has been made by Richardson's, Inc., with the Western Radio Electric Co., by which a Victrola has been placed at the open transmitter of a wireless telephone and enables hundreds of operators at a thousand-mile radius to "listen in" and hear the latest jazz or grand opera records. Many commendations have been received from all over the country, particularly from lonely stations, and Richardson's, Inc., are receiving orders from all directions.

Several Visitors Here

Walter S. Gray, president of the Walter S. Gray Co., of San Francisco, spent two or three weeks in the Southland recently. Mr. Gray is known as the Needle King of the Pacific Coast.

W. G. Walby, of the W. G. Walby Co., of El Paso, Victor distributor, visited Los Angeles early in the month.

George T. Hively, manager of Hale's Victrola department, San Francisco, was in Los Angeles for his vacation. He states that the weather North has been unusually cool this year. Business with Hale's has been good.

L. J. Unger, assistant secretary of the Brilliantone Steel Needle Co., arrived in Los Angeles and spent several days here recently.

C. H. Yates Returns to Wholesale

C. H. Yates, who until recently was engaged in the retail phonograph business in Hollywood as an Edison dealer, has sold out to the Hollywood Music Co. and will devote his time to the wholesaling of the Motrola and phonograph accessories.

Daynes Opens in South Pasadena

R. E. Daynes, who for a number of years has been employed in one of the large music stores in Los Angeles, has just opened a store of his own in South Pasadena and is carrying the Brunswick line of phonographs and records, together with pianos and player-pianos. Mr. Daynes contemplates opening one or two stores in the near future.

Nobody can convince another man if he does not want to be convinced. Do not insist on rejected arguments, but find new suggestions.

PRICES REDUCED

We wish to announce a decrease in price on our "FULTON" \$35.00 MODEL TABLE MACHINE
Samples now \$13.50, Three or more \$12.50

There is a large demand for a good, serviceable table machine. Here is your opportunity to secure an instrument that will sell at any time and yet net you a large profit.



Phonographs and accessories, repair parts for all makes. Best steel needles of American manufacture at 30 cents per thousand. Distributors of the Arto Records and Arto Music Rolls. (Write for dealers prices.)

Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn

ORDER TODAY as these discounts are for a limited time only

Terms on all merchandise—cash or deposit with order, balance C.O.D.

FULTON TALKING MACHINE CO.
 253 Third Avenue, New York

When *Frank Bacon* and his Company left for their "Lightnin'" engagement in Chicago, an escort of 100,000 people gave him enthusiastic tribute at the train.



Frank Bacon

Noted Star and Co-Author of

"LIGHTNIN'"

MAKES VOCALION RECORDS EXCLUSIVELY

Amid the greatest demonstration of public approval shown any stage favorite in recent years, Frank Bacon has concluded his three years' New York run in "Lightnin'".

The Aeolian Company has the honor of announcing that the expressive voice of America's great actor will be reproduced exclusively on Vocalion Records.

Mr. Bacon's initial records from "Lightnin'" now on sale are the most remarkable speaking records ever recorded. Ask to hear "The Bee Story" and "In the Reno Divorce Court."

Vocalion Records Just Released

If We Get Them Out Special They're Good!

The Bee Story—"Lightnin'"	}..... <i>Frank Bacon</i>	No. 14224	\$.85
In the Reno Divorce Court			
There's Only One Pal After All.....	}..... <i>Ernest Hare</i>	No. 14230	.85
Stand Up and Sing for Your Father an Old-Time Tune			
Bring Back My Blushing Rose (Sally, Won't You Come Back?)—Ziegfeld's Follies 1921.....	}..... <i>Al Jockey's Dance Orchestra</i>	No. 14219	.85
Second Hand Rose (I Know)—Ziegfeld's Follies 1921.....			
Remember the Rose—Snapshots of 1921	}..... <i>Selvin's Dance Orchestra</i>	No. 14233	.85
Leave Me With a Smile			

THE AEOLIAN COMPANY

NEW YORK CINCINNATI CHICAGO DAYTON SAN FRANCISCO

Some Sales Pointers That Will Help to Make a Phonograph Store Profitable :: :: By L. C. Lincoln

In the very interesting series of articles that he is writing for the Sonora Bell (Sonora house organ) L. C. Lincoln, advertising manager of the Sonora Phonograph Co., has provided the trade with practical information on important topics. In his latest article, entitled "Selling a Phonograph in the Store," Mr. Lincoln comments, in part, as follows regarding a vital subject:

"The floor salesman or inside man has always been looked upon by the music trade as the finished, super-salesman of the establishment, supposed to know all about the merchandise, about selling and all about human nature. He seldom calls at the home of prospective buyers, this work being delegated to outside salesmen who follow up names of people who have looked at a phonograph in the store but failed to buy, or names received from various sources of people who may be induced to buy a phonograph.

"The outside man must usually call on such people several times before he secures a sale and invariably becomes fairly well acquainted with them. But it is infrequent that the floor salesman is enabled to know anything about a customer before he calls at the store, nevertheless must work on the theory that every person asking for a demonstration may be sold at once. There are many reasons why the floor salesman will not always succeed, but the experienced man proceeds to work on his customer with this one idea in view and never lets up until something is said which convinces him otherwise.

"Dealers selling phonographs as a side line should realize that they cannot expect to make the sale of a phonograph with the same slight effort as in selling small articles. Selling a phonograph requires the salesman's or small dealer's undivided attention. When you realize that the large, experienced phonograph dealers employ only the most trained, expert salesmen for inside work, it will be seen that the small dealer cannot hope for success unless he, too, learns the selling points and how to demonstrate them in the best way.

"The dealer must learn to be patient. People spending one, two or three hundred dollars for a phonograph cannot be hurried into a sale or given the same consideration as those buying records, music rolls, sheet music, needles, sundries, etc.

"Not being able to learn the buyer's disposition and attitude until the demonstration has

progressed to some extent the salesman cannot make a mistake by playing one record before starting a conversation.

"By this time they have settled down and the salesman should say a few words in praise, with warmth and sincerity, so as to convince the customer that he believes what he is saying. The supply of demonstrating records should be sufficiently large to choose the kind that appeals to each purchaser. A simple song by a well-known artist should start the demonstration.

"Do not keep up a continuous flow of talk while a record is being played, because your customer cannot then concentrate either on your remarks or the music. Learn something about the desires and ideas of the purchasers before explaining all the features, so that you can lay

The Small Dealer Cannot Hope for Success Unless He Learns the Selling Points So Necessary to Win Trade

stress on those that are especially considered by the buyer.

"Some salesmen will play part of a record when, lifting the sound box, they call attention to a certain note which is very clear. This practice can be overdone, however, and should not be tried in the middle of a strain.

"People coming into your store for a demonstration who say nothing and let you do all the talking have the advantage over you. They know all about you but you know nothing about them. Ask questions. Anything to learn something about them, who they are, where they live, how long they have been thinking about buying a phonograph.

"You will find that the demonstration will proceed more satisfactorily, that you will get their confidence quicker and more easily by getting acquainted during the early part of your

demonstration than if you wait until you are all through.

"If there are several people in the party you should quickly ascertain which is the buyer and direct your remarks to him. When the demonstration has reached the point where the customer expresses himself about the tone quality, etc., the salesman should explain the phonograph's advantages. It is impossible to deliver a selling talk to a prospective buyer which is practically a lecture unless it is seen that your customer is concentrating entirely upon what you say.

"When the demonstration has progressed where the question of terms is discussed it should be remembered that the prospective buyer, if a stranger to the salesman, should not be quoted definite terms. The customer should be asked how much could be paid as a first cash payment and how much thereafter—do not ask how much per month, because some people will settle up in sixty or ninety days if it is not suggested to them that they pay it off in monthly instalments. A purchaser who agrees to settle up the entire balance within sixty or ninety days invariably knows that the money will be forthcoming to meet the obligation so that there can be little fear that terms are being imposed on the buyer that cannot be met.

"When discussing terms it should always be remembered that it is better to make no sale at all than to demand terms which the buyer cannot meet. Most people who buy on instalments, after failing to make one or two regular payments, become careless about the others unless the dealer understands the instalment business and is constantly reminding them of the amount past due. Merchants who have been successful for years in selling articles for cash frequently fail to get the most out of the phonograph business for the reason that they do not realize that the more long-time business they do the more cash is required to finance it.

"Time sales should always be secured by a chattel mortgage, lease, lien note or conditional sales contract, whichever is most favorable according to your State laws. An attorney will advise you regarding this for a slight charge."

The Hub, one of the most prominent furniture houses in Washington, D. C., has secured the agency for the Sonora phonograph in this territory. The Pathé phonograph is also handled.

When You Have Seen Our Cabinets, You Will Do Our Advertising

We want you to see our cabinets. Because it will be a better advertisement than we can print.

It will make you want to use our cabinets. As you will quickly realize why our cabinets are the leader in the field.

Now more than ever people are looking for quality and price.

That is the reason why Celina Cabinets are so popular.

The Celina Specialty Co.
Celina, Ohio



Louis XV
Model "R"



Record Department

Machine Department

Unico Department of the Gramophone Co., Ltd.

363 Oxford Street

∴

∴

∴

London, England



Machines Display Rooms



Machine Demonstrating Rooms



Grand Foyer

DO YOU REALIZE that you can in a few days transform your Talking Machine department into the Musical Headquarters of your Community?

BETTER STILL—you need make but a very small immediate cash investment to accomplish this change.

THE UNICO Deferred Payment Plan enables you to finance your improvements out of profits from increased sales.

The Unico System Is a Sales Stimulator and Quickly Pays for Itself

COMPLETE UNICO DEPARTMENTS, including Demonstrating Room, Counter and Rack Equipment, may be obtained at a cost as low as \$500.00.

Whether your requirement amounts to \$500 or \$50,000 and irrespective of location, the UNICO SYSTEM is unquestionably your wise choice because of guaranteed quality, service and speed of delivery.

The most active machine and record demand of the year is just approaching. Now is the time to improve your selling facilities!

Phone, Wire or Write Our Nearest Office TODAY.

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

The new Columbia Counter Literature Displayer has four small and four large literature pockets, and a space at the top for six complete catalogues. It revolves, attracts customers, keeps your literature clean.



Columbia Graphophone Co.
NEW YORK

BROCHURE ON MOOD MUSIC

Extremely Interesting Volume Just Issued by Thos. A. Edison, Inc., Anent Experiments Conducted by Dr. Bingham on the Effect Which Music Produces Upon the Listener

ORANGE, N. J., September 1.—Thos. A. Edison, Inc., has just issued a very interesting thirty-two-page brochure, entitled Mood Music. It is one of the most unique works ever published regarding the phonograph in relation to the effect which its music produces upon the listener.

The book is a compilation of 112 Edison Recreations, according to "What They Will Do for You," and is based upon psychological experiments conducted under the direction of Dr. W. D. Bingham, director of the Department of Applied Psychology, Carnegie Institute of Technology, who has for some time been associated with the Edison Co.

The following extract from the "Foreword" gives an idea of the unique character of this booklet:

"On the following pages you will find 135 music selections, arranged in twelve lists, but do not think, therefore, that this booklet is merely a compilation. You will look in vain for 'Operatic Gems' or 'Band Music,' or any other of the familiar classifications. Instead you will find such helpful, suggestive headings as 'To Bring You Peace of Mind,' 'To Make You Joyous,' 'To Stimulate and Enrich Your Imagination,'"

Following the "Foreword" is a discourse on mood music which is developed from an historical viewpoint down to modern philosophers, such as Emerson. It then treats upon Mr. Edison and his vision in the field of re-creating music and concludes with the more recent development by the Edison organization of the mood music idea.

Throughout the book are illustrations picturing the contrast between the business man under

tense strain versus the business man enjoying music's pleasant relief; the nervous and exhausted wife versus the wife soothed and refreshed by music; the stockbroker jarrd by the market versus the stockbroker steadied by music; the man of toil too tired to eat versus the man of toil refreshed by music; the lone-some woman versus the woman comforted by music; the housewife too tired to get dinner versus the housewife whose "pep" has been restored by music. There is also a reproduction of the mood change chart filled in by W. J. Burns, the famous detective.

The complete classifications under which, in each case, about a dozen selections are listed are made up as follows: To Bring You Peace of Mind, To Make You Joyous, In Mood of Wistfulness, Jolly Moods and Good Fellowship, For More Energy, Love and Its Mood, Moods of Dignity and Grandeur, The Mood of Tender Memory, Devotion is also Mood Stirring for the Children.

In conclusion there is an article by Mr. Bingham on "Research of Moods in Music." The whole conception of this work on mood music is most interesting and is likely to have a far-reaching effect insofar as providing a new type of sales ammunition for the salesman in the retail establishment.

OPENS NEW STORE IN TUCSON

R. H. Nielson Music Co. Handles Brunswick Phonograph, Jesse French Pianos and Complete Line of Musical Goods Generally

R. H. Nielson, for the past fourteen years affiliated with the Fisher Music Co., Tucson, Ariz., has organized the R. H. Nielson Music Co., in that city, and recently held the formal opening of his new store in the Congress Hotel Building. The interior of the store is beautifully finished in French gray and ivory, and the same color scheme is carried out in the furnishings. Mr. Nielson is handling the Brunswick phonographs and records, together with Jesse French & Sons pianos, band instruments and sheet music.

TO MAKE AUTOMATIC LID SUPPORT

BLOOMFIELD, N. J., September 1.—The Star Machine & Novelty Co. was recently incorporated for \$100,000 under the laws of this State, to enter into the manufacturing of automatic cover supports. It has opened a factory at 81 Mill street, this city, and production has already commenced. This new company is now placing on the market a new channel type of lid support.

HELPS IN OLYMPIC EXPANSION

E. M. Dalley, assistant sales manager of the Olympic Record Corp., has had great success in the Middle West in bringing Olympic distributors in closer touch with the home office. Mr. Dalley also reports the establishing of additional dealers.

BEE CROFT



Delivery Envelopes
Art Series
New Designs

Now that many of the good old records are coming, the 60-day service will be more appreciated than ever.

NEW LIST OF RECORDS

Every 60 Days

A Selected List of Victor Records

We Will Be Pleased to Play Any of Them for You

1000	Victor	1000	Victor
1001	Victor	1002	Victor
1003	Victor	1004	Victor
1005	Victor	1006	Victor
1007	Victor	1008	Victor
1009	Victor	1010	Victor
1011	Victor	1012	Victor
1013	Victor	1014	Victor
1015	Victor	1016	Victor
1017	Victor	1018	Victor
1019	Victor	1020	Victor
1021	Victor	1022	Victor
1023	Victor	1024	Victor
1025	Victor	1026	Victor
1027	Victor	1028	Victor
1029	Victor	1030	Victor
1031	Victor	1032	Victor
1033	Victor	1034	Victor
1035	Victor	1036	Victor
1037	Victor	1038	Victor
1039	Victor	1040	Victor
1041	Victor	1042	Victor
1043	Victor	1044	Victor
1045	Victor	1046	Victor
1047	Victor	1048	Victor
1049	Victor	1050	Victor

Very attractive proposition to Jobbers

Write for Revised Prices

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA

"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 the best of the right consistency in collapsible tubes; 1/2, 1, 3, 10, 25, 50 lb. cans.

Manufactured only by **HARTZELL CRUCIBLE CO.**
North Side, Pittsburgh, Pa.
Manufacturers' Representatives
LOUIS A. SCHWARZ, INC.
1234 Broadway, New York, City
21 East Van Buren St., Chicago, Ill.
525 Forsyth Bldg., Atlanta, Ga.

FOR SALE BY ALL LEADING JOBBERS

FORWARD MOVEMENT OBSERVABLE IN BALTIMORE TRADE

Business This Month Shows Distinct Revival—Everyone Optimistically Inclined Regarding Fall and Winter Trade—Southern Negro Quartet Scores—Cohen & Hughes Resume Meetings

BALTIMORE, Md., September 10.—The talking machine business is improving in this city and mid-Summer sales of both machines and records last month went ahead of July, according to reports from both the wholesale and retail trade of this vicinity. And the business that has been done so far this month shows that it is not a "flash in the pan," but a genuine revival of business and an indication of a return to near normal, if not normal, business this Fall and Winter.

Of course, the death of the lamented Caruso, which created a big run on his records here, as well as elsewhere, helped materially in swelling the average for the month, but the sale of other records was also brisk and August records generally sold better than for any previous month for some time.

With the Summer now practically over and the vacationists all home again the outlook is very encouraging and the best-posted men in the business are confidently looking forward to a business this Fall and Winter that will be practically on a pre-war basis or as near normal as it is possible to get under existing circumstances.

Both the Columbia and Victor agencies will resume their regular monthly dealers' meetings the latter part of the month, which were suspended during the Summer, and this is expected to add considerably to the trade impetus that has been noticeable the past month.

The records of the Southern Negro Quartet, "Sweet Mama," "Ain't Givin' Notin' Away," "I'm Wild About Moonshine" and "Anticipatin' Blues," are going big in the South and especially in Norfolk, the home town of the quartet.

This quartet was picked quite accidentally by a Columbia salesman in Norfolk, who heard them singing in an alley and immediately got in touch with Manager Parks, of the local branch, who went down to Norfolk and, after hearing them harmonize, wired the New York office

of his "find." The home office got busy at once and inside of a week the "Southern Negro Quartet" was signed up and singing for the company. This required considerable effort, however, as only one of the four could read, and very little at that, it was discovered. So each piece has to be taught them before they can sing it, but when once they get the words they never forget them. The above pieces are the first numbers put out and, judging by the demand for them in the South, Southern Negro Quartet productions are due for a big run in this section of the country, anyway.

Lexington Shop, Inc., of this city, has been incorporated, to deal in talking machines, musical instruments, etc. The firm is located at 108 West Lexington street and the incorporators are A. H. Fisher, M. P. Fisher and S. J. Fisher.

Tront's Music Store, 551 South Third street, Highlandtown, was the only music store represented at the recent Prospect Park Fair in Baltimore County and it had an electric Masovox playing that sounded like a brass band. Quite a number of prospects were obtained through its display at the park.

The Columbia agency reports it is getting good results from the practice of thoroughly inspecting all machines from the factory before shipping to the dealers, so that a machine can be delivered direct to the customer with the full knowledge and guarantee that it is ready for use when received. The dealers are said to appreciate this service and it is considered a good move by the trade generally.

Manager W. S. Parks, of the Columbia, has just returned from a trip through Virginia and North Carolina and reports a good business in both States, and especially in Norfolk, Va., where he found the trade doing a fine business and placing orders for the Fall and Winter in such quantities as reminded him of the "old days"

Cohen & Hughes, Victor distributors, are preparing to resume their regular monthly dealers' first-shows record meetings the latter part of the month and expect a record attendance, following their excursion last month to the trade, which was one of the most enjoyable affairs of its kind held this Summer.

ATTRACTIVE WINDOW DISPLAY

Columbia October Display Features Violin Music and Popular and Novelty Numbers

The October window display prepared by the Columbia Graphophone Co. for the use of Columbia dealers is exceptionally attractive, and



The Columbia Co.'s October Window is thoroughly suggestive of the best in violin music. The centerpiece of the display is an illustration typical of violin music with no particular artist featured.

Supporting the centerpiece is a card featuring Kerekiarto, exclusive Columbia violinist, a list of several of the best-known violin selections played by this artist and others, and balancing this violin card is an original-Symphony card, featuring Rosa Ponselle and several others of the Symphony vocalists. The three remaining units feature popular and novelty records, and in addition to the regular display units there is an artistic poster of Eddy Brown with a window streamer of the same artist.

A Sign It Took Ten Years to Build

It took ten long years to bring Flexlume Oplex Electric Signs up to their present perfection—ten years of constant striving. The result is a sign which gives day and night service—raised, white glass letters on a dark background—greater reading distance, lower upkeep cost, more artistic designs, better illumination and signs which embody real advertising thought.

You need a Flexlume Oplex Sign. Let us send you a sketch showing one to meet your particular business.

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

TEACHING THE PUBLIC



"LIFT THE LID"

THAT'S THE VALUABLE SLO-
 GAN FOR EVERY VICTOR DEAL-
 ER. SAY IT-WRITE IT-ADVER-
 TISE IT-SO THAT EVERY MAN WO-
 MAN AND CHILD WILL "LIFT THE LID"
 TO MAKE SURE IT'S A VICTROLA.
 "TEACHING THE PUBLIC" IS THE BUS-
 INESS AND DUTY OF EVERY PRO-
 GRESSIVE VICTOR DEALER . . .
 IT'S A PLEASANT JOB TOO, THAT
 BRINGS RETURNS OF A MOST
 SUBSTANTIAL AND
 PROFITABLE
 CHARACTER



C. BRUNO & SON INC.
 351-353 FOURTH AVE.,
 NEW YORK

VICTOR
 WHOLESALERS
 TO THE DEALER ONLY

A LAUGHING FOX-TROT TUNE

VAMPING ROSE

FULL OF FUN —
A LAUGH IN EVERY LINE

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

You can HEAR IT
and BUY IT HERE!

INDIANAPOLIS TRADE MOST OPTIMISTIC OVER OUTLOOK

Leading Dealers Look for Increasing Volume of Business—Stimulating Edison Trade—Change of Business Management—Sonora Dealers to Convene September 15—Kinball Activities—Other News

INDIANAPOLIS, Ind., September 8. — Is the talking machine business in this city better now than it has been during the two-thirds of a year just passed? That is the one question of greatest interest to all the dealers at the present time. Before a correspondent can gather any news he must first answer the query, "What are you finding among the other dealers?" What the correspondent knows for sure is that all the dealers are optimistic and confident of better days for the Fall and Winter.

C. P. Herdman, of the phonograph department of the Baldwin Piano Co., said his sales in August were decidedly better than in July, but that he doesn't know whether that was due to better business generally or to the fact that he and his salesmen worked harder. C. A. Grossart, of the Brunswick Shop, said the last two weeks of August showed much improvement in both machine and record business. People, he said, are indicating a tendency to give phonographs some consideration and prospects for later sales are unusually good. He designates the present time as the period of "advance agents," who are the young people of the homes. Later, according to his designation, will come the "purchasing agents" in the persons of the mothers, and following them will come the "buying agents," who are the fathers, with the family pocketbook.

Stirring Up Edison Dealers

The Kipp Phonograph Co., Edison distributor, started a prize contest August 15 among its dealers that Walter E. Kipp, president, announces has already produced noteworthy results.

One thousand one hundred and seventy-five dollars in cash prizes are to be distributed between August 15 and November 1, as follows:

\$400, first prize; \$300, second prize; \$150, third prize; \$100, fourth prize; \$50, fifth prize; \$25, sixth prize, and five prizes of \$10 each. The company offers also for a second contest, to run concurrently with the first and to continue until December 31, prizes of ten free trips, with all expenses paid, to the Edison School for Salesmen, in this city, next January, and also ten trips to the school with only the railroad fare paid.

The award of prizes will be governed by means of 400-hole punch boards, and as each sale is made of an Edison disc machine the salesman will be allowed one punch if the sale is a Chagnet or a Moderne model; two punches if a Hepplewhite, a Sheraton or a Chippendale, and three punches if it is a William and Mary, a Jacobean or an Art model. Each sale will count for as many points as shown on the numbers revealed by each punch. The contest is governed by rules necessitating strict accounting of stock by each dealer, and careful attention to sales letters and talks.

Get Control of Indianapolis T. M. Co.

Interest in the control of the Indianapolis Talking Machine Co. passed entirely from the hands of A. M. Stewart, president of the Stewart Talking Machine Co., Victor distributor, last month, when H. L. Richardt and William G. Hoag purchased about one-third of the stock of the retail concern from Mr. Stewart. The transaction gave Mr. Richardt and Mr. Hoag a controlling interest. There are several other stockholders, chief among whom are Dr. J. F. Gillespie, of Greencastle, Ind., and Walter T. White and Samuel Brown, of this city. Purchase of a 350-acre farm near Greencastle by Mr. Stewart was involved in the transfer of the stock held by him.

Mr. Richardt is president of the reorganized Indianapolis Talking Machine Co. and Mr. Hoag is vice-president. Mr. Richardt succeeds E. R. Dountell. F. E. Dickie remains as secretary and treasurer of the concern. A. C. Hawkins, of St. Paul, Minn., has been employed as general manager, to succeed William S. Cooke. Mr. Hawkins formerly lived in Indianapolis. During the last five years he has been sales manager for Olson & Boettger, electrical jobbers of St. Paul.

Sonora Dealers to Convene

O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Drug Co., has invited the 125 Sonora dealers of the State to attend a sales convention, to be held at the Severin Hotel, in this city, September 15. The convention will be followed by a banquet. Mr. Maurer says a similar convention last year was very successful, and, judging by the attendance then, he anticipates an attendance of at least 100 this year.

Mr. Maurer has joined with Chas. Mayer & Co., retail Sonora dealers of Indianapolis, in the equipment of a Sonora booth at the State Fair. The booth will contain eight white columns and the decorations will be in colors, with the background of the booth comprising a sign setting forth the merits of the Sonora. On panels between each column will be the names of the Indiana dealers.

Pathé at Indiana State Fair

O. M. Kiess, of New York, general field supervisor of the Pathé Frères Phonograph Co. and president of the H. N. Ness Co., owner of the Pathé Shop, of this city, has assumed active management of the Pathé Shop until the first of the year. Edgar Eskew, former manager, Mr. Kiess announces, is on a vacation during that period. Mr. Kiess says he is studying present-day retail conditions for the benefit of the Pathé Co. and its jobbers. His first merchandising effort is being made in connection with the Indiana State Fair being held the week of September 5. He has prepared for distribution 50,000 tags.

The Secoy Stop—The Recognized Standard

Read the following Telegram and Letter

AUGUST 9, 1921.

SECOY COMPANY, PIQUA, O.
EXPRESS IMMEDIATELY TWO HUNDRED MODEL X STOPS AS PER
SAMPLE SUBMITTED.

The Secoy Company, Piqua, Ohio.
Gentlemen:

August 15, 1921.

Referring to your Model X automatic start and stop we wish to say that we have been using this device for the past three months and must say that we have found it very satisfactory. In fact, we consider this the best and most servicable device of this kind in the market. We have adopted it as standard equipment on our machines, and will mail you order for our requirements in the next few days.

Yours very truly,



The convincing evidence of the reliability of the Secoy stop lies in the above letter and telegram. Names of the companies will be furnished on request. Ask us for sample stop.

THE SECOY COMPANY, Piqua, Ohio

numbered in duplicate. The face of the tag bears the name "Pathé" and the number of the tag, with instructions to validate the number of the tag at the Pathé booth and then to find the person with the duplicate number tag.

Each day of the fair two visitors will receive tags bearing the same number. If those two together present their tags at the Pathé booth they will each receive a Model No. 7 Pathé phonograph free.

Mr. Kress said he proposed to dominate the phonograph advertising at the State Fair. He has obtained the exclusive concession to furnish music with the Actuelle for the official dining-room of the Fair Association in the Woman's Building. As an added attraction he will have a Pathé red rooster in a cage in the Rhode Island Red section of the poultry exhibition. The rooster will bear the sign, "Pathé always takes the blue ribbon among phonographs."

Big Increase in Victor Wholesale

George Stewart, general manager of the Stewart Talking Machine Co., says that the business in the State for Victors was nearly 50 per cent better in August than in July and that all signs point to a "dandy" business for the Fall and Winter. He anticipates a shortage in Victor goods. All Victor dealers in Indianapolis say that their business in August showed an improvement that speaks well for the remainder of the year.

Kimball Manager on Trip

E. H. Jarrard, manager of the Kimball phonograph department of the Capital Paper Co., has returned after spending nearly the entire Summer among dealers in West Virginia, Michigan and Illinois. He says he found the only dealers doing worth-while business were those whose salesmen were making a house-to-house campaign. He has employed N. W. and B. G. Craig to take up that work for the Kimball in Indianapolis. Business conditions generally, he says, are about the same in the three States he visited.

Mr. Jarrard is sending the following circular letter to his dealers.

"How about Kimball's for this Fall?

"There is no question but that this will be a solid, substantial business for those dealers who are handling phonographs that have merit. Any number in your locality will buy good phonographs. Are you going to sell them? We have not

pushed you for business this Summer, but with the coming of Fall and Winter we want every live dealer who expects to hold his agency to be aggressive.

"What would you say if we were to tell you that some Kimball dealers are selling fifteen to forty machines a month right now? It is being done and you can get your share if you will only replenish your stock and hustle. We are enclosing folder showing different styles. Check the ones you want and return folder to us."

Dealers Going After Trade

A. Herz, Victor dealer of Terre Haute, has issued a four-page pamphlet listing dance records, popular songs, sacred music, instrumental numbers and Red Seal records. Mr. Herz says the pamphlet has resulted in increased record sales.

W. S. Barringer, Victor dealer of Kokomo, is using a small printed card as an instip for all packages leaving his store, to announce that he has a complete Victor repair department that is under the direct charge of an expert. This form of publicity has increased the work of his repair department, Mr. Barringer says, and has done much toward bringing new business to his store.

Tell of Business Activity

C. H. Becherer, manager of the Sonora department of Chas. Mayer & Co., says business is a bit better. Mr. Herdman, of the Baldwin Piano Co., says the number of prospective phonograph buyers is so large that if they all come across he will be wearing diamonds by Christmas. T. W. Hendricks, manager of the phonograph department of the Pearson Piano Co., says business in all machines is gradually getting better.

W. G. Wilson, of Wideners' Gramolona Shops, says the sales on the Grauby machine, recently taken on by Wideners' are encouraging and steadily increasing. Columbia machines and records have been moving much better in the last two weeks, he says. Reports of increased sales in Emerson phonographs are also made by the Jewel Phonograph Co. As a part of its display at the State Fair that company will use a factory exhibit, showing the process through which Emerson records pass in the course of manufacture. This is bound to attract considerable attention.

SCHIRMER MUSIC STORES MOVE

LOS ANGELES, CAL., Sept. 3.—The Schirmer Music Stores announce that they will move their business from the George J. Birkel Music Stores to the establishment of the Starr Piano Co., 630 South Hill street, September 1. H. G. Neville, manager of the local branch of the Schirmer Co., states that the move is due to the necessity for more floor space. In the new quarters special departments will be installed for piano music, vocal music, orchestral music and foreign publications. The new quarters cover an area of about 3,000 square feet and are splendidly equipped.

STAMPING LAW POSTPONED

OTTAWA, ONT., August 29.—It is intimated officially that the provisions in the Budget of last session, calling for the country of origin to be marked on all imported goods, will not come into effect until the first of the year, instead of October 1, as provided in the act. Importers have pointed out the difficulty of giving effect to the law in regard to goods ordered before the Act was passed and there are other difficulties. The operation of the statute is certain to be deferred.

MICKEL BROS. TO INCREASE STAFF

OMAHA, NEB., September 6.—Mickel Bros. Co., wholesale Victor dealer of this city, is planning to increase its sales force this month. Hugo Heyn, sales manager of the company and secretary of the Nebraska Victor Dealers' Association, is busy working on the program for the Association's convention in Omaha October 17 and 18.

Introducing "Shimandy" the Modern Dancer for Your Phonograph

PATENTED THIS GREAT NEW TYPE

START SHIMANDY SHIMMY-ING IN YOUR WINDOW AND YOU'LL WAKE UP THE WHOLE BLOCK

Great Window Display. A Business-getter and a help to sell records

Shimandy has a classy silk dress, a silk hat with white plume and does many different Jazz and Shimmy steps

SHIMANDY—Item 100, \$2.50



RAGTIME RASTUS
PATENTED MARCH 16, 1916

An Automatic Dancing Doll For Your Phonograph

Rastus dances one hundred different steps while the music is playing. Delights the children and amuses the older people, too. Attractively hand painted in four colors. Dances well to any lively record.

Ragtime Rastus, Item 100A, \$1.50



THE BOXERS

Patented March 16, 1915

These Little Boxers are very realistic and create lots of fun. Put on a good lively record and these little men box away with wonderful speed and accuracy. The figures are attractively hand painted in several colors.

Boxing Darksies, Item 100B, \$1.75

Combination Rastus and Boxer

Two toys in one—a big seller. Dancing Rastus and Boxing Darksies. Has two sets of figures with one dancing mechanism. All in one box. Very popular.

Combination Rastus and Boxer

Item 100AB, \$2.00

NOTE: These Talking Machine Toys can be put on or taken off in two seconds. Patented Columbia, Victor or other standard machines. Edison machines with thick records, requires our special driving disk. 25 cents extra.

Wholesale and Export Discount on less than 3 doz. lots of one kind or assorted, is 33 1/3%. In 3 doz. lots or more, of one kind or assorted, the discount is 40%.

National Company
Cambridge Sta. 39, Boston, Mass.

Free!

TINTED PHOTOGRAPURE OF McCORMACK

or your choice of any of the following Victor artists' portraits: GALLI-CURCI, KREISLER, SCHWABAN-HEINZ. A limited quantity of these tastefully-colored likenesses, suitable for framing in drawing room or demonstration booth.

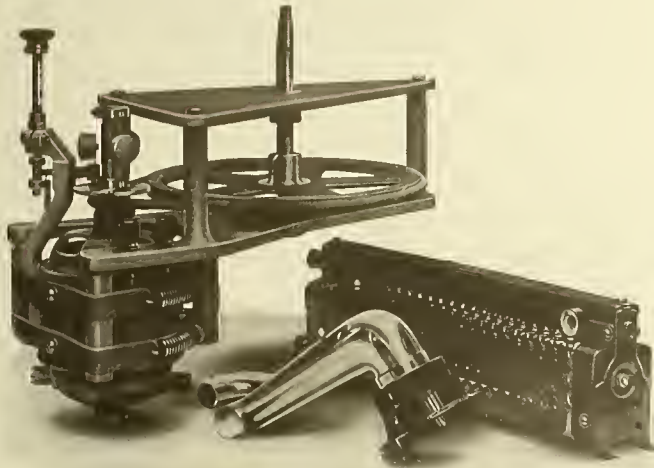
Send Postage ONLY

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 Last Word in Electric Phonograph Motors

Make this *your*
leading line for
the coming
s e a s o n



The Electromophone

Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD LONDON, E. C., ENGLAND

BUFFALO BUSINESS ON THE UPGRADE

More Optimistic Feeling Prevails Following Dull Summer—Leading Establishments Plan Active Fall Campaigns—News of the Month

BUFFALO, N. Y., September 9.—Talking machine men are looking more hopeful these days. With the Summer over they are looking forward to an increased business this Fall. The Summer was dull—unusually dull. In addition to a record-breaking heat wave there was also the abnormal business depression. But business seems now to be on the up-grade. Many of the big plants here are beginning to open and this is reducing the ranks of the unemployed. Stores are preparing to get the new business. Those which have been closing Saturday afternoons during the last two months are now keeping open.

Many of the local branches of the national talking machine companies are planning brisk sales campaigns this Fall, and the managers of these branches are now busy on arrangements for these campaigns.

The various dealers' organizations which have been taking a recess during the Summer will renew their sessions this month.

The music group of the Buffalo Chamber of Commerce plans to meet some time during the month. The first thing to be taken up will be a drive for new members.

The Buffalo Talking Machine Dealers' Association plans to hold a meeting some time during September. A definite date had not been set at the first of the month.

A strong sales campaign for this vicinity will be carried on by N. A. Taber, of the Buffalo Wholesale Hardware Co., local distributor of Pathé. Mr. Taber announces that he is now working out plans for this drive.

The local Brunswick branch also announces that a brisk campaign will be carried on here this Fall, for which arrangements are now being made. The Brunswick business is good, according to reports from the branch. A large number of orders for September delivery have just been booked.

The Columbia branch here reports that sales are showing a steady improvement. Miss Florence Thron, of the Columbia branch, is enjoying a vacation in the Adirondacks. Miss Evelyn McQuade, another of the charming young ladies in the office, goes to New York next week for a fortnight's vacation. R. J. Muhlolland, Syracuse salesman for Columbia, is on the job, although he is taking a vacation. He is spending his vacation at Newburgh, N. Y., and reports that he has been calling on Columbia dealers there. A. W. Wallace, Rochester salesman, has just returned from a most enjoyable visit spent at his home at Akron, O.

OPENS STORE IN UTICA

The S. & S. Music Co. has opened a store at 209 Columbia street, Utica, N. Y., with a complete line of talking machines, records and supplies.

TALKING MACHINE EXPORTS DECLINE

Exports, Including Records for Seven Months Ending July 31, 1921, Total \$4,881,579

WASHINGTON, D. C., September 7.—In the summary of exports and imports of the commerce of the United States for the month of July, 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 July, 1921, amounted in value to \$35,180, as compared with \$95,757 worth which were imported during the same month of 1920. The seven months' total ending July, 1921, showed importations valued at \$382,071, as compared with \$547,322 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,133, valued at \$100,279, were exported in July, 1921, as compared with 5,496 talking machines, valued at \$255,169, sent abroad in the same period of 1920. The seven months' total showed that we exported 22,757 talking machines, valued at \$1,084,195, as against 45,794 talking machines, valued at \$2,297,640, in 1920, and 31,311 talking machines, valued at \$1,657,218, in 1919.

The total exports of records and supplies for July, 1921, were valued at \$128,761, as compared with \$316,168 in July, 1920. For the seven months ending July, 1921, records and accessories were exported valued at \$1,397,384; in 1920, \$2,365,564, and in 1919, \$1,979,833.

COLUMBIA NEWS ITEMS

Many Visitors to Executive Offices—Department Heads on Vacations—Sales Executives Return

I. D. Ginsberg, of the Ginsberg Furniture Co., Des Moines, Ia., Columbia dealer, accompanied by Mrs. Ginsberg, visited the executive offices of the Columbia Graphophone Co. recently. They had just completed a three weeks' trip by automobile from Des Moines through New England, New York and Pennsylvania. Other recent callers at the Columbia executive offices were S. S. Larmon, sales representative of the Detroit branch, and Miss Stella Hastings, head book-keeper of the Detroit branch.

H. L. Pratt, manager of the Columbia Co.'s branch service division, accompanied by Mrs. Pratt, left New York recently for a vacation trip through New England. J. E. Clokey, of the Columbia branch service department, spent his vacation at Sniffen, N. Y., in the heart of the Ramapo Mountains.

R. W. Porter, field sales manager of the Columbia Co., who returned last week from an extended trip through the Middle West, is enthusiastic regarding business conditions, stating that there is a steady improvement noticeable everywhere.

O. F. Benz, record sales manager of the company, also returned a few days ago after making a tour of the branches in the South and South-

H. N. McMenimen
Consulting Engineer

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

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.
Tel. Fairwood 1458

Offices:

2 Rector Street, New York
Tel. Rector 2484

west. His reports are distinctly encouraging, indicating that Columbia dealers are preparing for a healthy Fall trade.

FINE COLLECTION OF OLD VIOLINS

Particularly Interesting Shipment From Europe Received by Buegeleisen & Jacobson

Buegeleisen & Jacobson, importers and wholesalers of musical merchandise, New York City, recently received an exceptionally fine collection of old violins from Europe. They report a steadily growing demand in this country for the better grade violins and the violins in this shipment have been found in much favor among the increasing number of talking machine dealers who have musical merchandise departments. Samuel Buegeleisen, head of the organization, recently returned from a three weeks' motor trip through New York State and Canada. Although the trip was entirely one of pleasure Mr. Buegeleisen found time to drop in for a chat with a number of dealers and reports that he found conditions satisfactory wherever he went.

Announcing

The **CLARION RECORD**

A NEW POPULAR-PRICED QUALITY PRODUCT

Up-to-the-Minute Releases—Song, Dance, Etc., Etc. Immediate Releases.

WRITE FOR OUR PROPOSITION—AT ONCE

CLARION RECORD CO., 56 Bleecker Street, New York City

PITTSBURGH DEALERS LAUNCH BIG CAMPAIGN FOR TRADE

Jobbers and Dealers Report a Decidedly Better Tone to Business—A. B. Smith Pushes the Granby —Liberty Phonograph Co. Incorporated—Vacation Jobbers in New Offices—News of Month

PITTSBURGH, Pa., September 7.—With the passing of Labor Day the talking machine dealers of the Steel City have launched an intensive campaign for the revival of business, the majority of the trade here feeling that the time has come for marked activity in the sales of talking machines and records after the past Summer, which has been a most backward one as far as actual sales have been concerned.

An optimistic tone is given to the conditions in the talking machine market here, due to the general activity that has been apparent since the closing week of August. This is reflected in trade reports at the Chamber of Commerce, which show that the "turn" has finally come in the business world and the prospects are for a very busy Fall season. While this is contingent on the continued operation of the iron and steel mills of the Pittsburgh district it is now assured that from September 10 on there will be a steady and continuous resumption of mills that have been idle for many weeks. Orders are now being placed by large consumers of fabricated iron and steel and this all tends to better business.

Pleased With World Editorial

Talking machine dealers here were much pleased with the tone of the leading editorial in the August Talking Machine World, under the caption "Planning the Successful Fall Campaign." As one downtown dealer stated: "The editorial had the right ring and it showed the way to educate the buying public and to bring about a movement that will result in increased sales."

Better Tone to Business

A. R. Meyer, manager of the talking machine department of the Joseph Horne Co., who is back at his desk after a vacation outing spent with his family at Conneaut Lake, Pa., in response to a query by The Talking Machine World repre-

sentative said: "We have observed a better tone in the volume of business handled in our department the past week and it appears to me that we will enjoy a very satisfactory Fall trade." Mr. Meyer is also secretary of the Talking Machine Dealers' Association of Pittsburgh and is thus kept in close touch with the activities of the dealers who are affiliated with the Association, which is one of the liveliest and most influential of its kind in the country.

Local Association Plans

John H. Phillips, the well-known president of the Talking Machine Dealers' Association, who conducts an exclusive Victor shop on the North Side, is also looking forward to a brisk business in his Victor parlors, which are among the most attractive on the North Side. Mr. Phillips also is planning for a busy Fall and Winter season for the members of the Association. The first meeting will in all probability be held early in September. The meeting will mark an informal reunion of the various talking machine dealers who have not sat around the "festive board" for the past three months. The other officers of the Association are Herman Lechner, vice-president, and Henry Wood, treasurer.

With the Vacationists

C. L. Hamilton, secretary-treasurer of the S. Hamilton Co., enjoyed a motor trip to Ligonier, where he spent some time on the golf links.

Edward Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, spent his vacation at Atlantic City. Miss E. M. Logan, of the office staff of the Hoffmann Co., enjoyed her vacation outing at Lake Chautauque.

Caruso's Memory Honored

A handsome window display of Caruso records and Caruso photos and placards was made the past week by the S. Hamilton Co., the enterprising Victor dealer. The design was outlined by T. F. Shortell, the well-known man-

ager of the Victor department, and his associates. In connection with the display an arrangement was made with the Olympic Theatre, a prominent downtown motion picture house, for a display of the well-known film, "My Cousin," in which Caruso figured as the star. The coupling up between the Hamilton Co. and the "movie" house was well arranged and the mutual benefit for both was very flattering.

The Standard Calendar for 1922

The Standard Talking Machine Co., Victor distributor, is sending out to the trade a very attractive folder, in colors, calling attention to the specially designed calendars for 1922. "Endearing Charms" is the title of the copyrighted painting on the calendars, in which the Victrola is given a prominent part. Dealers are advised to order early for this holiday greeting, which "gives you 365 days of advertising." Shipments will be made during October. At the offices of the company it was stated that the responses to date have been numerous and that dealers acclaim this new calendar offer the best in beauty and desirability that has been offered as yet.

To Represent the Granby

A. B. Smith has been appointed sales manager for western Pennsylvania of the Granby Phonograph Corp. and has opened temporary offices and salerooms at 23 East Main street, Carnegie, Pa., one of the suburban towns of the Steel City. Mr. Smith has sent out a circular letter to the trade calling attention to the Granby line, which now comprises seven console and six upright models. Mr. Smith also is distributing the Okch records. He is well known in the Pittsburgh district particularly in talking machine circles.

Miss H. H. Taudte, of the C. C. Mellor Co.'s retail Victor department, spent her vacation at Marion, Ind.

With the Mellor Co. Forces

Copies of the educational booklet, "The Victrola in Rural Schools," are being distributed by the C. C. Mellor Co.'s wholesale department, which is under the management of Thomas T.

(Continued on page 82)

ORO-TONE FEATURES

MODEL L S

COMPOUND ROCKER ACTION

The highest grade and most scientific reproducer offered the trade.

Extension A telescopes into large elbow B, giving a length adjustment from 7 3/4 to 9 1/2 inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumb screw E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

The Oro-Tone Co.

QUALITY FIRST

1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS

PAT. APPLIED FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral cut records.

Capitol!

A Phonograph of Beauty

The Choice of Every Woman



THIS beautiful combination lamp and phonograph is made from the best grade of material. Electrically lighted, and electrically operated by a "Tru-time" Efficiency Electric Motor.

The Lamp is a beautiful creation, on the inside of which is concealed a phonograph that has been declared by the musical profession as having the sweetest and most natural tone of any phonograph on the market

DIMENSIONS
 Height 27"
 Diameter of shade 20"
 Spread of feet 16"

As a Phonograph

Every living room has its lamp; every family wants a phonograph; the CAPITOL combines a perfect phonograph and handsome table lamp in one compact piece of furniture. There is no indication of the phonograph being concealed within the lamp.

The CAPITOL is made in three models:

- Model E (24 carat Gold Plated) retails at \$350.00
- Model L (Silver Plated) retails at 250.00
- Model O (Statuary Bronze) retails at 175.00

The CAPITOL is sold through exclusive dealers only

Manufactured and distributed by

Burns-Pollock Elec. Mfg. Co.

Indiana Harbor, Indiana

Located within Chicago's great Manufacturing District



As a Lamp



Display your attractive Columbia literature neatly in the new revolving Counter Literature Displayer. Do not spread this expensive literature over your counters to be scattered and soiled.

Columbia Graphophone Co.
NEW YORK

LAUNCH BIG CAMPAIGN FOR TRADE

(Continued from page 80)

Evans. Miss Lillian A. Wood, who is the educational supervisor, is back at her desk, after spending the Summer at her home in Bradford, Pa. Miss Wood is planning an extensive Fall and Winter campaign in the schools and other educational institutions in western Pennsylvania, eastern Ohio and West Virginia.

Edison Shop Reports Progress

L. A. O'Neill, manager of the Edison Shop of the Bucha Phonograph Co., reports an increased demand for the Edison phonographs and also states that Edison records are having a brisk sale. He ascribes the business movement to judicious advertising and the use of an excellent mailing list.

Optimistic About the Future

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Co., is most optimistic concerning the future of the Columbia line in the Steel City and adjacent territory. He said: "We believe that we are on the eve of a magnificent business revival. All things point in that direction and the Columbia dealer who is ready to meet the requirements of his patrons will score most heavily."

Doing Well With the Kimball

The Howson Music Co., at 641 Smithfield street, is handling a full line of Kimball phonographs. Demonstrations and recitals are given every business day and a very fine business is being built up.

Sells the Widdicomb

The Widdicomb phonograph is being sold in the downtown section of Pittsburgh by the Forney Music Co., which has very attractive offices and showrooms in the Jenkins Arcade. It reports an increasing demand.

Vocalion Jobbers Open Offices

The Clark Musical Sales Co., which in the future will be the distributor of the Vocalion and Vocalion records, as well as the Modernola

and Girola, has opened offices and showrooms at 505 Liberty avenue, with J. A. Pentz in charge as sales director and Chas. A. Stran as sales manager. The two roadmen are J. H. Russell and J. Bond. N. Hicks, who is well known in talking machine circles, is the new manager of the retail Vocalion Shop in the Jenkins Arcade, which is operated by the Philadelphia Show Case Co.

Elsie Johns Taylor is now connected with the Victrola department of Kaufmann's (The Big Store). Mrs. C. H. Walrath, manager of the department, is back at her post, after spend-

ing her vacation around Cleveland and vicinity.

Fred J. Drake, the well-known manager of the retail Victor department of the C. C. Mellor Co., spent his vacation at his former home, Elmira, N. Y.

Incorporated

A charter of incorporation was granted by the Governor of Pennsylvania to the Liberty Phonograph Co., to buy, sell, export and import phonographs, talking machines and musical instruments and accessories. The incorporators are S. H. Hirschberg, J. H. Hirschberg, G. H. McNutt and L. C. Clark.

ENTHUSED OVER FALL PROSPECTS

Leon Tobias Closed a Good Business for Van Veen & Co.—Some Recent Installations

Leon Tobias, who recently canvassed a considerable portion of the country, has returned to the offices of Van Veen & Co., Inc., New York City, of which firm he is secretary, much enthused over Fall prospects. Mr. Tobias stated that he believes good conditions are rapidly reviving in the talking machine trade and in confirmation of this statement reported a number of extensive installations that have been closed and listed at a glossy list of excellent prospects ready for installations.

Among recent installations closed by Mr. Tobias for Van Veen & Co., Inc., was one in the Columbia warehouses of Philip Pravada, on Main street, New Rochelle, N. Y., which is an exact duplicate of the model installation in the Columbia Co. It is said that this installation represents the last word in wareroom equipment. Six hearing rooms are provided, each one of double construction. Equipment is also provided for music rolls, musical instruments and records. The windows have also been especially treated in wainscoting effect and the entire installation is in ivory finish.

Van Veen & Co., Inc. have also been awarded

the contract for the equipment of the new Victor warerooms on N. E. Estrin, to be opened on Main street, Poughkeepsie. These warerooms, fifteen feet wide by one hundred and forty feet deep, will consist of six hearing rooms, a complete record department accommodating 8,000 records, two counters, showcases, wall cases for musical instruments and cases for music rolls and sheet music. They have supplied an installation for the new Victor department of William H. Rider, located at Kingston, N. Y.

B. G. Paradiso, of 694 Main avenue, Passaic, N. J., has sent his fourth reorder for Van Veen equipment. Six rooms and additional record racks have been added to the existing equipment. The entire installation has been finished attractively in silver gray.

Harry Cohen, of 689 Ninth avenue, has given up his stationery department and is confining his activities entirely to the merchandising of Grafonolas. A complete new department of four hearing rooms, record racks, wall cases, etc., in ivory and blue, has been installed.

Talking machine dealers at Evansville, Ind., are planning to participate in the style show which will be given in connection with the Evansville Exposition, from September 20 to October 1.

**OH!
JADA BABY**
(SHE'S JUST A LITTLE BABY DOLL)

FOX-TROT
WRITTEN AND PUBLISHED BY
Jack Snyder
1658 BROADWAY - NEW YORK

PUBLISHED FOR
BAND & ORCHESTRA

The Trade in **BOSTON** *and* **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., September 7.—There appears to be a decided change for the better in the local talking machine business, and by local perhaps one should include the New England field. What is true of the jobbing trade is also true of the retail business, for there have been inquiries for goods such as have not been so conspicuously manifest for a long time. While July was a fairly good month as compared to some that had preceded, August was a much better one. By that is not meant that the shops made a great deal of money, some of them did not really make anything, but they did not run behind as has been the case in some of the lean months of the past year or so.

Trade Conference in the Fall?

In October the trade may be called upon to lend its moral support—there probably won't be much asked of them financially—to the idea of holding some kind of a conference of all the music representatives hereabouts, which might include a business session and a dinner. The idea is to get the trade together, especially those who are members of the New England Music Trade Association. At informal conferences of a specially appointed committee held some weeks ago there was a general unanimity of opinion that the idea was a good one; it would have advantages, but the committee could not agree as to just what form this get-together idea should take. There had been some thought of a Music Week, but that was discouraged for obvious reasons. There are a great many trade or business organizations which hold dinners monthly or bi-monthly during the Fall and Winter seasons, but the music trade, whose organization was formerly known by the name of the Boston Music Trade Association, was content to hold one dinner, and possibly two, with the annual meeting which usually was held at the luncheon hour, to constitute the year's activities. To have any organization that really means something in the community it should meet often. Is there anyone who disputes that statement?

Constructive Columbia Activities

The month of August wound up splendidly in the Columbia territory under the jurisdiction of Manager Fred E. Mann, who is very hopeful over the future of the talking machine business, and the Columbia line especially. His optimism has been particularly marked since his

*Assisting the Victor Dealer in
Developing 1921 Fall Business*

We have made a careful survey of the business outlook for the coming Fall, and have no hesitancy in predicting that the progressive Victor Retailer will find this season profitable and active.

Cressey & Allen are equipped to provide Victor Retailers in New England with efficient, up-to-the-minute service, and any Victor Retailer who is confronted with sales or merchandising problems is offered the co-operation of our service and sales organization.

CRESSEY & ALLEN
PORTLAND, MAINE



return from New York, where he was the latter part of August. He said that he came in touch with a number of the company's officials and did not find one that was not in fine spirits as regards the future of the business. Mr. Mann says, too, that the dealers are sharing the same sentiments and they are all looking for good business this Fall.

E. H. McCarthy, one of Manager Mann's crew managers, has just completed a very successful machine and record drive in Salem, and in a few days the team will start to canvass Malden and Everett, where it is likely that similar good results will be obtained. Manager Mann says this crew work is proving of the highest worth. The house-to-house drive invites an interest on the part of householders who might otherwise

have given no thought to the talking machine proposition. Similarly, the truck system in rural communities, says Mr. Mann, has shown its worth and many persons in isolated localities have to thank this method for getting them interested in the final possession of a machine.

Mr. Mann is anxious to resume the dealers' meetings which proved such a potent factor in trade enthusiasm. It is some time since these were held, for the difficulty has been to get the Columbia artists in the Summertime, who always have been a great drawing card. It is not likely, however, that arrangements can be made for a resumption of these meetings much before the new year.

(Continued on page 84)

DELIVERING THE GOODS, AND THEN—

VICTOR Service that extends beyond the mere filling of the dealer's order—that really helps in solving retail sales and stock problems—is vital right now. The spirit of practical helpfulness is characteristic of

DITSON VICTOR SERVICE

With TWO Points of Contact

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

Assistant Manager George P. Donnelly, of the Columbia forces, has finished his vacation at Northport, Me., and is back again at work, after enjoying the first real vacation that he has had in seventeen years. Indeed, it was with difficulty that Manager Mann was able to get him away from business, for Mr. Donnelly is one of those energetic individuals who are wedded to work—and the hardest kind, too.

Vacation Business Continues Good
 Manager Wheatley, of the Vocalion Co., got back from his vacation just in time to encounter some very hot weather, which was quite in contrast to what he had been experiencing at Brookfield, Vt., where he had been with his family. He says this little village is a beautiful spot, which he has found extremely restful for several Summers past. Manager Wheatley says the August business was very good and he is quite hopeful for September. There has been a large call for the red records, numbers which are particularly popular being "Learn to Smile" and "All by Myself," both fox-trots.

A. C. Barg, of the wholesale end of the Vocalion business, got back to the Boylston street headquarters right after Labor Day, having been motoring around New England for a fortnight. Charles Foote also arrived back at the same time, he having spent his vacation in Conway, N. H.

Harvey Store an Artistic Location

It would be difficult to find a more artistic interior than that of the C. C. Harvey Co. in Boylston street now that all the contemplated changes have been effected. All the ground floor is now given over to the talking machine department, wherein are exhibited the Edison Victor and Brunswick machines. On the floor of the main lobby is laid a new composition in imitation of marble, which is extremely effective; on opposite sides are long French panel mirrors of exquisite design, while the chandeliers are of the crystal pendant type, the main

one being large and very expensive; it was imported from England and reconstructed for the purposes of this store by one of the biggest lighting fixture houses in the city. The sales-room proper is reached by a short flight of steps in which some ornate iron grill work finds an effective use, and over this will be hung, from time to time, some rich decorative fabric. The entrance way is done in black and gold.

Francis White, manager of the talking machine department, spent his vacation at Cambridge, N. Y., where he visited some relatives going and coming by automobile.

Large Territory for C. B. Estabrook
 C. B. Estabrook, traveling representative for the Victor Co. in the Eastern Massachusetts territory, has come back to town, following a vacation taken with relatives in the Middle West. In the meantime Mr. Estabrook, who makes his headquarters in Boston, has been given an extended territory and henceforth his field will include New Hampshire and the larger cities in Maine. At the present time he is invading the Maine territory for the first time and getting pleasantly acquainted with the Victor dealers in the Pine Tree State.

Sees Great Improvement in Conditions

There is little news but good news to report from the Eastern Talking Machine Co. at this time. Manager Shoemaker is on the job from more till dewy eve, and he says he sees a decided improvement in the general conditions. He speaks especially of the success of the Caruso records, of which the house fortunately had a large stock on hand at the time of the death of the great singer, and these have gone fast.

Working on New Sound-amplifying Device

Ralph Silverman, of the Court Square firm of the Phonograph Supply Co. of New England, is home from a vacation at Alton Bay, N. Y., where he had a pleasant rest, following his arduous duties in connection with his new elec-

EASTERN SERVICE

"NEW ENGLAND SERVICE"
FOR NEW ENGLAND DEALERS"



Let us help you make the most of a good thing—the Fall season.

Eastern Talking Machine Co.
85 Essex Street
BOSTON MASS.

tro-ampliphone, a new sound-amplifying device which he and his brother, Bernard Silverman have been working on for some time and which promises to be a revelation when it is put out. When this new device, for which patents have been applied for at Washington, has been given

(Continued on page 85)

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

Could You Become a Brunswick Dealer?

Just as Brunswick factory, materials and methods must conform to absolutely rigid standards, so too Brunswick dealers must prove their desirability. They must show that they appreciate the fact that The Brunswick is a high-class specialty, and that they will always present it to the public as such.

There is no mystery about the astounding success of The Brunswick—built up in four years' time against keen competition. The Brunswick Method of Reproduction has several basic improvements which no other phonograph has or ever can have. The Brunswick Ultona, for instance, is the only reproducer ever invented which actually plays all makes of records just exactly as they should be played, and without using attachments.

The Brunswick offers the most profitable phonograph franchise obtainable, not only because of the excellence of The Brunswick itself from the buyer's viewpoint, but also because of the faster turnover for the dealer.

For The Brunswick has not been and will not be cheapened by cut-price and easy-term devices which tie up the dealer's money in long-time payments.

KRAFT, BATES & SPENCER, Inc.

1265 Boylston Street - Boston, Mass.

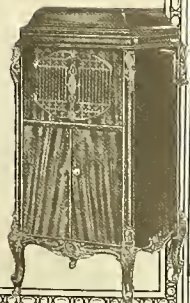
Steel Needles

Albums

NEW ENGLAND DISTRIBUTORS

Record Brushes

Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 84)

a large practical demonstration shortly (it already has come out of several most successfully) further attention will be given it in this department of The World. George Rosca, the other partner in the Phonograph Supply Co., has been in the White Mountains, making his headquarters at Bethlehem, N. H.

Lloyd Spencer Tries His Skill in Boston
Lloyd Spencer, sales manager of the Silas E. Pearsall Co., of New York, was in Boston over Labor Day and was the guest of Kenneth E. Reed, manager of the Victor department of M. Steiwert & Sons. Kenneth and his guest went out on the golf links, but it isn't for us to give away the secret which of the two was vanquished.

Combines Business With Pleasure

Arthur J. Cullen, president of the Lansing Sales Co., took a very profitable trip the latter part of August, going by auto to several of the cities in southern New Hampshire, and he was able to place a large number of Emerson machines, in the handling of which his house has been extremely successful the last few months. Rudolph Lipp, who is associated with the Lansing Co. and is a valuable adjunct to the progress of the concern, has just taken a house in Westwood, one of Boston's handsome suburbs, where he is to make his home. When he gets his Ford in good running shape he plans to go back and forth by auto.

Splendid Quarters for Sonora Display

By a new arrangement which went into effect at a special meeting of the concern Joseph Burke now becomes vice-president and general manager of the Musical Supply & Equipment Co., this to take effect immediately and to continue until the next annual meeting, which of course, is only the formal way of putting it. Through this arrangement it is likely that Mr. Burke will not have to make such frequent trips over to New York as formerly, and he will be able accordingly to give more immediate attention to the Sonora business at this end. Man-



STEINERT SERVICE

Here are some of the salient features in Steinert Service:

- Educational and Personal Service Bureau.
- Practical Store Ideas Department.
- Promotion of Educational Work in Schools.
- Unsurpassed Record Stock.
- Efficient Back Order System.
- Excellent Shipping Facilities.
- Years of Experience in Victor Merchandising.

This is a part of our service. It is available to you anywhere in New England. We will be glad to help you in your Fall campaign.

AT YOUR COMMAND ANYWHERE IN NEW ENGLAND



M. STEINERT & SONS

Victor Wholesalers

35 Arch Street

BOSTON

ager Burke has found the new quarters on the second floor of the Columbus avenue building splendidly adapted to the business and the new showroom is especially of advantage, for it is large enough to hold twenty-six period models, a number which few individual dealers could carry. Consequently, it works out this way: Whenever a dealer has a prospective customer

he can bring him into the Boston Sonora headquarters, where he can make a selection of the particular model he wishes under the best possible conditions.

Amos Russell "on the Job"

Amos Russell, associated with the F. C. Henderson Co., is back on the job after a rapid convalescence following an operation at the Melrose Hospital. Prior to joining the force of the F. C. Henderson Co. Mr. Russell was connected with the Aeolian and Chubb companies. Mr. Russell's many friends are glad to see him again in harness.

Miss Mann and Gregory Hall Married

Fred E. Mann, head of the local wholesale department of the Columbia, played the role of the fond father of a bride the latter part of August, when his daughter, Miss Emily J. Mann, and Stuart Gregory Hall were united in marriage. The bride's parents live in Newtonville and it was in the Newton Club in that city that the ceremony was performed by Rev. William E. Strong. There were a maid of honor and best man, but no ushers, as the ceremony and reception were limited to a few friends and relatives. Following a honeymoon in the White Mountains the young couple will make their home in Brookline.

Ditson Co. Closes Good Summer Trade

The Oliver Ditson Co.'s Victor headquarters during this year's warm Summer was one of the coolest places in the city, leastwise among the talking machine establishments, and those favoring Henry Winkelman with a call remarked upon the pleasant atmosphere in which he and his staff worked. Business with this house has been good all Summer and Manager Winkelman is quite hopeful of the immediate future. Otto Piesendall found the greatest pleasure during his vacation in just staying at home. John Canavan went to Ocean Point, Me., for his vacation. John started off a few days ago on his first Fall trip and had planned to visit some of the cities north of Boston, such as Lowell, Mass.; Nashua, Manchester, Keene and Concord, N. H.

Doing Well With the Granby

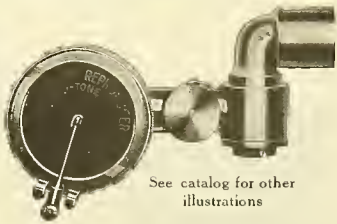
Fred L. MacNeil, local manager of Widener's, Inc., at 23 West street, reports a very good demand for the Granby machines and he says there are indications that business has already begun to pick up. MacNeil spent his va-

(Continued on page 86)

"Perfection" Reproducers and "Perfection" Ball-Bearing Tone Arms Attachments

For Edison, Victor, Columbia

The "Perfection" Ball-Bearing Arm No. 4 combined with "Perfection" Flexi-tone Reproducer No. 7 makes the most perfect combination Arm and Reproducer available for playing all makes lateral cut records on Edison Disc Machine, requiring steel, tungsten or fibre needles.



See catalog for other illustrations

NOTE—Send for our latest catalog and prices.

The "Perfection" Universal Ball-Bearing Tone Arm No. 6 with New Pur-i-tone Reproducer (attached) plays all makes of records on the Edison Disc Machine.

NEW ENGLAND TALKING MACHINE CO.

Manufacturers

16 Beach Street

Boston, Mass.

Factory Representative

L. A. SCHWARZ, Inc., 1265 Broadway, New York City

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

The "Record" Is Broken



in sales of "Long Quality" cabinets and "Peelless" Albums in New England.

See both advertisements illustrated in this issue.

Send your orders for their lines to

L. W. HOUGH

Factory Representative

20 Sudbury Street Boston, Mass.

caution at some of the resorts around New York City and at Scarborough Beach, Me. E. N. Moore, of the shipping department of Widener's, is just now vacationing at Taunton, this State.

Copley Square Shop Reopened

The Copley Square Music Shop, located in the Hotel Oxford Building in Huntington avenue, within a stone's throw of the square for which the shop was named, suffered considerably from fire early in the month, the blaze having started late at night in the basement at the rear. Following the adjustment of the damage the store was not reopened, which is a loss to the neighborhood, for it was considered a very good location for some enterprising man. The shop carried the Columbia line exclusively.

A few days later the fire department was called about noon to the Rosen Talking Machine Co.'s store, at 11 School street, but while there was some smoke in the rear of the basement no fire could be located by the firemen.

Chelsea Shop Handles the Victor

The Eastern Co. has lately opened up a new account in Chelsea, to be known as the Chelsea Shop, with Morris Kirshen in charge. It will carry the Victor line exclusively. The John A. Culbert shop, located in Arlington, because of growing business has moved into larger quarters right in the center of the town.

G. E. Sheppard a Victor

G. E. Sheppard, sales representative for the Columbia Co. at Philadelphia, was a caller on the local trade the latter part of August. Mr. Sheppard formerly was with Manager Fred E.

Mann at the Boston headquarters of the Columbia. When the influenza was rampant a few years ago Mr. Sheppard lost his young wife and her mother, an infant escaping the disease. As Mr. Sheppard originally had come from Philadelphia, where his mother resides, he asked to be transferred there. While in Boston he was very popular in the trade.

Herman T. Baker, of the A. M. Hume Music Co., spent the last week of August at Lake Sunapee, N. H., where his father has a large estate.

Stocker in Charge at Gilechrist's

Norman F. Stocker, who formerly had been with the F. C. Henderson Co.'s Utica, N. Y. store, has come to Boston, where he is now in charge of the talking machine department of the Gilechrist Co., which handles the Victor and Brunswick lines. This is one of the Henderson Co.'s many stores. Mr. Stocker is a young man of progressive ideas and should make good in his new undertaking.

BOOK BIG ORDERS FOR "SHIMANDY"

New Dancing Talking Machine Toy Finds Favor With Trade, Judging From The Demand From Widely Separated Sections

Boston, Mass., September 3.—"Shimandy," the new dancing talking machine toy, produced by the National Co., of this city, has met with instantaneous success. Ross L. Douglas, president of the company, in a recent interview with The World, remarked:

"Within a few days after our initial announcement of 'Shimandy' in the August issue of The Talking Machine World orders were received for this jazz shimmy dancer from various parts of the United States and within fifteen days after the date of publication we received orders from Canada and Cuba. We find that the trade, and the public as well, are very well pleased with 'Shimandy' because of the different steps and shoulder motions which she does and which are so true to the extreme modern dances. We find that a number of dealers are making use of 'Shimandy' as a window attraction and that this toy is also doing excellent work in record sales. We are also making a drive, as usual, for the Fall and holiday season on Ragtime Rastus, Boxing Darkies and the combination of Rastus and Boxers. Although these last-named toys have been on the market several years they are continuing in strong popularity and good Fall business is expected."

THE TRUCK SALES PLAN

Columbia Dealers in New Haven Use New Selling Plan to Splendid Advantage

NEW HAVEN, CONN., September 6.—Amendols Bros., of this city, progressive Columbia dealers, took advantage of the recent suggestion offered by the Columbia Graphophone Co. and instituted a campaign featuring the truck sales plan. This



Auto Trucks Used by Columbia Dealers

campaign has proven remarkably successful and this live-wire Columbia concern has closed many sales as a direct result of the drive.

There are three brothers associated with the firm of Amendols Bros. and during the campaign each of the trucks was in charge of one of the brothers, and this fact undoubtedly contributed to the success of the work. Amendols

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 1/2"

\$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

Lansing
SALES CO.

Eliot and Warrenton Sts.
BOSTON, 11, MASS.

Bros. covered the entire State of Connecticut and also worked through Massachusetts and New York States in delivering the Columbia message during the truck sales drive.

MIDDLETOWN GAINS NEW STORE

MIDDLETOWN, CONN., August 30.—A new music store, one of the chain operated by United Phonograph Stores, Inc., will be opened here about September 1. The store, which will be located at 440 Main street, will be managed by Gilson M. Hall, of this city, who is well and favorably known.

"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.

No Surprise

That the Trade is Extremely Delighted and Satisfied with



RECORDS

Try Them Yourself. They are Make-Good Quality

Bay State Music Corp.

N. E. Distributor

221 Columbus Ave., BOSTON (17)

BACK BAY 6297

BUNGALOW SHOP PROVES A SUCCESS

New Retail Establishment in Lowell, Mass., Accorded Enthusiastic Reception—Furnishings Are Unique and Attractive—Fred H. Walter Is President of This Enterprising Company

LOWELL, MASS., September 9.—The recent opening of the Prince-Walter Bungalow Shop in Prince's Arcade, on Merrimack street, as an exclusive Brunswick dealer has attracted the general attention of music lovers in this section. As a feature of the opening Carl Fenton's Orchestra was present, and this well-known dance organization, which records extensively for the Brunswick library, was given an enthusiastic reception by the hundreds of visitors to the Bungalow Shop.

Fred H. Walter, formerly New England district manager for Kraft-Bates & Spencer, Brunswick distributors, is president and general manager of the Prince-Walter Co., and



View of One of the Bungalows

Arthur D. Prince, well known in Lowell business circles, is treasurer of the concern.

The equipment of the Prince-Walter Brunswick Shop is unique to a degree, for instead of using ordinary demonstrating rooms Mr. Walter decided to use two houses, built in the form of bungalows, which accounts for the name of the establishment. Each bungalow contains three



One of Rooms of the Bungalow Shop

rooms and these rooms are artistically decorated throughout. Colonial chairs, mirrors, tables and photographs of exclusive Brunswick artists are included in the furnishings.

Two rooms in one of the bungalows can be

HORTON-GALLO-CREAMER CO
NEW HAVEN CONNECTICUT
VICTOR SERVICE SPECIALISTS



Vacations are over. Fall is here. Our services and co-operation, in making this season an exceptional one, are at your disposal.

converted into one large display room for Brunswick photographs whenever the occasion requires. The tables are specially constructed with three compartments, giving ample room for record catalogs, monthly supplements, etc. For the special convenience of the store's patrons a

ishment, the Bungalow Shop will soon be recognized as one of Lowell's most successful retail establishments.

CLEVER FLOAT ATTRACTS NOTICE

United Talking Machine Co. Boosts Victor Products in President's Day Parade



Fenton's Orchestra in Record Department

rest room has been equipped with green bamboo furniture, together with a writing desk, magazines, books and other details incidental to an up-to-date comfort room.

The Prince-Walter Co. has made arrangements whereby tickets for all the local theatres may be secured at the Bungalow Shop. Time-tables, auto route books and general traveling information may also be secured and, judging from the enthusiastic reception accorded the new estab-

PLYMOUTH, MASS., September 1.—A float which attracted considerable attention in the parade held here last month on President's Day was that of the United Talking Machine Co., exclusive Victor dealer. The float consisted of a Ford automobile entirely covered with red, white and blue bunting. On the hood directly over the engine was a large Victor dog and on the sides a sign, which was the length of the truck body, bore the following legend: "What the Pilgrims Did for Liberty the Victrola Has Done for Music."

This concern handles a complete line of Victrolas, Victor records and musical instruments and has branch stores in Brockton, Mass.; Webster, Mass., and Willimantic, Conn.

Thomas Young, of the Economy Drug Co., Pendleton, Ore., Brunswick dealer, has just returned from an auto trip through Washington, Idaho and Utah. He called upon a number of dealers en route and they all expressed confidence in Fall business.

PHONOGRAPH RECORD LABELS



This 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.

- Our Specialties—
- Phonograph Record Labels
- Gummed Stickers of large quantities
- Trading Stamps, etc.

KEYSTONE PRINTED-SPECIALTIES COMPANY

321-327 Pear Street
 SCRANTON, PA.



A New Fox-Trot-Melody
"ONE KISS"
 Will fill your heart with bliss

ASK TO HEAR IT.

*"You can't go wrong
 with any 'feist' song"*

CLEVELAND TO HAVE VICTOR EDUCATIONAL CONVENTION

Jobs in Ohio and Adjacent Territory Arrange for Big Conference—Artistic Cheney Warerooms—Exhibits at County Fairs—Sales Campaigns for Fall—Tributes to Caruso—Other Items

CLEVELAND, O., September 9.—Victor jobbers are completing arrangements for an educational convention in the Ohio and adjacent territory, which will take the form of a sales-building campaign, in which experts will outline business-building features. The meetings will be held in Cleveland, this being the most central point in the territory. One of the big hotels will be the scene of the gathering. About four hundred dealers are expected to attend. The series will be conducted by Mrs. Frances E. Clark, educational director of the Victor organization, and a staff of capable assistants. Initiative in the move is being taken by C. K. Bennett, general manager, the Eclipse Musical Co., and Howard J. Shartle, general manager of the Cleveland Talking Machine Co. Co-operating are the C. C. Mellor Co., the W. F. Frederick Piano Co., the Standard Talking Machine Co., of Pittsburgh; the C. N. Andrews Co. and the Buffalo Talking Machine Co., Buffalo; the Rudolph Wurlitzer Co. and the Ohio Music Co., Cincinnati, and the Perry B. Whitsit Co., Columbus. It is planned to hold the convention early in October, in time for dealers to shape their holiday arrangements.

Exhibits at Music Merchants' Convention

Two important talking machine jobbing factors were to be well represented among exhibitors at the Music Merchants' Association of Ohio Convention at Columbus, September 12-14. The Cheney Phonograph Sales Co. planned to have a complete exhibit of all the models produced by the Cheney Co., as well as a display showing the different processes of manufacture. The Cheney Co.'s entire official staff, including George R. Madson, president, were to be present. The fifteen or more models of the Granby Phonograph Corp. were to be displayed by the Kennedy-Schultz Co., Cleveland branch of the

Granby, with C. H. Kennedy, H. C. Schultz and E. H. Hart, from the Cleveland office, in charge New Salesrooms of Cheney Sales Co.

The Cheney Phonograph Sales Co. has recently completed the finishing touches to its



General Offices of the Company

new salesrooms and stock headquarters at 1965 East Sixty-sixth street, just off Euclid avenue. Here is an ideal location and an ideal building for a wholesale talking machine industry. The



Service Department of Cheney Sales Co. storage space for machines will accommodate 4,000 instruments, and the record stock depart-

ment will be sufficiently large to accommodate what is expected to be the largest record supply in the city. A repair and parts department will be complete in every detail to facilitate service to dealers. Shipping facilities have been improved to the maximum by the use of a large elevator, which will raise a loaded truck, thus permitting the loading or unloading of machines or supplies right in the warerooms of the company. The showroom contains one of every model made by the Cheney Co.

Record Sales Co. Organized

Officers of the Cheney Phonograph Sales Co. have organized the Record Sales Co., to handle the distribution of Odeon records in Ohio, Pennsylvania and West Virginia. It is believed this is the first firm to be awarded distribution rights in this country. It will feature at the beginning the popular numbers. The officers are: President, George R. Madson; vice-president, J. L. Stern; secretary-treasurer, T. R. Buel.

The Grafonola in Playground Work

Use of the Columbia Grafonola in outdoor playground work probably will be extended here next season as a result of successful experiments with the instrument in the East Thirtieth street playground this Summer. The instrument has been in operation for several weeks and has proved beneficial in folk song and dance work, according to Miss Lieblein, playground director. The first instrument was supplied by the Columbia branch here, and was carried on since by the Payne Music Shoppe, in whose district the playground is situated.

Co-operating With Dealers at County Fairs

County fair work in Ohio is being ably aided in the interest of dealers by Cleveland jobbing firms. Among those lending assistance to this work is the local branch of the Columbia Co. All materials needed by dealers exhibiting at the fairs is being prepared by Assistant Branch Manager H. C. Cooley and Service Manager E. F. Hughes, and shipped direct to the different fair grounds. The Fischer Co., Pathé distribu-

"WE SERVE THE SOUTH"

WITH

Okeh Records

Correspondence Solicited from Dealers in this Section interested in Okeh Agencies

WHOLESALE PHONOGRAPH DIVISION

OF

J. K. POLK FURN. CO., Inc.

Offices and Show Rooms

294 Decatur Street

Atlanta, Ga.

The Southern Negro Quartette sings "Anticipatin' Blues" and "I'm Wild About Moonshine" in a manner to make you anticipate sales that will simply set you wild. A-3444.



**Columbia Graphophone Co.
NEW YORK**

tor, is assisting dealers who are county fair exhibitors, by the distribution of some 30,000 billboards of large size, which are being given away to visitors by Pathé dealers at the fairs.

Convention of Music Teachers

A convention of music and other teachers in the territory covered by the Cleveland branch of the Columbia Co. is scheduled for early September by W. A. Wilson, head of the Columbia educational department, and Miss Nellie Sharpe, educational director in Ohio. The meetings were to be held for three days in the branch headquarters in this city. Music instructors of national prominence, including Prof. Mohler, of Columbia University, will be in attendance.

Sales Campaigns for Fall Started

Many dealers locally and nearby have started their Fall talking machine sales campaigns. One of the first is the Alhambra Music Co., which has developed its mezzanine floor into a period model shop, where Columbia instruments are featured. At the same time the company's territory is being canvassed with sets of late Columbia records, and more often than not complete sets are bought where machines are owned and where homes are Grafonola-less they are promptly put in the Alhambra's prospect list.

Increasing Demand for Caruso Records

Stimulus to all record business continues as the result of the death of Caruso. Care was taken by dealers throughout the territory not to mix business with this delicate situation, but the public demanded the records, not knowing that many new ones could be made from master records. With little advertising or display effort on the part of dealers local stocks were quickly absorbed, it being quite common for buyers to take the entire number of 150 or more Caruso renditions.

When new stocks arrived from the Victor factory dealers were able to announce there were new Caruso records obtainable. Two conspicuous events marked the interest in these records. Through the Cleveland Talking Machine Co. organization the Park Theatre, largest motion picture house, used a talking machine with Caruso records, the artist being accompanied by the theatre orchestra under Director Homer Walters. The rendition was highly successful and apparently appreciated. At the Lipstrav & Co. store an entire window was given over to a miniature stage, on which lantern

slides of Caruso in operatic characterization were thrown. A machine in the store played airs in keeping with the characters. Large crowds assembled to see and hear this display.

Phonograph Co.'s Picnic

The annual picnic of the Phonograph Co., Edison distributor, was held at Mentor Highlands Park, where nearly half a hundred members of the Phonograph Co. "family" went in motor cars. Many games were played and prizes distributed. The feature of the event was a chicken dinner, followed by dancing at the Farm House. Harry R. Tucker, sales manager, and E. S. Hirschberger, advertising manager, arranged the affair.

To Develop Music Educational Campaign

Special representatives from the Victor Co will develop the music educational work in the Ohio district this year. This work was started by Miss Gratzella Puliver, of the Cleveland Talking Machine Co., last year and was received so successfully by district superintendents that the county institutes are demanding a broader scope this year. The work, consequently, will be conducted by Miss Ella B. Cain, Miss Marie Finney, Miss Bessie Daniels and Robert E. Coleman. During her stay at Findlay Miss Daniels who has had charge of the theory department at Polytechnical Institute, Los Angeles, will be the guest at a reception being planned by Lester Thomas, dealer, in that city.

New Display Rooms Opened

New display rooms of the Kennedy-Schultz Co., local branch of the Granby Phonograph Corp., have been completed. Soft carpeting handsome draperies at doors and windows, pictures showing processes of manufacture, and wicker furniture offer a pleasing background for the showing of one or more of all the models put out by the Granby. The rooms are lighted entirely by table or floor lamps.

Will Serve Columbus Dealers

In the last issue of The Talking Machine World it was reported in this column that the Cleveland branch, Columbia Graphophone Co. would henceforth serve Cincinnati dealers. The Cleveland branch will serve Columbus dealers not Cincinnati retailers.

Perfects Fall Campaign Plans

Fall campaign plans by the Columbia were outlined to salesmen of the Cleveland branch by Branch Manager J. L. Du Brenil, at the pre-September gathering of the representatives. During the latter part of August Robert Porter agency field sales manager, has been co-operating with Columbia branch officials here, as has been O. F. Benz, record sales manager, on record distribution. Canvass campaigns for dealers are being conducted by Dan Des Foides, of the Cleveland branch, among the conspicuous efforts in this direction being for the Crammer-Perrine Co., Akron, and the Royer & Co., Lancaster.

Great Increase in Okeh Record Orders

Another good indication for Fall business is shown at the Kennedy-Green Co., Okeh record jobbers, where orders are not only more frequent, but on the increase in number as well

Dealers state they are checking their stocks, preparatory to entering the Fall and holiday seasons with ample supplies. Most orders in the last few weeks are 100 to 200 per cent larger than they were at the beginning of the Summer, says A. H. Liebig, member of the company.

Adds ex-Service Men to Sales Staff

In order to cover the county more intensively the Phonograph Co. has added more ex-service men to its sales staff. It is the plan of this firm to employ only world war veterans for the sale of Edison machines and records. Even if they have not had previous selling experience they are soon trained in that direction, as well as made expert phonograph salesmen, under the instruction by Harry R. Tucker, sales manager. The plan is proving beneficial alike to the firm, to the young men and to the business, according to L. M. Bloom, treasurer.

Record Exchange a Great Success

Record exchange of the Northern Ohio Talking Machine Dealers' Association has closed its second month of operating, and during that time it has been the means of disposing of more than 5,000 records for member-dealers that otherwise might not have been sold. Plans for augmenting this service will be offered by President Smith, of the Association, and head of the Euclid Music Co. and originator of the exchange, at the first Fall meeting of the organization. The exchange has aided materially in increasing the membership of the Association creating another step forward to a solid State organization.

Newton Joins G. A. Clark Co.

The George A. Clark Co., Columbia dealer in Flyria, O., has acquired the services of C. A. Newton, formerly connected with the Cleveland branch of the Columbia Co.

Protecting Cover for the Victrola No. 50

The VICTROLA No. 50 Portable is an instantaneous success—and on account of its splendid appearance and finish, it is worth while protecting.

Our new protector does this—its firm wool texture acts as a splendid guard against bruises—scratches on the polished case—and this feature alone will sell it to anyone buying a Portable VICTROLA.

"It has a pocket that will hold 6 to 8 12-in. records!"

List price \$5.00 (not binding upon trade).

Dealer's price, 40% discount.

KNICKERBOCKER TALKING MACHINE CO.

Victor Wholesalers
138 West 124th Street
NEW YORK CITY

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathé
in stock ready for delivery
MERMOD & CO., 874 Broadway, N. Y.



STEGER

*the finest reproducing
Phonograph in the World*



Model
506
\$295.00



Model
502
\$145.00



Model
503
\$165.00



Model
509
\$237.00

THE illusion of reality is at its best when music is reproduced by the Steger Phonograph. Every note that issues from the Steger is true to life, a faithful echo of the human voice or instrumental skill of the master.

The wonderful Steger tone-chamber of even-grained spruce and the unique, patented, adjustable tone-arm make perfect rendition of every disc record certain.

The Steger Phonograph is as beautiful in the artistry of its design and the attractiveness of its finish as it is charming in its tone-reproducing qualities. There is a variety of pleasing designs that will appeal to every lover of the beautiful.

From a sales standpoint the incomparable Steger offers unlimited possibilities to the active dealer. It is backed by a great and profitable merchandising plan that adds immeasurably to the value of Steger representation.

Desirable territory open. Write for the Steger proposition today!

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
 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

NOTICEABLE BUSINESS IMPROVEMENT IN NORTHERN OHIO

August Sees the Turning of the Tide in Canton District—Getting Ready for Annual Fall Exhibition—Collections Rather Slow—Recent Business Changes of Importance

CANTON, O., September 6.—Although considered a dull month, August proved one of the best of the year for Canton music dealers, it was learned following a survey this week of downtown music shops. There is a decided improvement in the talking machine trade and some merchants reported that during August their business in this particular line topped sales of the corresponding month a year ago. The hot weather of the last week of August retarded sales somewhat and was felt generally by the retailers, it is said.

There is very little doing from a rural standpoint, for salesmen who have made the country districts claim farmers are not interested now in music, but that their undivided attention is being given to the harvesting of the crops. Some dealers earlier in the season landed a nice volume of business from the farming districts and are making established routes every two weeks. The modern farmer in sixty cases out of one hundred has a talking machine in his home and watches with interest the issuance of the monthly record lists and in many cases is just as educated as the city folks as to what are and what are not the popular records.

Although many dealers report talking machine sales on the increase, they admit collections are slow, but believe an improvement will be noted with the lapse of another month. Steel mills of the Canton district are increasing operations and few are now idle, which improvement is expected to be reflected soon in the retail music business.

Many Canton music dealers, as well as salesmen and department heads, plan to attend the annual meeting of the Music Merchants' Association of Ohio, to be held September 12 to 14 in Columbus. C. M. Alford, president of the Canton Music Dealers' Association, expects to attend the meeting and be present at least two days of the sessions.

Music dealers will lend every assistance possible in the staging of the annual Fall exposition, an event fostered by the retail merchants of Canton. On this occasion three days and nights are given over to the display of new Fall merchandise, with special window displays. Prizes are given the best-decorated windows and judges are selected from out-of-town merchants. Band concerts, special features of all kinds and special advertising sections of local newspapers will help make the event a success.

Canton music dealers will again be represented in the displays at the annual Stark County Fair, which will hold sway here the last week in September for five days. The merchants' exhibit hall is beneath the grandstand at the Stark County Fair Grounds. Among those who will participate are: The Alford & Fryar Piano Co., George C. Wille Co., Klein & Heffelman Co. and the J. W. Brown Piano Co.

"Prospects for the local music trade this month, in my opinion, are very encouraging, judging from the excellent volume of business done by dealers here in the month of August," said C. M. Alford, head of the Alford & Fryar Piano Co. "While I have not compiled my August business I am certain that it was better in point of volume of sales than a year ago. August usually is dull, but there seems to have been a general improvement in business during the month just ended." Record sales and rolls, compared to last year at this time, are about 50 per cent, according to Mr. Alford. Inquiries for talking machines are more frequent and prospects are now beginning to talk with the salesmen, where three months ago it was impossible to even get an interview with the majority of those who were listed, due to the fact that hundreds were out of work.

One of the biggest deals in downtown mercantile circles in some time was consummated this week, when the old-established firm of David K. Zollars & Son combined with the new Klein & Heffelman department store and moved its entire stock into the new Klein & Heffelman build-

ing. Every department in the big store received a quota of the Zollars stock and as a result will be larger and more complete in the future. The Klein & Heffelman Co. before merging its three stores conducted an exclusive music store in Market avenue, north, just opposite the location of its present new building.

The George Wille Co., Market avenue, north, experienced a busy August, with the exception of the last three days of the month, when the hot weather affected business decidedly. George C. Wille, head of the firm, said he knew nothing in particular to which the excellent business could be attributed, for he declared that there were fewer popular numbers issued this season than ever before.

The new console model Victrola promises to go big with the Wille Co., who is giving it much prominence in both window display and daily paper publicity.

TRIFLES THAT COUNT IN BUSINESS

Lack of Attention to Small Details Influences Sales Volume—A Hint on Mailing

Just as pennies help to make a dollar, so do seeming trifles help to build up sales volume to substantial proportions. Putting a piece of direct mail advertising in an envelope seemingly is a trifle, but it is just such trifles, as these which, in the aggregate, have a surprising influence on the amount of business transacted.

Did you ever stop to think what an aggravating thing it is when taking a letter out of an envelope to find that it was put in backwards, and before reading it you had to turn it right side up? It is especially annoying when the person receiving it happens to be busy. The irritability thus caused is very apt to result in the letter or pamphlet being thrown into the waste-paper basket.

The man who worries over success achieved by his competitor never finds time to run his own business.

Loyalty to Victor



THE Victor dealer remains true to Victor products because he realizes that the Victrola and Victor records are superior to all other products of a similar nature.

Also the policies which govern the Victor T. M. Co. are of the highest type conceivable.

The Victor dealers served by Curtis N. Andrews have continued their dealings with this company because they have secured the highest type of co-operation and service.

CURTIS N. ANDREWS

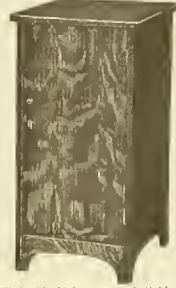
Victor Wholesaler

BUFFALO, NEW YORK

SPECIAL SEPTEMBER PRICES FOR LONG CABINETS—(Illustrated)



Style 71—Mahogany and Golden Oak. Height 39 1/2 in. Top 17 x 31 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$7.37
 Flat top shelves 10.12



Style 72—Mahogany and Golden Oak. Height 35 in. Top 17 x 17 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$4.33
 Flat top shelves 7.56



Style 73—Mahogany and Golden Oak only. Height 34 in. Top 15 1/2 x 29 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$10.12
 Flat top shelves 10.87



Style 80—Mahogany and Golden Oak. Height 30 in. Top 19 1/2 x 23 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$10.12
 Flat top shelves 10.87
 Top moulding racks 10.87
 Top moulding shelves 11.62



Style 81—Mahogany and Golden Oak. Height 30 in. Top 18 1/2 x 23 1/2 in. Made with shelf interior only.
SEPTEMBER SALE PRICES:
 Flat top shelves \$12.87
 Top moulding shelves 13.12



Style 82—Mahogany and Golden Oak. Height 30 in. Top 23 1/2 x 30 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$10.12
 Flat top shelves 10.87

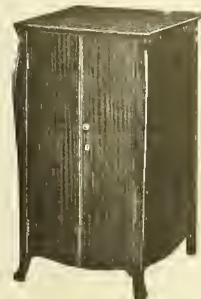
There is also a special September price list for LONG Player Roll Cabinets—Write for Details.



Style 76—Mahogany and Golden Oak only. Height 34 in. Top 20 1/2 x 25 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$10.50
 Flat top shelves 11.25
 Top moulding racks 11.25
 Top moulding shelves 12.00



Style 77—Mahogany and Golden Oak. Height 34 in. Top 19 1/2 x 23 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$14.25
 Flat top shelves 15.00
 Top moulding racks 19.00
 Top moulding shelves 15.75



Style 78—Mahogany and Golden Oak. Height 34 in. Top 19 1/2 x 23 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$11.12
 Flat top shelves 12.87
 Top moulding racks 13.87
 Top moulding shelves 11.62

**The Geo. A. Long
 Cabinet Company**
 HANOVER, PA.

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., September 7.—The talking machine business in the month of August was more satisfactory than was the business during either July or June. Weather conditions were a little more favorable, but that was not the only reason a healthy condition developed, which seemed to be due to general trade betterment.

During the month there have been little or no changes, and it would appear that the dealers are awaiting to get a little further into the Fall to see what their business is going to require of them. H. A. Weymann & Sons, however, have entirely rearranged their talking machine wholesale department and have added very much to its completeness and its effectiveness. They have built an office front for Mr. Bahls adjoining the one occupied by Harry W. Weymann, the head of the firm. Back of Mr. Bahls' office they have a large reception room for the use of the dealers as they come in, something they have never before had, and there are a number of individual desks, with writing material, etc., so that each dealer will have the required privacy, and they have also placed there machines for his inspection and advertising novelties for his consideration, including a complete set of the Penn Victor operatic figures. Back of this reception room begin the long rows of talking machine record shelves, so that the entire department is quite convenient. Most of this space now occupied by talking machines was formerly used for the shelving and office work in connection with the Q R S music rolls.

Walter E. Eckhardt's Resignation

The resignation of Walter E. Eckhardt as president and general manager of the Interstate Phonograph Co., which was referred to in last month's World, did not come as much of a sur-

prise to those who know Walter Eckhardt intimately, but it created considerable excitement among those who did not. The Pathé business here has been taken over by the Pathé Co. and it will be conducted by them, at least that being the present arrangement.

Mr. Eckhardt is still holding down his former office and is settling up his affairs gradually, as to correspondence and other details, and very shortly we may expect to hear an important announcement from him, as he has the choice of several large propositions, either one of which would be most inviting.

Regarding his resignation Mr. Eckhardt said: "This is not entirely unexpected, as I have given my friends to understand for the past several months that negotiations were pending that would enable me to gain a free footing from business cares, at least temporarily. I am now, for the first time in my business career of twenty-seven years, breathing perfectly free, with nothing ahead of me. It does seem that after all these years given to the phonograph industry, in which time I have managed factories, general distribution and sales and established and operated many wholesale and retail branches, my experience should not be lost entirely to an art which is so important and so prominent in the world's enterprises of the day. It was my first impression that at this time it would be profitable to hesitate and survey the entire commercial field before deciding upon plans for the future, and although my arrangements for retiring were consummated but a few days ago I find myself at the present moment reviewing them with much deliberation, for the time being, and will put on brakes and see how things are from the outside in. As soon as I am able to calcu-

late, in my own mind, just what my plans will be, I will notify my friends through your newspaper columns. I wish, in temporarily retiring, to express my full appreciation of the many, many courtesies extended to me by your paper your staff, my clients and competitors."

Many Columbia Activities

The Columbia Co. is finding its business gradually on the increase during the entire month, and is looking for a corresponding increase during September. Manager Cmmmin has spent as much time as possible during the month in the various towns in this State, New Jersey and Delaware, where the firm has representatives, helping the dealers as much as possible in suggestions for the marketing of the Columbia product.

Dealer Service Manager W. J. Lorenzo has been quite busy since he returned from his two weeks' vacation, spent in New York State, in a trip to Atlantic City to arrange a concert to be given by Marion Harris and the Columbia Saxophone Quartet, at the warehouses of the E. M. Blatt store, which is to be held this week, and in going about the city with some of the out-of-town Columbia visitors. Both J. D. Westervelt and F. O. Connelly, of the Columbia force, were also in New York State several weeks during the month on vacation. E. A. Manning, the assistant manager, spent his two weeks' vacation at Atlantic City.

Among the recent Columbia visitors at the local offices were: H. B. Newkirk, Salem, N. J.; J. W. Moss, Shamokin, Pa.; N. Freeman, of Chester; J. M. Carothers, Atlantic City; J. M. Cameron, of the Cameron Piano Co., Allentown; I. Baker, Mt. Holly, N. J.; B. Ming, Medford,

(Continued on page 94)



THE greatest singer of all time has gone. In his place stand the Victrola and Victor Records.

Put special efforts on Caruso Records—mail work, window display and selling plans—for the public is anxious to purchase them. Buehn Service will aid you in securing the proper sales volume this Fall.



The Louis Buehn Company
 Victor Wholesalers
 PHILADELPHIA

THE TRADE IN PHILADELPHIA AND LOCALITY— (Continued from page 93)

N. J.; Mr. Heller, of the Metropolitan Phonograph Co., Reading, Pa.; A. E. Stauffer, Harrisburg; Mr. Haldean, Pine Grove, Pa.; F. E. Bloom, of the Lauter Piano Co., of Trenton N. J., etc.

Dealers Who Have Taken on the Granby

Percy Trifneck, Norfolk, Va., representing the Granby phonograph, which is jobbed in this section from the Widener Shop, spent considerable time in Philadelphia in August, and made a number of important connections. Some of the firms by the State who have taken on the Granby are: J. E. and W. H. Vace, of Hanover, Pa.; Sol. J. Phillips, of South Bethlehem, Pa.; W. M. Ivers, of Willwood, N. J.; George S. Haines, 5127 Delancy street, and Leon Schoeppe, of 1521 Snyder avenue, this city.

Heath Has Big Okeh Business

A. J. Heath & Co. report that their business in August was quite satisfactory. They distributed almost double the number of Okeh records that they put out in July; they have also sold a number of machines, and they have been made exclusive representatives in this territory for the Double Throat and Tone Arm, and have been doing very well with it. Mr. Heath spent his vacation of two weeks on Long Island, N. Y.

and at Atlantic City. C. A. Malliet, his partner, spent his two weeks during the month at Rehoboth Beach, Del., fishing. Among the Heath visitors during the month was A. Thallmayer, manager of the foreign department of the General Phonograph Co.

T. W. Barnhill Returns

T. W. Barnhill, the head of the Penn Phonograph Co., returned to his desk on September 1 after an extended trip to the Pacific Coast, where he was accompanied by Mrs. and Miss Barnhill. He reports having had a delightful trip. During the month the Penn business has been good. The death of Caruso stimulated the sales of his records to a remarkable degree. Victor Moore spent his two weeks' vacation at Atlantic City; Alton Streeter went on a fishing trip to Townsend's Inlet, N. J., and every day the men at home received some fine ice fish.

Big Demand for Penn Victor Dogs

The Penn Victor Dog business was good during the month, some of the largest orders being received from C. J. Schmidt, of Tiffin, Ohio, who ordered 3,000; the Morris Music Shop, of Portsmouth, Va., 1,000 dogs, and 500 each were ordered by the following firms: A. H. Goodman & Brother, Portsmouth, Va.; the White Music Co.

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.

Williamsburg, Ky.; the Welston Talking Machine Co., of Welston, and the Eberhardt-Hays Music Co., of Wichita, Kan.

Mr. Willis, representing the Beckwith & O'Neill Co., of Minneapolis, Wis., was a visitor here during the month, showing the trade the firm's new style of counter, the Selres, which is very useful to help facilitate sales.

New Columbia Dealers

Among the new dealers established by the Columbia during the month were: Smith & Newack, of Forest City, Pa.; the Prince Furniture Co., of Pittston, Pa., and the Emery Music Store, of Columbia, Pa., the successor of John Wirth.

A Busy Emerson Month

The Emerson Co. had a very busy month of it. It made a supreme effort to introduce the Emerson phonograph and with very excellent success. In the campaign among the dealers in this city Manager Harry Fox had the assistance of W. J. Stevens and A. T. Emerson, of New York. In speaking of this success Mr. Fox says: "The popularity of the Emerson phonograph is increasing. Coupled with the merits of the machine and the local advertising we are getting, it is creating a demand for all our products. We have been establishing more exclusive Emerson dealers than ever before, for we are now in a position to offer a complete phonograph proposition—phonographs and records. We have also been successful in our Gilt Edge Needle drive. Since our appointment as exclusive distributors in Philadelphia and vicinity for this product, we have been receiving some very nice orders."

Mr. and Mrs. Fox spent the Summer at Atlantic City, the former commuting each day, but on the last day of August returned home and opened their city place for the Winter. Mr. Fox reports that collectors, both for machines and records, are coming in in very much better shape. Harvey E. Morrison, of New York, made Mr. Fox a visit recently.

Lower Prices for Certain Cheney Styles

The Cheney Co. here has notified its dealers of a cut in prices of its Nos. 2 and 3 models, which are to be replaced by new models which will be ready by October 15.

Herbert Blake has recently returned from a delightful vacation spent among his former "old home folks" on Lake Ontario. J. M. Elton, of the sales force, spent his vacation during the month at his old home in Palmyra, N. Y. Mrs. MacIwain, the head bookkeeper of the house, spent her two weeks at Ocean City.

P. J. Hawley Takes Charge


P. J. Hawley, of Albany, N. Y., has replaced Mr. Coupe as head of the Girard Phonograph Co., the Philadelphia distributor of the Edison phonograph. Mr. Hawley has had a wide experience as a talking machine man.

Snellenburg Department in Large Quarters

The Snellenburg talking machine department has been removed to the fifth floor of the new building adjoining the piano department, the two departments occupying the entire floor. It has a very good position, and this move should have been made long ago.

Increased Activity With Buehn Co.

Louis Buehn, head of the Louis Buehn Co. and president of the Victor Jobbers' Association, who has been touring the Far West, visiting the leading points of interest, with his family since



Questionnaire

VICTROLA DEPARTMENT
R. L. FORD 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.....

(Half Size)

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 wayside. 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 the just 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.

Order Through Your Victor Distributor

PENN PHONOGRAPH COMPANY, Inc.

Victor Distributors—Wholesale Only

913 ARCH STREET

PHILADELPHIA, PA

THE TRADE IN PHILADELPHIA AND LOCALITY— (Continued from page 94)

the Colorado Springs convention, returned to Philadelphia on Tuesday of this week. At the house it has been reported that business was good—quite good. Caruso records have been going very big. It is reported that the Victor Co. has a number of recordings by the great artist that have never been listed, and it is quite likely that they will have new Caruso announcements for a long time to come. Among the most recent of the Buehn visitors were: Joseph J. Steif, of Mt. Carmel, Pa.; Frank Tallen, of Chester, Pa., and Mr. Werner, Sr., of the Werner Co., of Easton, Pa.

Opens New Store

The People's Talking Machine Co., of 502 South Fifth street, which specializes on foreign records, has opened a new store at Seventh and Wolf streets. It is doing the largest Hebrew record business of any firm in this city. It has a very fine place at its new branch, which was formally opened on September 1.


Everybody's T. M. Co.'s Expansion

J. A. Fischer, head of the Everybody's Talking Machine Co., has brought his family up and opened his city home after spending the Summer at Atlantic City. The firm reports that it has been enjoying a very excellent business. Recently it had a visit from J. S. Christophe, of the Christophe Co., San Francisco, Cal., and I. Mayers, of Birmingham, Ala.

Everybody's Co. has started the establishing of a number of jobbers to handle its line exclusively from one end of the country to the other, and within a short time it expects to announce a list of these jobbers. It has been adding a few new types of springs to its already long list. Everybody's will feature among its needs one it is having especially manufactured for this company and which is under its exclusive control, entitled the Uman-Tone needle, a three-tone needle. It has already had great success with this product. Philip Grabuski, the Southern salesman of the firm, spent his two weeks' vacation at Betterton, Md.

Many Cirola Improvements

The Cirola Distributing Co., of this city, distributor of the portable machines of that name, reports a continuance of generally good business throughout the month of August. A new tone arm with a pivoting pin on the side, rather than center, is now being used on the Cirola phonograph. This new tone arm is more strongly built and allows greater amplification of sound. A new leather-covered handle and a sliding door with felt cover to protect the nickel parts are



THE DEALERS'

“PASSING SHOW OF 1921”

has four months to run—the four best months—make them count. Your profits will tell the story of the show.

OKeh Records

are playing and paying. They get business. They net profit. An agency is a continuous attraction—and it pays.

SONORA

COMPANY OF PHILADELPHIA

1214 ARCH STREET PHILADELPHIA

other improvements which are reported to be much appreciated by the dealer.

Langford Joins Cheney Staff

G. D. Shewell, president of the Cheney Sales Corp., of this city and New York, reports the appointment to his staff of Douglas Langford, formerly connected with the Acolian Co. Mr. Langford will be connected with the New York office of the company and cover New York and Connecticut. Mr. Shewell reports that a large number of advance orders have been received for the two new models of the Cheney talking machine and that every indication points toward big Fall business.

Placing Big Orders for Victrolas

H. W. Weymann, of H. A. Weymann & Son, Inc., Victor wholesalers, this city, reports that the new No. 50 Victrola portable and No. 300 art model have been received very favorably by the buying public. Dealers have placed very

substantial orders and reorders for further shipments of these numbers. The month of August has shown a decided improvement over June and July on all type Victrolas. Mr. Weymann stated to a representative of The World: "I believe there is every reason to be optimistic regarding the Fall trade and all indications point to a shortage of Victrolas if the demand is anywhere near what the indication shows."

National Publishing Co. Optimistic

H. C. Fry, of the National Publishing Co., manufacturer of albums, this city, reports that he finds that dealers are making energetic plans for the Fall season. The National Publishing Co. has closely kept in touch with the many dealers which it serves and predicts a revival of generally good business during the Fall months.

Harry Fox, head of the Emerson Phonograph Co., reports a decided improvement of conditions. August business totaled more than June and July combined. Every indication points toward the continuation of this good business throughout the Fall season.

Reports Decided Improvement

New Franklin Style Popular


The Franklin Phonograph Co., of this city, reports a noticeable improvement in the demand from the dealer beginning during the last two weeks of August. The revolving-door model of the Franklin phonograph, which this company is featuring, is proving popular and good Fall business is expected in this and the other models comprising the Franklin line.

Extensive Fall Campaign Planned

C. S. Tay, of the Chicago office of the Interstate Phonograph Co., was a recent visitor to the Philadelphia headquarters. All employees of the company are back from their vacation and an extensive Fall campaign has already been inaugurated. C. W. Flood, of the Interstate organization, is at present in Florida, where he made a special trip for the factory.

Keen Talking Machine Supply Co. Opens
Jacob H. Keen, formerly connected with the Keen Talking Machine Supply Co., has opened business under the firm name of the Guarantee Talking Machine Supply Co., at 113 North Ninth street, this city. He will conduct a wholesale and retail business in talking machine supplies and parts.

The salesman who possesses a deep knowledge of human nature invariably produces the biggest results.



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

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA. YOKOHAMA, JAPAN

WALTER S. GRAY
SAN FRANCISCO, CAL.

ARTHUR A. BRAND & CO
CINCINNATI, OHIO

INTERNATIONAL MICA CO.
103-110 W. Lake St., CHICAGO, ILL.

V. T. SCHULTZ
CLEVELAND, O.

RAYSOLO SALES CO.
LANCASTER, PA.

PROVIDENCE PHONO. CO.
PROVIDENCE, R. I.

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business.

"IMICO" and "SERVICE" are SYNONYMOUS

NEW MOTROLA IN DEMAND

H. A. Weymann & Son, Inc., New Wholesale Agents for Motrola, Find Good Market

PHILADELPHIA, PA., September 6.—H. A. Weymann & Son, Inc., of this city, Victor wholesalers, who were recently appointed exclusive wholesale representatives for Jones-Motrola, Inc., for eastern Pennsylvania, New Jersey and Delaware, report an active demand for the new Motrola with the Universal motor. This device was recently reduced materially in price, and now retails at \$19.50 as compared with the former price of \$30.

The Motrola, which has attained country-wide success, may be attached to any type Victrola or any other make of talking machine, and accomplishes what the self-starter does for the automobile. By pressing a button, the new Motrola winds the spring to the proper tension and then automatically stops winding. An extensive publicity and sales campaign has already been inaugurated for the benefit of dealers, and window display signs, together with other material, are now ready for distribution.

GRANBY AT CHILDREN'S PICNIC

Annual Children's Picnic Given by Harry Cohen Enlivened by Granby Phonograph

PHILADELPHIA, PA., September 3.—At a children's picnic held recently at Fairmount Park, this city, the Granby phonograph furnished music for the dancing. The picnic was given by Harry Cohen, who makes it an annual event. It was a huge success and the Granby was the center of attraction for the kiddies, who used it for singing as well as dancing purposes.

R. L. Perrett, manager for the Widener's, this city, recently sold a Louis XVI model of the Granby phonograph to a customer. Mr. Perrett was much surprised a couple of days later when the man returned stating he wanted to buy another, which Mr. Perrett was not at all loath to sell him. It developed that the customer's father, whose home is in Italy, was visiting him and was so pleased with the machine that his son made him a present of it. The father took the Granby back to Italy with a generous supply of American records.

FIGHTING TAX ON HOME GROUNDS

Congressional Recess Affords Members of Music Industry an Excellent Opportunity for Presenting Arguments to Senators and Representatives While at Their Homes

Whatever may be thought of the wisdom of the members of Congress in voting to recess at this time, the Music Industries Chamber of Commerce declares that by closing up shop at Washington and going home the Senators and Representatives will afford the members of the music industry an excellent opportunity to tell them to their faces what they think of the excise tax on music.

The Chamber urges all members of the trade to establish personal contact with both of their Senators and their Representatives during the Congressional recess. Write to them at Washington at once, the Chamber suggests. Tell them you would like to have the opportunity to talk with them about the burdensome excise tax on your industry. This in itself will constitute an argument which they will not forget even if they do not go home for the recess.

Have a heart-to-heart talk with your Congressmen who come home. Tell them the women of your acquaintance, wholly regardless of your direct interest in the matter, are becoming alarmed lest the added cost of instruments due to excise taxes will force music teachers into other lines, thus depriving the youths of the land of the foundation for that future love of music which is beginning to brighten the lives of Americans of all ages. If your Congressmen don't come home, write them to this effect. The women are watching tax revision, and the men who fail to take the burden off music are going to lose the woman vote. Tell them so in no uncertain manner.

During a previous recess of Congress a certain industry in an Eastern State affected adversely by proposed legislation appointed a committee to tour the State to hold conferences with the Congressmen in their homes. The result justified the experiment. The Chamber suggests that our people in all parts of the country adopt some such scheme in the tax fight.

The Horse tax bill, the Chamber declares, does not solve the problem. It will not bring in the necessary revenue. It is suggested, there-

fore, that the members of the industry couple their demand for the repeal of the excise tax with the suggestion for the adoption of a sales tax.

DEMONSTRATES ACTUELLE AT RACES

Aggressive Pathé Merchant Creates Sensation and Incidentally Boosts Actuelle Sales

PHILADELPHIA, PA., September 1.—George Ross, proprietor of the Pathé shop at 4546 Frankford avenue, this city, believes in the energetic presentation of the line he sells. He not only believes but, as a number of recent events have proven, has actually put into practice a number of exceptionally impressive methods of featuring Pathé merchandise. Recently, at the Frankford race course, Mr. Ross demonstrated the great volume of the Actuelle. This demonstration created a sensation and tangibly resulted in a number of Actuelle sales. Mr. Ross also has extended his progressive merchandising methods to his windows, which are a decided attraction in his section of the city.

STREIFF HAD NARROW ESCAPE

John Streiff, Remington dealer and distributor, of 73 Flatbush avenue, Brooklyn, N. Y., recently narrowly escaped injury in an accident which damaged his main show window. Due to the breakage of the front wheel of a passing auto the machine jumped the curb and went through his window before it stopped, ruining two Remington phonographs displayed therein beyond repair. Mr. Streiff was standing in the doorway at the time and only through quickly jumping did he escape being crushed.

FOWLER STORE DESTROYED BY FIRE

Mitchell, S. D., September 5.—The talking machine department of Fowler's Drug Store, this city, was entirely destroyed by an early morning fire recently which was caused by defective wiring. The loss is estimated to be about \$4,000.

It is a mighty good thing to seek ideas for increasing business, but the time spent in looking for ideas is lost if they are not carried through to the finish.



Size: 12½ x 11½ x 6
Weight 16 lbs.

"Take Your Cirola Music With You"

CIROLA HAS PROVED ITS WORTH—Dealers everywhere are stocking it this season. REASON: IT STILL REMAINS THE LIGHTEST, SMALLEST, MOST COMPACT, REAL STANDUP BIG TONE PORTABLE MADE.

We are now also sole distributors in this territory for a cracklerjack record, "THE PARAMOUNT," which is working well with the CIROLA, likewise the CIROLA NEEDLES AND COVERS.

Write for Proposition.

CIROLA DISTRIBUTING CO., Inc.

Distributors of the
CIROLA PHONOGRAPH

PROMPT
DELIVERIES



204 Colonial Trust Bldg.
Phone Spruce 6337
PHILADELPHIA, PA.
U. S. A.

SOME TWENTY EDISON SALESMANSHIP SCHOOLS

These Will Be Located in Various Cities and 150 Sales Representatives Will Be Accommodated in Each School—To Be Conducted in Twelve Central Points of the Country

ORANGE, N. J., September 8.—According to present indications, and the response already received, there will be about twenty schools of salesmanship established by Thos. A. Edison, Inc. These will be located in various cities and not over 150 sales representatives will be accommodated in each school.

The salesmanship school is an aftermath of the 1921 Edison Caravan Convention, during the program of which a play, by William Maxwell, was enacted, entitled "School for Salesmen." The reaction from this play, and, in fact, from the whole convention, was a demand by the Edison jobbers and Edison dealers for a practical salesmanship school. The Edison Co., therefore, issued a bulletin to its dealers broaching the subject, a part of which reads as follows:

"We have decided to have a real school for dealers' salesmen. This is what we propose. We are going to ask one of the big universities to supply us with two instructors from its school of salesmanship. These men will receive a thorough training at the Edison laboratory, in addition to which they will work for a time with Edison dealers. We shall assign them to some good dealers and to some poor dealers. In other words, we shall add to their present scientific knowledge a thorough practical knowledge of Edison merchandising. When we consider that the training of these men is complete we shall assist them in preparing a short course in Edison salesmanship which we hope will be sufficiently good to be embodied in this big university's course of salesmanship.

"The proposed course of salesmanship will occupy five days. It will be preceded by a one-day 'get-together' meeting of dealers, dealers' salesmen, jobbers and jobbers' salesmen. These courses of salesmanship will be conducted at twelve central points in the United States and Canada, thus reducing the expense of attendance. An effort will be made to find suitable hotel and boarding house accommodations at special rates. Mechanical instruction will be provided at these schools."

There are other features about this salesmanship school plan which are considered as possibilities but which have not yet been definitely fixed as certainties.

The Edison plan, it should be added, is being worked out in conjunction with other large companies in different fields, among which are Cadillac Motor Co., International Heater Co., Hammond Typewriter Co., Certainty Products Corp., G. I. Seiler & Son, P. F. Collier & Son, Inc., Creamery Package Co., Addressograph Co. and "1900 Washer" Co.

INCORPORATES AND CHANGES NAME

The International Record Co., of 30 East Twentieth street, New York City, jobber of Odeon records, has been granted a charter of incorporation, changing its name to the Cosmopolitan Record Co. The company, which was only recently formed, is meeting with fair success due to the intensive sales work carried on by Messrs. Hallam and Mood, who head the enterprise.

NEW SONORA DEALERS IN NEW YORK

Among the dealers who have recently taken on the Sonora line are the Public Music Store, 2750 Eighth avenue, Samuel Milstein, proprietor; Joseph Siegel, proprietor of a music store at 1789 Third avenue, and David Kirsh, of 288 Rivington street.

The merchant who sits in his store and whines about trade depression, instead of doing something to create business, is contributing to his own ruin.

TO MAKE RECORD LIFTING DEVICE
Nifty-Lifter Co. Incorporated in Schenectady, N. Y.—Louis Lang, of New York, Is Sole Distributor for the Manufacturers

SCHENECTADY, N. Y., September 6.—The Nifty-Lifter Co. was recently incorporated with a manufacturing plant in this city for the making of a record-lifting device of the same name. Joseph Luftewitz, of this city, has been elected president of the company. This device has been made to set upon the top of the turntable and one or more records may be stacked upon this device and lifted from the turntable without stopping the motor, thus allowing records to be changed without the annoyance of stopping and starting. Many other original claims are made for this device.

Louis Lang, of 34 East Seventeenth street, New York City, has been appointed the sole distributor for the Nifty-Lifter Co., and a nationwide campaign will be inaugurated.

E. C. Ackley has been made office manager of the Sterling Roll & Record Co., Cincinnati.

THE EDISON WAS THE PHONOGRAPH
Installed in Minneapolis Post Office Which Has Aroused National Comment

MINNEAPOLIS, MINN., September 7. The Minneapolis Sunday Tribune of August 21 published a very interesting article headed "Want a Free Concert in Your Home? Call Up the Man Who Installed the Phonograph in the Post Office."

The article is based upon the now famous Edison Mood Chart Change, and the results arrived at after phonographs were installed for night clerks in the Minneapolis post office. The article covers the best portion of an entire page, and presents many interesting facts. The use of phonographs in the post office of such a large city indicates the potential possibilities which lie ahead as regards the use of music along lines calculated to stimulate men and women engaged in their daily toil.

The experiment conducted in the Minneapolis post office was brought about by R. D. Smith, an assistant in collecting scientific data for the Music Research Department of the Thos. A. Edison laboratories.

Jobbers' Profits and Salesmen's Commission Now Go to the Dealer

This Company have decided to sell their entire output of the Franklin Phonograph direct to dealers, reducing the cost considerably by ordering direct from our factory.



The style illustrated shows our Revolving door model. By merely touching the knob the record cabinet revolves, showing eight specially constructed Albums.

The Cabinet is constructed of five-ply genuine figured Mahogany, all metal parts gold plated, plush turn table.

The Franklin line of phonographs is supreme in tone, cabinet work, case architecture and structural design. Franklin Phonographs occupy a distinctive position among high quality phonographs.

Order a sample of this model. You will find it the best seller you ever had.

Our prices are reduced. Our terms most liberal.

FRANKLIN PHONOGRAPH COMPANY

INCORPORATED

1711-13-15-17 North Tenth Street

Philadelphia

READY TO DELIVER NEW RECORDS

Clarion Record Co. Announces That First of the New Clarion Records Are Now Ready for the Market—Popular Numbers on First List

The Clarion Record Co., formed some time ago for the purpose of manufacturing and marketing a standard quality, popular-priced record,



J. M. Kohner

the particular features of which will be the rapidity by which the latest song, dance and other similar works are released, now announces deliveries of this product. The executive office of the company at present is located at 56 Bleecker street, New York City, but negotiations are under way to lease larger quarters in the Forty-second street district.

J. M. Kohner, formerly sales manager of the Lyraphone Co. of America, who some time ago severed his connections with that organization, is general manager of the new company. In speaking of the future of the Clarion record he stated:

"We have acquired a pressing plant in Bridgeport, Conn., which at present has a capacity of 10,000 records a day. New machinery is being installed and this production will be considerably increased in the near future. It is one of the best-equipped pressing plants in the country and has much available space for further enlargements.

"While the Clarion product will feature the popular songs and instrumentals we will, at a later date, announce a standard catalog of no mean caliber. It is our intention to release popular works just as rapidly as they reach the class that is known as the 'hits!'"

Sales campaigns for Fall should now be planned.

SALES AHEAD OF LAST YEAR

Wm. Maxwell Gives Some Facts Which Lead to Optimism Regarding Business Generally—A. H. Curry Tells of Conditions in Texas

ORANGE, N. J., September 1.—In an interview with William Maxwell, first vice-president of Thomas A. Edison, Inc., The World was advised that the business of Edison dealers in nearly every section of the country made a decided leap forward during the month of August. In some localities the sales are now running ahead of last year and the underlying tone indicates that business this Fall will be of a very fair volume for the retail merchants who are going after business in an aggressive, scientific manner.

A. H. Curry, second vice-president of Thos. A. Edison, Inc., confirmed the report given by Mr. Maxwell, especially insofar as Texas is concerned. Mr. Curry controls substantial wholesale and retail Edison interests in that State.

WADE CUTTER ACTIVITIES

Fibre Needle Cutter Factory Now Located in Indianapolis—Jobbing Organization Announced

INDIANAPOLIS, Ind., September 8.—E. O. Wilking, president of the Ready-File Co., of this city, has announced the completion of the work of removing the Wade & Wade factory from Chicago to its new factory in Indianapolis. The Wade fibre needle cutters, which have been standard accessories in the trade for years, will henceforth be produced at the new factory on North Liberty street which has been built adjacent to the old Ready-File plant.

"We will continue to maintain the Wade name and standard and to improve our distributing methods," said Mr. Wilking. "The Hartzell Sales Co., of Huntington, W. Va., will represent us in the South and in Pittsburgh, and F. A. Ellis will cover the West, traveling out of Kansas City. In the East we will be ably represented by Louis A. Schwarz, 1265 Broadway, New York."

THE RESURRECTONE
—latest and long-continued adjustment

Patented Jan. 21, 1915
June 22, 1915

Patents Pending
FREE OF BLAST
CLEAR AND SMOOTH SOUND

Order a sample now. Subject to return if not satisfactory.
"Toned Up Like a Piano" Write for Quantity Prices
HOFFA PHONOGRAPH CO., 59 Fourth Ave., New York City
Makers of the "Arc-Tone" Tone Arm and Hoffa Phonograph

VICTOR RECORDS IN JAPAN

Messrs. Sale & Frazar, Ltd., of Tokio, Distributors, Find an Increasing Demand, Following Recent Visits of Noted Artists to Japan

The increasing popularity in Japan of so many of our famous artists, such as Mme. Schumann-Heink, Mischa Elman, Mme. Galli-Curci and others who are featured in the Victor record lists, was the subject of a suggestion in last month's World that there were great possibilities in the way of record trade in that country, and in this connection the question was asked, in a semi-humorous vein: "What enterprising robber would annex that territory?"

As a matter of fact, for some time past, Messrs. Sale & Frazar, Ltd., No. 1 Waesu-Cho, Tokio, have been the accredited distributors of Victor products in Japan. As a consequence Victor goods have been and are being distributed in all sections of the Nipponese Empire, and natives and foreigners alike are able to secure service of Victor records. Naturally the demand for these products has grown considerably as the result of the recent visits of so many artists, who are well and favorably known in this country as well as throughout Europe.

For every salesman looking for an order there is a customer looking for an intelligent man to fill his order.

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

It will pay you to investigate our proposition.

Natural Voice Phonograph Co.
ONEIDA, NEW YORK



The New Style No. 9 is a worthy addition to this complete line



STEADY IMPROVEMENT EVIDENT IN MILWAUKEE TRADE

Jobbers and Dealers View Outlook Optimistically—Victor Franchise Changes Hands—Lyric Co. Has Kimball Line—Badger Shop Takes on Pianos—Bradford's Big Vocalion Trade—Other Items

MILWAUKEE, Wis., September 10.—So much improvement in the general situation of Milwaukee industries and other business has taken place since the middle of the year that the talking machine trade, from manufacturer down to the smallest retailer, is more convinced than ever that Fall and holiday trade this year will measure up with the best year-end seasons on record. While the volume of trade so far in the present year is generally not up to last year and two years ago, it is believed that transactions in the remainder of 1921 will be sufficient to bring the mark to an equality.

The Summer season is virtually at an end, although officially, by the calendar, Autumn does not begin until the close of next week. It has been a fairly good season, considering the fact that June, July, August and most of September ordinarily are slow months, with people continually shifting about in an effort to keep cool and getting as far away from home as possible. This was especially true this Summer, with its humidity that was more excessive than anything on the Weather Bureau's records. Heat came in protracted spells, making this an almost unbearable Summer in Milwaukee and throughout Wisconsin.

Such conditions are not calculated to make talking machine trade brisk, nor does any class of retail trade profit thereby, save, perhaps, those who deal in Summer attire for women, children and men. The sale of talking machines other than the small, inexpensive portable types, was pretty much discouraged. On the other hand, the climatic conditions which dwarfed instrument business made for a rather brisk trade in records. There is hardly a house in Milwaukee which is not able to report a generous percentage of increase in sales of records this Summer, compared with any previous season.

Jobbers Are Most Optimistic

Milwaukee jobbers, whose territory as a rule covers all of Wisconsin and the Upper Peninsula of Michigan, are more optimistic to-day concerning the future outlook than they have been all this year. They look forward to a relatively excellent holiday trade and their views are substantiated by the early orders now being placed by dealers for instrument and record stocks for prompt and nearby shipment in anticipation of brisk demand in November and December. As a

rule, dealers are not ordering more than moderately, although they are not less disposed to buy only on a hand-to-mouth basis than for the past six to eight months. Many dealers are placing conservative orders with the expectancy of putting in frequent rush orders as the holiday demands open and proceeds. They are thus taking a chance on being left in the cold to some extent in getting their wants filled promptly at the time when goods are needed most urgently, but there is still a certain element of uncertainty in the situation which they feel they dare not overlook.

Sam Goldsmith, vice-president and general manager of the Badger Talking Machine Co., Victor jobber, always a keen student of affairs, but never given to extreme predictions, views the outlook for the rest of this year with considerable optimism of a substantial nature. The business of the Badger Co. so far in 1921 has been growing steadily and yields nothing to any previous year, even the wonderful "boom" year of 1920. Mr. Goldsmith does not look forward to any decided inflation, but he feels sure that the coming three and a half months will develop some good Victor business. Other members of the Badger company concur in his view and they have been making preparations accordingly.

Occupying New Quarters

The Edison wholesale representative in this territory, the Phonograph Co. of Wisconsin, has moved its offices and warehouses from 49-51 Onoda street to new and larger quarters at 340-342 Jefferson street to keep pace with the steadily increasing volume of business.

Inaugurate Lively Fall Campaign

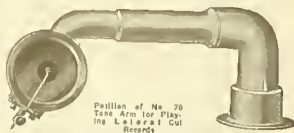
The Yahr & Lange Drug Co., exclusive wholesale representative of the Sonora in Wisconsin and northern Michigan, has started an active Fall campaign, which will strike every spot in its extensive territory and is planned to make 1921 the very best year it has ever had in its Sonora division. Fred E. Yahr, president of the company, is personally in charge of Sonora promotion. He has recently added another assistant to handle the increasing volume.

Takes Over the Victor Franchise

In the retail field in Milwaukee one of the most important changes of the month was the purchase by the American Household Furniture Co., of the Victor franchise, stock and business of the

ASSOCIATED No. 70

UNIVERSAL TONE ARM



Position of No. 70 Tone Arm for Play on the Largest of Grooves 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

R. H. Zinke Music Co. The Zinke Co. was established in May, 1920, by Richard H. Zinke, who achieved an outstanding degree of success as a Victor dealer while manager for several years of the Badger Talking Machine Shop at 425 Grand avenue. The American Co., one of the largest general housefurnishing establishments on the northwest side of the city, has long been desirous of getting a Victor franchise and made the Zinke Co. such an attractive offer that it was accepted. The lease of the Zinke store by other interests from September 15 forward made it advisable to dispose of the business. The recent death of Mrs. Zinke's father has placed the responsibility of handling several large business projects in Mr. Zinke's hand and will occupy all of his time.

Doing Well With the Aeolian-Vocalion

The J. B. Bradford Piano Co. reports an excellent business in the Aeolian-Vocalion throughout the city and county. Since taking over the Aeolian line the Bradford house has made a remarkable record with the backing of its high prestige and its reputation as "the oldest, largest and longest-established" music store in Milwaukee. Its history dates back to 1872. In the last few weeks the patronage of the main store on Broadway has been greatly enhanced by the fact that it has been designated as the headquarters of the Marion Andrews Concert Bureau for ticket sales. Miss Andrews is now the principal impresario of Milwaukee and had consolidated all of her downtown ticket-selling places at Bradford's.

Takes on Line of Pianos

The Badger Talking Machine Shop, heretofore an exclusive Victor house, is now engaged in the piano business as well, having taken over the local agency for the Ivers & Pond piano. This line has been featured by the Badger Music Shop at Fond du Lac, Wis., owned by the same interests as the Milwaukee Badger Shop, since its establishment. Leslie C. Parker, president of both companies, is a pioneer in the piano business, although for the last eleven years he has been a Victor dealer only. Before taking over the Badger Shop he was manager of the Victor department of Gimbel Bros.

Kimball Line With Lyric Music Co.

The recent death of John McKune, a pioneer Kimball dealer at Kenosha, Wis., has resulted in the entire stock of Kimball pianos and phonographs being placed with the Lyric Music Co., of this city. The Kenosha branch will be discontinued and the territory handled out of the Milwaukee representation, assisted by the Chicago offices.

Some Trade Briefs

The Elgentone Mfg. Co., Marshfield, Wis., which for the past year has been manufacturing the Elgentone phonograph, is being dissolved. F. W. Blandin, head of the Racine Phonograph

(Continued on page 101)

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

CHARM



Photograph of N. Y. Sonora Phonograph Co. showroom reproduced by courtesy

THE Talking Machine Cabinet that sets firmly upon the floor, that is not, so to speak, upon stilts, is more sightly and a handsomer piece of furniture—therefore more desirable to your customers.

This is the reason why so many Talking Machine manufacturers are today equipping their models with **Domes of Silence**.

They realize that these slides permit of the Cabinet setting closer to the floor, thus giving an added charm to its appearance as well as saving strain upon the legs and saving floors and rugs.

HENRY W. PEABODY & COMPANY

Domes of Silence Division

17 STATE STREET

NEW YORK

SPECIFY DOMES *of* SILENCE

Riccardo Stracciari sings "La Spagnola" with all the fervor and zest for which he is famous. Lovers of popular as well as operatic music will buy this record. How many have you ordered? Columbia 79719.

**Columbia Graphophone Co.
NEW YORK**



IMPROVEMENT IN MILWAUKEE TRADE
(Continued from page 99)

Co., Racine, Wis., is back from a month's business tour of the East with a nice bundle of orders and optimistic reports concerning the decided revival of business all along the line.

Opens for Business

Beyer & Raushert is the name of a new firm which has opened for business at 322 North Commercial street, in Neenah, Wis., handling fine furniture and a line of talking machines and records.

Victor Trade-mark in Life

The Grant Music Co., of Racine, Wis., is gaining wide note by reason of its possession of a little fox terrier, which is an exact duplicate of the famous Victor trade-mark. The terrier has identically the same markings and colorings as the "wiz" animal which is constantly listening to "His Master's Voice" on all Victor advertising matter. The dog is a big card for the Grant house, as he is named "Victor" and has been trained to run the length of the store with a monthly supplement in his mouth, gravely proffering it to customers as they enter.

Big Call for Caruso Records

All Victor dealers in this territory have had a really remarkable run on Caruso records since the death of the world's greatest tenor was heralded far and wide from Italy recently. For several weeks afterward most stores were able to report that for the time being the Red Seal discs of Caruso's singing eclipsed the sale of popular music, which is a wonderful tribute in view of the "jazz" craze.

Remodels Its Store

The Svoboda Furniture Co., Kewaunee, Wis., has recently remodeled and refurbished its store to provide a new music department and a battery of demonstration booths.

Increase Capital Stock

Harry W. Krienitz, Inc., Victor dealer of this city, has increased its capital stock from \$75,000 to \$150,000. The new issue consists of \$50,000 common and \$100,000 preferred stock and is made to finance the rapidly growing business, one of the largest on the South Side of the city.

Columbia Activity

Columbia business in Milwaukee and eastern Wisconsin is making excellent gains under the vigorous promotion work of Robert H. Walley, 929 Island avenue, local wholesale representative of the Chicago branch.

CREATING A SENSATION!

The Tour to Pacific Coast of Julius and Nestor Roos With the Gilt Edge Needle Scores Big

Progress is reported by Julius and Nestor Roos, who are conducting a tour from New York to Chicago in the interest of the Gilt Edge needle made by the Reflexo Products Co., of New York. The progress reported not alone refers to their near approach to Chicago, the



Gilt Edge Needle Interests Pittsburgh

goal, but the popularity that the Gilt Edge needles are meeting with en route. Immense crowds continue to surround the Gilt Edge auto whenever and wherever it happens to stop. The accompanying photograph taken in Pittsburgh shows a representative audience surrounding the car. The trip has proved, thus far, so successful that the Roos brothers will probably make a return trip of the same kind through different territory.

G. M. SOULE WITH DUAL-TONE

Well-known Piano Man Will Travel Through New York and New England, Commencing September 15 in Interests of This House

Announcement was made this week of the appointment of C. M. Soule as traveling representative for the Dual-Tone Phonograph Co., of Manor, Pa., of which C. W. Bowers, whose headquarters are in Rahway, N. J., is sales manager. Mr. Soule will start on the 15th of this month on a trip through New York State and New England. He is well known in the piano industry, for in times past he has visited practically every State in the Union in the interests of various piano manufacturers with whom he has been connected and he has a wide acquaintance in the talking machine trade.

OFFER MESSAGE OF CONFIDENCE

"The Ball Is Rolling" and Business Is on the Mend, Declare Collings & Co.

In their monthly house organ, The Record, Collings & Co., Victor distributors of Newark, N. J., present the following optimistic message under the caption, "The Ball Is Rolling":

"Business is on the mend. New confidence has been inspired by the public's response to the aggressive merchants' appeal to buy. Stimulated retail sales have encouraged the dealer to purchase not only present requirements, but to anticipate future needs."

"The trend of trade is reflected by the wholesalers' increase or decrease in volume. This barometer indicates a revival in Victor retail business."

"Since July we have encouraged the trade to start buying for Fall. We have not adopted a shortage as our slogan. Just the reverse. Our advice was buy early and prevent a shortage. That very appeal is the gist of our advice today."

"Confidence in the Fall business is not lacking by our dealers, especially those who are making a study of the steady improvement in industrial affairs."

"So much for conditions. Now how are you prepared to meet them? How far will your machine stock carry you? This is September, you know—the standard month which registers the opening of big business."

FARNESWORTH'S RESEARCH WORK

Prof. Charles H. Farnsworth, of the Department of Music, Teachers' College, Columbia University, who is allied with the Edison Co. in the field of school research, is conducting very special work along this line during the Summer of 1921 at his school for young ladies, Hanover Camp, Thetford, Vt. The principal purpose of this research is to determine what particular selections of high-grade music appeal most to young women.

Sensational Fox Trot



ROBERT NORTON CO.
226 West 46th Street, New York City

Where "Service" is more than an advertising catch-word

Badger Talking Machine Co.

G. F. RUEZ
Pres. and Treas.

H. A. GOLDSMITH
Secretary

S. W. GOLDSMITH
Vice-Pres. and General Mgr.

Exclusive Victor Distributors for Wisconsin and Upper Michigan

135—2nd Street

Milwaukee, Wis.

H.K. Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
 60 Grand Street New York City

NEW CONCERN IN WASHINGTON

Louis & Co. Take Over the Retail Victor Business of Rogers & Fischer in That City—New Home for Latter House as Exclusive Wholesaler—Other Recent Developments in Trade

WASHINGTON, D. C., September 6. The opening of an exclusive Victor retail house and conversion of one of the leading Victor retail houses to an exclusive wholesale concern marked one of the biggest months in the history of the local trade.

The new concern, Louis & Co., has taken over the retail trade of Rogers & Fischer, Victor

wholesalers, at 1313 F street N. W., and opened one of the largest stores for an exclusive retail talking machine trade in the city, at the corner of Seventh and G streets N. W.

Louis & Co. are headed by Gus Louis, who is the active head, and Joseph Goldenberg. Mr. Louis has been a Victrola representative in Washington for the past nine years. He established the Victor department in the department store of Woodward & Lothrop, with whom he has been connected for thirty-four years. He left their employ January 1 to take active charge of the formation of the new company. The informal opening of the new store was held September 1 and the formal opening will take place

October 1. The store is 20 by 70 feet in size, with show windows across the front and one entire side. Ten large booths are provided, three of them against the display window. The interior is finished in old ivory and blue, with white ceiling and tile floor. In each booth is a mahogany wall desk and record holder.

The sales force includes Miss M. Drury, who has been in the local Victor trade for the past four years, and Mrs. Selma Klue, well-known local singer and formerly secretary to Mrs. Wilson-Greene, prominent as a concert singer.

The firm of Rogers & Fischer and its predecessor, the Robert C. Rogers Co., had been in the Victor business exclusively since 1909 at 1313 F street N. W.

The new wholesale store, under the same firm name, will be conducted in a modern three-story fireproof concrete building, now under course of construction at 1219 I street N. W. The building covers a ground space of 26 1/4 by 142 feet. Though the building will not be entirely completed until the middle of October or the first of November, the two lower floors will be opened for business October 1. The moving of goods from the old to the new building has already begun.

Starting September 1 Ainsell, Bishop & Turner, 1221 F street N. W., who are handling the Victor line, added an extra four hours to the business day, remaining open until 10 p. m., this making them the only talking machine establishment in the city open after 6 p. m.

During the past month the talking machine record business has shown a slow but steady increase in Washington. In the majority of cases sales are considerably above the normal for this season.

Enlargement of the talking machine department is under way at the store of J. Edgar Robinson, at 1306 G street N. W. In addition to the installation of a number of new shelves two new booths are being built, bringing the number to six. The firm handles the Columbia and Brunswick lines and reports the sale of records "very good."

Acolian-Vocalion sales are reported steady by O. J. DeMoll & Co. and unusually high sales for August are reported in Victor, Sonora and Silvertone lines, handled by the Arthur Jordan Piano Co.

SEITZ JOINS PUTNAM-PAGE CO.

PEORIA, ILL., September 7.—The Putnam-Page Co., Inc., Victor distributor, has acquired the services of H. W. Seitz, of the educational department of the Victor Talking Machine Co., Camden, N. J., as special representative in educational work. The broad experience in the use of Victor products gained by Mr. Seitz through years of work with the Victor Co. will be at the command of Putnam-Page dealers.

PLANS EDUCATIONAL CAMPAIGN

The Remington Phonograph Corp., New York City, is sending out to members of the music industries a twelve-page booklet describing the musical qualities of its product, as part of an educational campaign which will be national in scope. National advertising, which will be placed in the near future and is designed to reach the consumer as well as the dealer and the wholesaler, is a feature of the project.

CAPITAL INCREASED

The rapid growth of the Robert Blair Co., of Pocatello, Idaho, wholesale and retail music house, has necessitated an increase in the capital stock of the company from \$15,000 to \$25,000.



Style M
Mahogany
Oak

One of several Console models

KIMBALL PHONOGRAPHS

Superior Construction,
 Faithful Reproduction,
 Visible Beauty,
 Many Models,
 Kimball Prestige,
 100% Satisfaction



Style G
Mahogany
Oak
Walnut



Style D
Mahogany
Oak

Write for Agency proposition

W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 S. Wabash Ave.

CHICAGO

GEO. W. HOPKINS ADVOCATES NEW SELLING METHODS

In an interesting article in Collier's Weekly Vice-president of Columbia Graphophone Co. Offers Some Pertinent Selling Suggestions—Putting Over "Music by the Ton"

George W. Hopkins, vice-president of the Columbia Graphophone Co., has contributed a most interesting article on salesmanship to the current issue of Collier's Weekly, dated September 10, under the caption: "And Then He Started Something." Mr. Hopkins, in his writing, presents his arguments and makes his point as clearly and forcefully as he is known to do in his direct addresses.

In the article Mr. Hopkins emphasizes the point that real success will be attained right now by those who present their selling arguments along new lines and get away from old methods. He illustrates by telling how in helping dealers dispose of records in Georgia there was coined the slogan: "Music by the Ton." The fact that a certain dealer was going to get a ton of records was widely advertised and a presentation of the idea from a new angle resulted in the quick sale of the entire shipment.

In summing up the situation Mr. Hopkins says, in part:

"My more recent experiences in salesmanship have been with music—with the selling of phonographs and records. The sale of them does not differ from the sale of anything else excepting that they are semi-luxuries and therefore in a period that is supposed to be depressed they are somewhat harder to sell than other things. I have been told many thousands of times by retailers, and by bankers, and by men who come from the retailers and bankers, that one had to accept conditions as they were supposed to be. I have listened, and I have observed, and I have discovered these two facts:

(1) That during the past year no retailer who put himself squarely to the task of selling failed to sell more in units than in any previous year.

(2) That the man who thought in dollars instead of in quantities, and who waited for

people to come in and buy, invariably got the kind of business that he deserved—that is, no business at all.

"The members of the second class are numerous. They are the men who, when the buying boom ceased, sat back and told the salesmen: 'I have made some money and now I think I will wait until things get right again.'

"For none of those men have things 'gotten right.' They have either gone out of business or are holding on by a thread. But the men who did not take that attitude, or quickly got out of it, have sold and have made money. One man had not done any business for weeks. He had been sitting waiting for it to come in because that was the habit of business during the war years. It did not come in. Then he went out to get it by a house-to-house canvass. He sold fifty-eight machines in one week, which was well above his highest boom record.

"Now look at some elementary facts. There is a difference between paper profits and profits out of turnover of stock. Put it that way and everyone agrees, but how many men have ceased comparing the dollars of business that they are doing now with the dollars that they did under inflation? The banks—which are supposed to know something about inflation—were the first

to advertise their increases of deposits, without bothering to mention that, unless a bank more than doubled its deposits during the war years, it had actually gone back. I find a distinct disposition to regard the dollars instead of the units sold, and to be unhappy because these dollars are fewer in number than for a time they were. The thing that counts to-day, and that always has counted, is not the number of dollars' worth that are sold or sometimes even the number of units sold, but the percentage of the available business that you are getting. Finding out what business is available and then getting a proper percentage of it is the job of the sales manager."

Continuing he says:

"We are back to normal and have been back to normal a long time. Normal is a period when only a few people make nearly as much money as they would like to make and when the thoughts of all are turned back to some period when they made more money with less work, or ahead to some period when they hope to make more money with less work. That, unfortunately, is normal. Of course, we do not like to think it is normal, for a little easy money spoils all of us, and especially it spoils salesmen, whether they be on the road or whether they be the proprietors or employes of retail stores."

The article by Mr. Hopkins is one of a series of practical articles on selling that are being run in Collier's Weekly, articles of a type that should have a strong appeal to everyone in the selling game.

MAKES BIG SALES TO SCHOOLS

J. G. Lewis, of the Lewis Music House, Victor dealer in Manchester, Iowa, is reaping the profits of a campaign directed at the rural schools in that vicinity. As a result of his aggressiveness thirty-two machines have been sold to schools in seven weeks.

A business organization must resemble a colweb; straight and direct connection must lead from each point to the center.

C. E. BOMBERGER PASSES AWAY

DALLAS CENTER, Ia., September 7.—The recent death of C. E. Bomberger, of this city, witnessed the passing of one of the oldest Victor dealers in this State. Mr. Bomberger had been in the music business for many years and was a Victor booster since the industry's early days.

Thought and knowledge, without action, the will to do, are merely sign-posts—they do not go or get anywhere—they just point the way.



Showing Reproducer of Jewel Attachment turned up to change needle. Also position when not in use.

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

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

Needle scratch almost entirely removed.

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

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



Showing Jewel Attachment in position for playing vertical cut records.

THE IMPROVED Jewel ATTACHMENT FOR EDISON

**NOT
Just Another Attachment
BUT**

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

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

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

Retail Price N/P \$7.50
" " " " " " C/P 10.00

We handle highest grade Jewel Point Needles.



Showing face view of Jewel Attachment in position for playing lateral cut records.

Needle CENTERS on all records.

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

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

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

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



Showing back view of attachment in position for playing lateral cut records.

JEWEL PHONOPARTS COMPANY

154 W. Whiting St., Chicago

WORKERS GETTING RESULTS IN KANSAS CITY TERRITORY

Interesting View of Conditions—Reasons for Optimism—Music Appreciation Course Planned—Caruso Records Scarce—Noted Artists Expected—Columbia's Educational Campaign

KANSAS CITY, Mo., September 8.—According to a letter to Victor dealers just sent out by the J. W. Jenkins Sons' Music Co. "Business is good now, but it is going to be better—some say the rush will start early this month, others say January 1—but our close-up on the situation during the past forty-five days prompted us to prepare for a big Fall business." The expectation of better business has already been realized by the dealers as well as jobbers, and both in the sale of records and of machines the revival is on. The August sales were better than those of July and the latter part of the month was much better than the first. The encouraging thing among the jobbers is that the dealers are not only placing orders for immediate use, but are placing them for future delivery—a thing they have not done since the beginning of the business depression.

Reports from over the territory are to the effect that the dealers who are going out after the business are getting it. The Jenkins Co. reports on the activities of a number of dealers who are working out the "Survey" plan, or the going from house to house and gathering the information concerning the musical conditions of the families. This information is carefully studied and then the "follow-up" is based upon an intelligent appreciation of the situation. The age, nationality, the amount of musical education the members of the family have had and the preferences of the persons for various kinds of music are all taken into consideration and are reported on the cards when the survey is made. Then the appeal is based upon the facts and the sales increase in a very gratifying degree.

Another of the follow-up methods is to work out from the home in which there is a talking machine to the neighbors and friends. At the recent meeting of the \$100,000 Club of the Illinois Life Insurance Co. the president of the club

was a man who had sold two million dollars of life insurance in two Illinois townships in two years. He has one stretch of road ten miles long on which every man has either a five thousand or a ten thousand-dollar policy in his company. He works out on the policy of taking it clean, all down the road. There are talking machine dealers who are trying out the same general plan. It works. In fact, the dealers are finding that any old plan that is worked will work.

Many Prominent Artists Expected

During the coming Fall musical season Kansas City will be visited by some of the very prominent Victor artists, including Sousa's Band, Harry Lauder, Sophia Braslau, De Gogorza, Erika Morini, Titta Ruffo and a few others not as yet definitely announced.

The visit of any Victor artist in the past has meant quite a revival in the sale of that particular artist's records and it is anticipated that in this territory there will be the usual increased demand. It is announced that the factories will be able to meet the demand for these records this year, as they are in better position to fill orders promptly than in the past few years. This will be all the more appreciated, because the inability of the factories and, therefore, the jobbers, to furnish the records at the time of the artists' visit has caused the dealers to lose a lot of good trade to which they were rightly entitled.

Can't Get Enough Caruso Records

The sale of Caruso records has been limited because of the fact that the supply has not equaled the demand. Jobbers in the Kansas City territory have sent to the factory and secured what was available and in addition have sent S. O. S. calls to other jobbers, asking for supplies to meet the demands. In reply they have been told that the jobber appealed to has no Caruso records to send them, but that, on the

other hand, they stand ready to take all they can get from any source. The buyers are taking anything they can get so it is a Caruso, seemingly not aware that there will be issued from the factories other records of all his songs so far released and also that there are some twenty new later dates.

Quite an Achievement

To make money in a town where business conditions are just readjusting themselves to after-the-war conditions has been considered an achievement worth while during the last few months, but to make money where added to the usual conditions there has been a slump of more



View of Interior of Edgar Shoppe

than 300 per cent in the price of the main product of the trade territory is a triumph. This is the record of the Edgar Shoppe, Victor dealer, of Tulsa, Okla. The price of oil, the main dependence of the city for business, went down from \$3.65 a barrel to \$1.00. "With oil at a dollar a barrel and drinking water at \$1.60 a barrel in Tulsa the Edgar Shoppe still is making money every week" is the way the traveling representative of Schmelzer's put it. The kind of a shop that can do business under such conditions is indicated by the picture of the interior, which is to be found on this page.

The Plans of the Acme Phono. Co. The Acme Phonograph Co. is one of the grow-



BLACK SWAN RECORDS

HAVE

Another Smashing Hit

"HOW LONG, SWEET DADDY, BLUES"

No. 2008

SUNG BY ALBERTA HUNTER, of the Dreamland, Chicago

"BRING BACK THE JOYS"

on the other side

You can stimulate your trade and reach a demand we have created by selling

BLACK SWAN RECORDS

Send for complete list

LATERAL CUT

Regular Discount

PACE PHONOGRAPH CORPORATION

257 W. 138th STREET

NEW YORK, N. Y.

ing enterprises of Kansas City. It is about three and a half years old and has enjoyed a constantly increasing business from the beginning. The Acme is a distributing company, buying its machines from a Kansas City factory. Starting in an office in the Victor Building, in which it had "desk room," it has continued to grow until it has now the entire sixth floor at 1320-1322 Main street. The success of the company has largely hinged on the financial backing the company has been ready to give to its dealers. This has been of the most liberal kind and it has been unlimited. After the dealer invests his first \$300 and paid his annual fee the system practically carries itself and the merchant can handle an unlimited amount of business on the instalment plan and not invest any more money in the business. The plan has been popular with the merchants and their number has been increased.

Brunswick Activities

Among the new Brunswick dealers is Rorabaugh-Brown Dry Goods Co., Oklahoma City. Betts Bros., of Independence, Mo., will soon open another store on Thirty-ninth street, this city. The new Brunswick Shop, at 1109 Walnut street, will be opened about October 1. Large orders for Brunswick records have come in during August and the orders for both records and machines for future deliveries are among the encouraging features of the Brunswick business.

A Live Wire

The Porter Drug Store, of Hugoton, Kan., is a new Victor dealer. Mr. Porter is one of the live wires of the town. He handles pianos, is the agent for the Eucak and gets all over the country pushing his business.

Great Music Appreciation Program

Miss Ruth M. Phillips, supervisor of music of Joplin, Mo., is preparing to pit on an extensive music appreciation program in the seventeen public schools of that city during the coming Winter. There will be a circulating library of Victor records which will be sent from room to room and the teachers will explain, in accordance with the program, the significance of each record. The supervisor will visit the schools from

time to time and supplement the work of the teachers and hold conferences with the teachers to make sure that they are properly instructed as to the work they are to do in presenting the appreciation lessons. Miss Phillips reports that music created by the Memory Contest during the Spring of 1921 is showing itself in inquiries as to music and music courses, and the Schmelzer Co., wholesaler of the Victor products, states that this increase in interest has been reflected in the increase of sales of machines and records.

Good Wishes for D. R. Walsh

D. R. Walsh, who has been the supervisor of the educational work for the Schmelzer Co.'s Victor department and the leader in their dealers' conferences, has tendered his resignation and will return East in a short time. His family interests are all near New York, and, as he has had a number of opportunities to work with the Victor in that territory, he has decided to accept one of them and combine the business of distributing Victor products with living near his "folks." He will carry with him the best wishes of a large circle of friends, among them the Victor dealers he has helped to better ways of business and bigger profits.

J. W. Jenkins, president of the J. W. Jenkins Sons' Music Co., has returned from his vacation trip among the Northern lakes.

A Progressive Victor Dealer

Noe Noe, for years in business at Hill City, Kan., is now the Victor dealer at Wamego, Kan. He has a jewelry store and handles pianos, and reports business good. He has taken up a campaign among the rural schools of his country and is going to fight to make it unanimous—a Victor in every school in Pottawatomie County.

Columbia Co.'s Educational Campaign

Dealers, teachers and music supervisors took advantage of the opportunity offered by the Columbia Co. on September 1, 2 and 3 to learn more of the educational work that is being pushed by the talking machine manufacturers. The Columbia branch had with it the manager of the educational department, W. A. Wilson, of New York City, and Professor M. H. Mohler

and Miss Florence Hazlett, of the department. Professor Mohler during the past Summer gave a six weeks' course of instruction in the Sumner session of the Teachers' College, at Columbia University, New York City. The music lovers of the Kansas City territory considered it quite a treat to have him with them. The meetings were held in the auditorium of the wholesale department of the Columbia Co. and were well attended. The course was very valuable in creating enthusiasm for educational work, and in introducing approved methods in the use of the work in educating the public and thus increasing the sales of music-making instruments.

Had Handsome Float in Parade

At the formal opening of the new Twenty-third street viaduct, connecting Kansas City, Mo., and Kansas City, Kan., one of the leading floats in the large parade was that of the F. B. Gille Hardware Co., which featured a large Grafonola, with the use of the Magnavox. No other float in the parade caused as much comment, due to the fact that Mr. Gille's Grafonola could be heard the length of the entire parade.

Joins the Jenkins Force

In anticipation of the larger business of the Fall the Jenkins Sons' Music Co.'s Victor department has added M. J. H. Hassell to its force of traveling representatives. He has had large experience as retail salesman and department manager and will be able to render real service to the dealers he visits.

Plenty of Business When It Is Dug Out

The contest of the Edison Co. is developing the fact that there is a lot of business right under the noses of the dealers, in places where they have not been in the habit of looking for it. A Missouri dealer had been giving his attention almost exclusively to the farmers. He turned his energies on the town for a week and surprised himself by selling a dozen Edisons right in town. Others who have been working the towns find that there is a good business in "the regions round about." The contest has the Edison dealers on their mettle and many of them are "finding themselves." The contest closes September 15.

Tear this off and mail it To-Day

"Show Me" Coupon

JEWETT PHONOGRAPH COMPANY
958 Penobscot Building
Detroit, Mich.

You say the Jewett will sell faster, make me more profit and give my customers more for their money than any other phonograph on the market.

That's a pretty broad statement, but it's worth investigating.

Frankly, you've got to "show me." I know phonographs and I'm open to conviction. I can tell you in a very few minutes if the Jewett really has exceptional tone quality, whether it is a fine piece of cabinet work and how it compares in value with other instruments.

Let me have a demonstration and I'll tell you pretty quickly whether or not we can do business.

Your Name

Street Address

City and State.....



Queen Anne Console, \$225

JEWETT



A New Oro-Tone Product 3-D Arm, O-3 Reproducer

The arm is adjustable in length from 7½ to 9 inches.

Made to meet the demand for a dependable Arm and Reproducer at a low price.

SEND FOR SAMPLE

THE ORO-TONE CO.

1000 to 1010 George St. Chicago, Ill.

SPECIAL MEETING FOR CLERKS

Chas. D. Isaacson to Talk on "How to Sell Good Music" at Meeting of Talking Machine Men, Inc., to Be Held on September 28

A special meeting of the Talking Machine Men, Inc., the organization of talking machine retailers of New York, New Jersey and Connecticut, will be held on Wednesday afternoon, September 28, at the Wurlitzer Concert Hall, on Forty-second street. On this occasion all clerks will be invited to attend and listen to a talk delivered by Chas. D. Isaacson, editor of "Our Family Music Page" in the New York Globe, whose subject will be "How to Sell Good Music." There will also be a concert for the benefit of the clerks. Strong efforts are being made to have a representative attendance of retail sales people at the meeting.

NEW LOCKPORT STORE OPENS

LOCKPORT, N. Y., September 1. A new music establishment has been opened here by George Haney at 52 Pine street. A complete line of the best-known makes of pianos, including the Gulbransen, Behning, Apollo, W. P. Haines and Ljungard, are carried in stock. Mr. Haney also has the exclusive agency for the Brooks automatic repeating phonograph in this city.

The business man who does not hesitate to praise his salesmen gets the best results.

NEW COLUMBIA FIXTURE

Dealer Service Department Announces Literature Displayer—Has Practical Sales Value

The Dealer Service department of the Columbia Graphophone Co. has just announced a new display fixture which will be known as Columbia No. 10 counter literature displayer. This fixture is lithographed in imitation mahogany with three colors for decoration and display copy.

The No. 10 fixture has four small and four large literature pockets and a space at the top for six complete catalogs. Referring to the sales value of this new displayer, a recent bulletin issued by the Columbia Dealer Service department said:

"The No. 10 counter literature displayer will immediately attract attention and the fact that it exposes just enough of the literature so that the customers' curiosity is excited will prompt them to at once pick out one or more of the booklets which it contains and in most cases they will keep it for future reference.

"The fact that the fixture revolves gives it another point of appeal, for it is a well-known human trait that everybody likes to see how it works."

"Furthermore, the No. 10 counter literature displayer provides a much neater and a more satisfactory method of keeping advertising material than to spread it about promiscuously on counters and tables, which actually defeats the main function of the literature itself because of the fact that it becomes scattered and soiled and its attractiveness is greatly reduced.

"It saves time because once a quantity of material is put in the fixture it is never necessary

to spend time arranging and tidying up after customers as in the case of literature displayed loosely on tables and counters.

"This fixture calls attention to classifications of music that customers in a great many cases never knew were obtainable. Many of your 'A'



Columbia Literature Displayer

series record purchasers do not know that there are International Columbia records, Children's records, Nation's Forum records, etc. They can be easily introduced to the entire line of musical selections by keeping the advertising material applying to these classifications readily available."

TO REWRITE FEDERAL TAX BILL

Reported That Senate Finance Committee Will Make Many Radical Changes in Measure

That the entire tax bill, as written by the Ways and Means Committee and passed by the House, will be rewritten by the Senate Finance Committee, which already has begun consideration of the bill, is indicated by the following paragraph from a confidential report received by the Music Industries Chamber of Commerce from Washington late last week:

"The members of the Committee say they will have to rewrite the whole bill, but they do not pretend to know how they are going to rewrite it, what they will eliminate and what they will add that is new."

This is the opportunity broadened, according to the Chamber, for the members of the music

industry to work effectively with the Committee and the Senate for the repeal of the war-time excise tax and the adoption of a sales tax.

CONNORIZED PHONOGRAPH RECORDS

Music Roll Co. Announces Ten-inch Lateral-cut Discs With Hit on Each Side

The Connorized Music Co., 817 East 144th street, New York, has just announced the Connorized phonograph record. The company has produced ten-inch, double-disc, lateral-cut records. Each record will contain two hits and besides the number of the record appearing on the label the number of the Connorized music roll of the same selection is also printed thereon. The Connorized Music Co. has been manufacturing music rolls for many years which are well known throughout the music industry.

Greater City Phonograph Co., INC.
311 SIXTH AVE. Tel: Chelsea 9237 NEW YORK

SONORA DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island & the lower Hudson Valley

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

"Sonora & Sales are Synonymous"

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



THE Fall season is coming on and while we shut the doors of our own homes we push open much more frequently the doors of the shops about town. Be sure that you are prepared for the entry of the Fall customer—clean up the shop, polish up the brass-work, dress the windows, and, in general, make a Fall store cleaning like the woman makes a Spring housecleaning.

THERE will be many shoppers in your store in the early weeks of the Fall. As Irvin S. Cobb says: "Shopping implies business for clerks, buying implies business for the house." Be sure to take these shoppers remember your store. An easy way to do it is to give away some practical souvenir which will keep the name of your institution always before them. At this season of the year a pencil with your name and address upon it is about the most sensible type of gift. Not only does a pencil always come in handy to any man, but also, at this time when there is so much shopping going on, and when the women wish to get comparative prices, you will find the women equally as happy recipients of the gift as the men. These pencils can be easily obtained from several sources.

PERHAPS the word Service has been played to death during the last few years. However, it is still the watchword of success for any concern. Here is a new wrinkle in service which will create sales. Two or three weeks after the sale of a machine has been made have a representative of your company call at the residence. Instruct this individual to present himself to the owner of the machine and state that he is from the service department of your concern. Have him look over the machine and find out whether it is running properly. Instruct him to ask questions of the owner to find out whether there is anything there can be done to improve it. This service man should be equipped with a case for carrying records and a few tools to make necessary adjustments. When playing the instrument, to test it out, he should use records which he is carrying, which should be taken from new releases. Any woman will always take time off to watch anyone doing repairing in or about her house. The chances are that when she listens to the new records she will inquire as to what they are. The service man should not sell the records; he should only take orders for them.

If the customer is not home the service man should leave a card which reads as follows:

"Dear Mr. (fill in the name):
 "My call today was for the purpose of having a personal interview with you in order to obtain your opinion (and to receive any suggestions which you may have to offer) of the service rendered by your talking machine (insert name of the machine you handle). I will appreciate your advising when it will be convenient for you to see me. Respectfully yours,
 JOHN DOE,
 SERVICE DEPARTMENT.

These cards should be printed in a neat, conservative manner and bear the name and address of your shop across the top.

A SUCCESSFUL dealer recently worked up a campaign through the American Legion of his city. He went to the secretary of the Legion Post, and inquired as to whether or not the members were interested in raising greater funds for their post. Practically every post is anxious to increase its bank account. He sold it a floor model machine. In turn chances were sold on this machine, letting it be known that the money received, less the cost of the machine, was to go toward financing the American Legion Post of that city. The idea met with enthusiasm and the post raised considerable money. The dealer then went one further and offered to take part payment for the machine in advertising which appeared on the back of each chance sold. In return he received the list of those who took chances. Practically every such name obtained in this manner is a live prospect. During the time that the Legionnaires were selling the chances he tied up with it again in the form of an American Legion window.

EVERYONE realizes that first impressions count for a good deal. A man recently went into a talking machine shop to buy some needles. An attentive clerk waited on him, and he was well satisfied. Pleased with the attention, he paused at the door, reflected a moment, and returned to purchase some records. The service the second time

was by a different clerk and was so poor that he left the store without buying. Perhaps he showed his disgust when he heard the clerk say to another clerk, "Well, I guess the boss can get along without his 75 cents." Perhaps the boss can. You can't buy many theatre tickets on the profit from a single record, but that isn't the point. An impression was created, an impression that may not only keep this individual but possibly other customers out of this particular store. It is not only up to the manager, but it is also up to each and every employee to see that the other clerks by their attitude toward customers do not handicap the efforts of the more efficient salespeople.

HAVE you heard the story of the little boy who was asked by the teacher to give a sentence with the word "notwithstanding"? He replied, "Willie wore out the seat of his trousers, but not with standing."

The talking machines you have placed in the many homes around your city can net you many a sale of records, but "notwithstanding" in a corner. Be sure that you thoroughly circulate with record bulletins the list of homes where you supply phonographs. Also write them letters recommending this or that particular record. By featuring those records which are "stickers" on your shelves you can often create considerable sales. Remember that people are coming back to their homes at this season of the year, and that they are particularly susceptible to any type of literature which promises to make their home more cheery and attractive.

WITH school commencing this is a splendid time to begin propaganda on the value of talking machines and records for child entertainment and education. A very clever window with a child appeal can be gotten up very simply in the following manner:

Divide your show window in two equal parts by running a partition of cardboard from the pane of glass to the rear. In one side of the window place a large reproduction of the cover of a book, bearing the title "A Child's Garden of Verses." Place this book on a mount which should be covered with a throw of dark velvet or other cloth. A neatly printed card should be in the front of this half of the window, bearing the following inscription:

"Robert Louis Stevenson gave to us 'A Child's Garden of Verses,' which is one of our sweetest and dearest books of child lore." In the other half of the window on a mount covered with a throw of material similar to the first half place a small model talking machine. Group about it three or four records, the titles of which appeal to children. In the front of the window place a card similar to the card in the first half of the window, bearing the following inscription:

"The (insert name of your machine) brings to us 'A Child's Garden of Music.' The happiness, the contentment, as well as the education which can be brought to a child through music cannot be realized unless you have a machine and records in your home for their use."

Such a window as this will attract considerable attention and at the same time will carry a good selling argument.

CERTAIN States in the Union recognize the anniversary of the date when some four hundred years ago Christopher Columbus first put foot on this great land of ours. Whether or not this particular day is celebrated in your city or State, you should by all means run a window display of Italian nature on the 12th of October, when this anniversary is celebrated. Your window for this occasion should be draped in red, white and green, which are the national colors of Italy. Place in a semi-circular design a number of records on a rack. Use only those records the music of which has been composed, sung or played by Italians. A long narrow strip bearing the following inscription should be placed along the very front of the window:

"More than 400 years ago Christopher Columbus brought the glad tidings of the discovery of America to the Queen of Spain. To-day the music of great Italian masters brings happiness into the home of His Royal Highness, the American Citizen."

Such a window as this is unusual in its nature, and will create a very deep feeling of good-will with the Italians of your city. And "lest we forget," the Italians are very good patrons and purchasers of high-class music.

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.

"WHAT WE HEAR IN MUSIC"

Fourth Revised Edition of Interesting and Valuable Work Just Issued by Educational Department of Victor Talking Machine Co.

There has just been issued by the educational department of the Victor Talking Machine Co. the fourth revised edition of that most valuable and interesting book on music history and appreciation, "What We Hear in Music," by Anne Shaw Faulkner. The volume, which comprises over four hundred pages, is profusely illustrated, and is divided into four distinct parts, each part in turn divided into forty lessons, all of them to be given with the aid of the Victrola and Victor records.

It is doubtful if there is any member of the Victor trade who is not familiar with, and enthusiastic over, "What We Hear in Music," and it is certain that educators in all sections of the country have found the volume of inestimable value in carrying on instruction in music. The fact that the demand for the book has been so substantial as to warrant the publication of the fourth edition in itself testifies to its value.

To read and study "What We Hear in Music" is calculated in itself to provide a liberal musical education and the book is so arranged that it is equally adaptable to the home, the club and to schools, conservatories, high schools and colleges. The language and explanations are simple enough to be understood by the child and yet broad enough to be distinctly instructive to the grown-up. The fact that the lessons are arranged to co-ordinate with selected Victor records that demonstrate practically the points brought out in the text naturally lends great value to the work, for it really means that the student is thereby afforded the opportunity for enjoying a series of private lecture recitals on music.

The first section of the book is devoted to the question of "Learning to Listen" and to national music. This section describes the qualities of the voice and of the tones of various musical instruments, as well as the various forms of music itself, and then goes on to explain the distinctive character of the music of various nations.

The second section is devoted to the history of music and handles that broad subject in a thoroughly comprehensive manner. The third section is devoted to the orchestra, with detailed descriptions of the instruments of the orchestra and the manner in which they are combined to produce desired effects. The fourth and last section is devoted to the opera and the oratorio and summarizes that class of music in a way that is both understandable and interesting.

Over 100 pages of the book are given over to analyses of the records listed in connection with the different lessons and these analyses in themselves have a literary and musical value that cannot be overlooked—in fact, they should be included in the library of every record owner. A pronunciation table and various indexes go to complete the volume.

Anne Shaw Faulkner, author of "What We Hear in Music," is a recognized authority on musical instruction and has drawn upon her wide and practical experience for material. The result is indeed satisfying.

PEDDLER USES TALKING MACHINE

Instrument Announces "It's Here for You" for St. Louis Ice Cream Vendor

ST. LOUIS, Mo., September 6.—The fact that music of the proper sort really has a practical value is being demonstrated most successfully here by Mack Tate, a negro ice cream vendor, of 1225 Merchant street. Tate, who does not believe in



Here's an Up-to-date "Merchant"

wasting his voice, has equipped his ice cream cart with a talking machine and finds that the library of "blues" never fails to attract a goodly crowd of prospective customers about his cart. It is a rather inspiring sight to see Tate busy filling up cones and taking in the money from a hungry crowd while the talking machine grinds out loudly and appealingly, "It's Here for You; If You Don't Get It, It Ain't No Fault of Mine." He declares that there is something about a "blue" number that seems to aggravate the thirst and develop a craving for ice cream cones.

Publication advertising plus salesman plus follow-up literature make a hard-to-beat combination.

Growing Tremendously



ROBERT NORTON CO.
226 West 46th Street, New York City

NEW BRUNSWICK SHOP OPENS

Attractive Establishment of M. D. Campbell Opened at Alhambra—Carry Complete Brunswick Line of Machines and Records

ALHAMBRA, CAL., September 3.—The new and attractive Brunswick Shop on West Main street, this city, which was opened recently by M. D. Campbell, well known in local business circles, is one of the finest and most modern establishments in this vicinity.

The exterior of the building is of Spanish architecture, with arched doorways and windows, blue-tiled fountain and red-tiled roof. The interior of the shop is striking in French gray and old rose paneling, and the floor-space has been divided into a large display room, a sound-proof demonstration room, and two smaller record rooms. Wicker furniture and floor lamps in the demonstration rooms impart a homelike effect.

A complete line of Brunswick machines and records is carried in stock as well as a stock of electric motors for any make of talking machine. In addition, pianos, player-pianos, sheet music and music rolls will be handled.

DRUGGIST BECOMES VICTOR DEALER

SHEFFIELD, IA., September 7.—C. F. Bokmeyer, the leading druggist in this vicinity, has added the Victor line of talking machines and records to his stock. A complete stock of machines and records is carried.

The Pathe Music Co., of Union City, Tenn., has opened quarters with a fine line of musical instruments.

TONE ARMS for Portable Machines
TONE ARMS for Medium Priced Machines
TONE ARMS for High Grade Machines

Quantity prices from \$2 up, including sound box

Will make specially designed tone arm
and sound box if quantity warrants

Let us know your requirements and we will quote you prices

The William Phillips Phono Parts Corp.
145 West Forty-fifth Street New York City



YOUR OPPORTUNITY

Mr. Victor Dealer

The law of supply and demand takes its toll, but also gives corresponding rewards.

For several years the problem was more one of being able to buy than to sell. Demand exceeded supply.

In the Victor business we were in duty bound to fulfill our obligations first to those dealers who by long and steady patronage had earned our best support during the great shortage. We regretfully found it necessary to decline business which would have been sought otherwise, and was desirable under normal conditions.

Your opportunity, Mr. Victor Dealer, lies in the fact that the supply of Victrolas and Records at the present time enables you to be more discriminating in your source of supply.

It is our judgment that the present business depression will be followed by an extreme shortage, likely to occur this Fall, and will find many Victor distributors and dealers unprepared.

Our new offices and warerooms reflect not only our confidence in the future of Victor product, but a determination on our part to be prepared for a revival of good business.

If you are not a Blackman Dealer now, but are of the progressive, dependable type, and will need the very best possible support from every angle through "thick or thin—good times or bad times," this is your opportunity.

You cannot realize what Blackman Service is going to mean to Victor dealers until you come in and make it the subject of an interview, after looking over our new quarters.

Your opportunity is to promptly connect with the dependable combination—"The Victor and Blackman."

Opportunity is now knocking on your door, Mr. Victor Dealer.

Blackman

TALKING MACHINE CO.

28-30 W. 23RD ST. NEW YORK N.Y.

VICTOR WHOLESALE DISTRIBUTORS



"PRESENTED BY THE ORIGINATOR"

FRANKIE

DON'T BE LED ASTRAY



FOX-TROT
WRITTEN and PUBLISHED BY
JACK SNYDER
1635 BROADWAY, NEW YORK



SINGLE, DOUBLE, QUARTET, COMEDY VERSION, NOW READY

A FIELD WORTH DEVELOPING

The Sale of Talking Machines and Records to Churches and Church Organizations and Clubs Should Prove Profitable to Dealers

A talking machine as a substitute for the church choir is the plan adopted in the First Methodist Church of Norwalk, O. As the records are put on the machine the minister announces the name of the singer, the music is turned on and the voices of the finest artists in the world fill the church. The plan has proved an undoubted success and will be continued.

The above news item is worthy of serious consideration by talking machine dealers everywhere. In every community, both large and small, there are two or more churches, many of which entirely lack an adequate choir. Others possess choirs of inferior ability and no solo singer. Of course, the larger churches are well fixed in this respect, therefore it is a waste of time to approach them with the idea of selling a talking machine as a substitute for a choir, but there are possibilities of sales even here, due to the fact that in the modern church parties and dances are given from time to time.

The small church affords the dealer the best opportunity. It is an easy matter for the merchant to get a list of the churches in his community which lack entirely or have very poor choirs. If no other way is possible, the dealer can attend the services of these churches and gain first-hand information. With the necessary information at hand the next step is to visit the minister or pastor and impress upon his mind the fact that his services can be made very much more effective and church attendance increased by the purchase of a talking machine. In many cases ministers are antagonistic to radical innovations, but every effort must be made to change this viewpoint, inasmuch as the minister, as a rule, can influence the business heads of the church in anything pertaining purely to the services.

In many churches, especially the larger ones, there are clubs of young people and societies and organizations composed of the older members of the congregation. Many of these societies and clubs have their own meeting rooms in the

church, and, besides dances, various social affairs are given. Here is indeed a splendid opportunity for dealers to make sales, due to the fact that only in rare instances have the members thought of purchasing a machine. In many cases when a dance is given one of the members of the congregation loans the talking machine and various other members supply the records. A personal letter from the proprietor of the establishment to the president of a club or society in many cases will result in a sale.

QUARTET PROVES POPULAR

Columbia Records by Southern Negro Quartet Well Received—Artists Well Known in South

The Columbia records produced by the Southern Negro Quartet, a new recording organization, are meeting with considerable success, and dealers are ordering these records in good-sized quantities.



Southern Negro Quartet

Their Columbia records, a specialty of topical songs and negro jazz numbers, and the popularity of their records is steadily increasing.

The members of the Southern Negro Quartet are Johnny Johnson, Albert Johnson, George Perry and Walter Harris. They were all born and raised in Norfolk, and until the Columbia Graphophone Co. secured their services their popularity had not passed over the Mason and Dixon line. Their Columbia records, however, have given them a country-wide reputation that is steadily growing.

The sale of a talking machine to a church also results in a number of record sales, not only for exclusive church use but also to those members of the church who hear the records played. Hearing a record played which appeals to them and which they have neglected to include in their library often stimulates the listener to the point of purchasing a similar selection for his own private use. Thus the advertising value of one sale of this character to such an institution is well worth the effort.

PLACE ORDERS NOW!

Optimistic Special Bulletin Issued by International Mica Co. States Timely Facts

An entirely encouraging and optimistic special bulletin recently issued by the International Mica Co., of Philadelphia, Pa., calls attention to the fact that good times are ahead of the talking machine industry during the coming four months. It is stated that stocks are practically at a minimum due to the past liquidation throughout the industry, and should Fall business be only normal there will be the usual scrambling for supplies such as was experienced in the Fall seasons prior to 1920. It is urged that orders be placed now in order to allow the manufacturer to give maximum service.

The International Mica Co. conducts a service department which is being used by increasing numbers of members of the talking machine industry. This department is open to answer any request relative to the phonograph industry and also maintains the services of a specialized reproduction expert.

PATHE OFFERED AS A PRIZE

Phonograph to Be One of Awards in Fort Dodge Newspaper Contest

FORT DODGE, IA., September 3.—The Times, of this city, has announced a seven weeks' subscription campaign for this newspaper. Among the awards offered is a Pathe model No. 12 The Pathe instrument, which is being featured in this extensive advertising, is on exhibition at the Gloutzer Music House, Pathe dealer of this city. This exhibit is attracting a great many visitors to the warehouses, where demonstrations are being up a large list of prospects and purchasers. William Gloutzer, head of the organization, is enthusiastic over the campaign and speaks in the following manner relative to future conditions: "We are greatly enthused about the Pathe and we sincerely believe that we will do a big volume of business during the coming Fall and Winter."

TAKES OVER JOBBING BUSINESS

The Northwest Phonograph Supply Co., of St. Paul, Minn., has taken over the jobbing agency in this territory for Olympic records.

"MAGNET" DECALCOMANIE NAMEPLATES

DORAN CO.
100 N. W. 10th St., ST. LOUIS, MO.

HURTEL, WILLIAMS & CO.
MONTREAL, OTTAWA

Karlson Piano Co.
ST. LOUIS

FOR TALKING MACHINE CABINETS Etc.
Pamphlets with fac-simile illustrations and prices mailed on request.

THE PHONOGRAPH CO.
1740 N. W. 10th St., CLEVELAND, OHIO

WILLIAM D. BOSTES & CO.
1200 W. 12th St., CLEVELAND, OHIO

J. E. STAYFORD
ANN ARBOR, MI.

SMITH-SCHIFFLIN CO.
149 Church Street New York City



FACILITIES



PHOTOGRAPHIC illustrations showing the very complete facilities of the New York Talking Machine Company in its new quarters.

Light, airy, well arranged Offices.

Record Department with a capacity of 890,000 records in working stock and reserve. Steel equipment throughout.

Ample floor space in the Shipping Department for efficient handling of goods.

Privately operated Lunch Club for the convenience of the Company's workers.

Everything in keeping with the Company's policy to present to the Victor Retail Trade capable co-operation and quick service.

NEW YORK
TALKING MACHINE CO.
521 West 57th Street.

CHICAGO
TALKING MACHINE CO.
12 North Michigan Ave.

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., SEPT. 10, 1921. The World man whose duty it is to maintain contact with the Chicago talking machine trade has recently witnessed two rather unusually interesting occurrences. Both took place in the wholesale offices of large manufacturers and consisted in the entrance thereto of parties who wanted to buy a machine at retail. On inquiry being made it turned out in each case that the name of the machine wanted was well known, but that the prospective purchasers in neither case knew where to go to buy. Now, this is interesting in two senses. In the first place, it shows that the manufacturers and distributors are certainly on the job; while on the other hand it tends to show that some retailers at any rate are distinctly not on the job. For when members of the general public know the name of a talking machine and feel that they want it and no other we have immediate proof that the national advertising of that name is being maintained. But when also those members of the general public do not know where to go to buy the machine of their desire at retail, then the retail advertising in that particular community is certainly not up to the mark. There is something very wrong here. During the last two months especially there appears to have been a very decided let-down in retail advertising. This view is supported by the opinion of many trade observers with whom we have talked. And the result of the neglect must soon be apparent, as incidents like these quoted clearly show. Now, of all times, the retailers ought to be up and doing. One does not advertise for fun or to oblige the advertising medium, but to get business, and to keep it once it has been secured. Advertising is the only key which will open the locked door of business in times of public caution, and it is the only chain which will hold that door open when the public is spending freely. Incidentally, it might as well be added, to put a finish to the story which has furnished the text for this paragraph, that in each of the cases mentioned a sale was made at retail prices to the inquiring prospect and a credit memorandum for the commission thereon was sent to the dealer in whose sphere of influence the prospect's residence lay.

SPEAKING of dealers, a well-known wholesaler has been remarking to the Western Division of The World that the country retailers are

showing up just now much better than the city men. Why this should be so does not at first appear; but on second thought there is a probable explanation.

Town Country and Mouse

The country dealer usually serves a widespread community, where territory is more plentiful than folks are, and where the services of Elizabeth de la Fordie, pride of the highway, are in constant requisition, for the dual purpose of covering the country and keeping up with the inhabitants thereof. The country dealer, in fact, never has what can be called an easy time, and usually has it fairly hard all round in comparison with his city brother. The latter sits in his store a great deal, if not too much, and business walks in to him. The natural consequence is that, whereas in the one case hustling is no new thing and so does not alarm or surprise, in the other case any derangement of the accustomed routine provokes yells of agony and shrieks of pain. Which is a parable. For obviously the man who always has to hustle anyway is always, as it were, in training; and when the lean years come he simply tightens the business belt, spits on his hands and bends to the task a little more earnestly than usual. Accustomed to fight for all he gets, anyhow, he never has time to become fat and soft in his business body. Fatty degeneration of the selling faculties never attacks him. It never gets a chance. Whereas those who have suffered, and are again suffering, from that distressing disease know well that it is both insidious and fascinating. It is easily caught and hardly shaken off. Yet shaken off it must be. The remedy is very simple and one well worthy of trade consideration. It lies in the one phrase: Hard Work and Smiles!

LAST month we made some observations in the Chicago department

of The Talking Machine World for the purpose of comparing the talking machine business with the trade in those useful little animals known as Lizzies, Henrys, Fords, etc., etc. The remarks were prompted by the fact that a few weeks ago Ford No. 5,000,000 left the big plant at Detroit, where a complete machine is turned out every sixteen seconds. We said that it is nonsense to talk about our field being overdone when the demand for automobiles cannot be filled even by Ford and all the other makers put together, allowing even that these others are not at the moment working at full capacity. To which it has been objected by a critical reader that the comparison is not good. We have been told: "No doubt five million Fords have been built already and a new one is being turned out every sixteen seconds. But then automobiles of any make do not last like talking machines. They get wrecked or worn out in a comparatively short time. Talking machines wear much longer and already there are four million talking machines, or thereabouts, in existence." Well, the answer to this is fairly simple. In the first place, the average automobile lasts ten years. In the second place, the average talking machine lasts no longer. For even if the thing continues to work all right mechanically, which it ought to, for more than ten years, the American family has a rooted dislike to put up with old, or what it considers to be "out-of-date," goods. Wherefore, as styles change and prosperity increases, new machines are bought. And this is true of every line of articles that can be mentioned. And even so, suppose there are four million talking machines in the country already. Suppose there are five million, for that matter, as many as there are Fords. What of it? There are twenty millions of families in the country and their number increases steadily as the marriage figures show. Well, when every family in the land has a talking machine, and each newly married couple considers one as necessary as a roof to the house, then it will be all very well to talk about the field being exhausted. Meanwhile, such talk is perfect nonsense and can only be made in seriousness by those who either have no faith in their business or have never done any thinking about it. The first ought to be in some other business. The others ought to learn to think.

We learn that Chicago's Pageant of Progress brought in to the exhibitors on the Municipal Pier returns fully recompensing them for their expense and trouble, not to mention prospects for the future of the most encouraging nature.

Our Big Show!

The talking machine firms which had booths on the pier are all glad now that they took the chance. Many visitors talked business at the time and have been coming around to the stores ever since, examining machines, trying records and buying. The fact that the Pageant had a local significance and exhibited the greatness of Chicago was not without its effect upon the patriotism of our citizens of both sexes who flocked in their thousands. It is now expected that the Pageant will become an annual affair, a sort of Chicago Commercial Fair, to which visitors from all over the country may be expected and which will be a veritable exposition of Chicago-made articles. Considering Chicago's position at present as a center for the production of musical instruments, and for the cultivation of musical art, it seems to us that it would be the part of wisdom for the music industries of our city to boost the Pageant idea for all they are worth.

AN excellent point was made by a prominent advertising man recently when he classified window displays as a direct factor in the advertising campaign, and not a thing apart. As the character of newspaper advertising is improved and kept up to standard, so should the window displays be equally improved, for they both fit in together. There is nothing more incongruous, declares this expert, than to see elaborate and high-class advertising and upon visiting the store of the advertiser find window displays that are in every sense most ordinary.

The Window as an Advertiser

From our **CHICAGO HEADQUARTERS**
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAIDWHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, Ill., September 8.—We have been hearing expressions likening the business of the country to the ocean, with its waves of prosperity and troughs of depression. The last few years have been looked upon as the crest of a wave. This was followed by a slide into the trough. If business does simulate waves there is every indication that we are again on the ascending side of another wave. Perhaps it will not be as great as the one just passed. Again we have been hearing that business was very depressed and not what it should be. But for the past month or so the industry at large has been acknowledging that the tendency of trade is to pick up. All indications are pointing to this, and at present we believe we can truthfully say that this month's activities are quite in excess of June, July and August.

This is especially true as regards the business of those having to do with the talking machine trade. All manufacturers, jobbers and wholesalers on whom we called in the past few weeks are unanimous in their assertion that the country dealer is doing business far in excess of his city brother. They account for this increase by pointing out the fact that the position of the country dealer is such that he must get out and cover lots of ground in order to do business, whereas the city dealer is content to handle the trade in his immediate neighborhood. If one cares to analyze the situation he will readily find that there is in this statement more truth than poetry. We, ourselves, know from experience that the city dealers who are not content to handle the local trade but who pling around in the territories all over the city are doing an excellent business. But this type of dealer is

scarce, especially in Chicago. Very few of them are even taking the trouble to get out and canvass their respective neighborhoods. Therefore, they are doing very little good business, but a great deal of hollering about bad business. The country dealer has learned the lesson that if he attempts to exist on the turnover in a small town alone he will be out of luck. Therefore, he loads his little flyver, or whatever other conveyance he may have, and scours the countryside for miles and miles around. When he gets back after a trip, as a rule, his machine is empty. So after looking over the business situation on both sides of the fence we can only see one thing left for our city brethren to do, and that is to walk across to the sunny side of the street.

At Quincy, Illinois

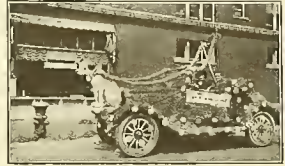
A new talking machine known as "The Wolf" has just made its appearance on the Chicago market. This instrument is being manufactured by the Wolf Manufacturing Industries, of Quincy, Ill. This concern has for many months been affiliated with the Knittel Co., of that city, in the production of talking machine cabinets. The product of the Wolf Industries is now going directly to the trade under the supervision of Carl Knittel, who has the reputation of being one of the best talking machine builders in the country.

The Wolf Industries occupy a modern factory at Quincy, which has a capacity of approximately 150 machines per day. It is equipped with the very latest machinery and this enables them to produce in volume an instrument of excellent quality and with low production cost. The entire thought of the Wolf Industries, according to Mr. Knittel, is toward a line of instruments

that are satisfactory in workmanship and finish, and yet something that will appeal to the public in design as well as price. These things, coupled with their immediate service plan, they believe, will make them a very desirable source of supply for both dealers and jobbers.

Captures First Prize

Out in Ravenswood, a suburb of Chicago, the business men have an organization known as the North End Business Men's Association. It has been in existence now for nine years. Once a year the members get together and have a carnival with a parade and everything. When they



The Prize-winning Float

pull off the parade they offer a prize to that member of the association who has the most attractive float. This year the prize went to Wm. J. Fregin, who is the proprietor of the Ravenswood Music Parlors at 4737 Lincoln avenue. This store is exclusively Victor and a client of the Chicago Talking Machine Co. There were in all sixty-five other floats in competition with Mr. Fregin's, but his proved the most attractive. The entire body of the float

(Continued on page 115)

**Write or Wire for the
NEW PRICES**

**ON STERLING TONE ARMS
and REPRODUCERS**

The Sterling Reproducer with Edison attachment plays any and all records. It is different from other Edison attachments. It is the only attachment that can be successfully operated by the lever the same as the Edison Reproducer.

STERLING DEVICES CO.
Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-stop Automatic Stop, and the Sterling Reproducer fitted with Victor, Edison or Columbia attachments

534 LAKE SHORE DRIVE CHICAGO

HELP!

You need help in sales promotion. We can furnish it to you. A Victor dealer frequently hasn't the time to lay out advertisements, write mailing literature and create sales helps. Besides, the cost to any one dealer, working alone, would be prohibitive.

Lyon & Healy do it for you—devise real Sales Helps. By selling these Sales Helps to hundreds of dealers the cost is divided until it is very small. And because we sell our services (excepting the window cards) to only one dealer in each town the service is as individual as if it were all your own.



For Windows

A set of four large cards issued each month. Handsome illustrations in many colors featuring the four record hits of the month. Use them in the window, on the counter and about the store. Price **\$2.00** per month.....

Write for free samples.



Dress up your Supplements

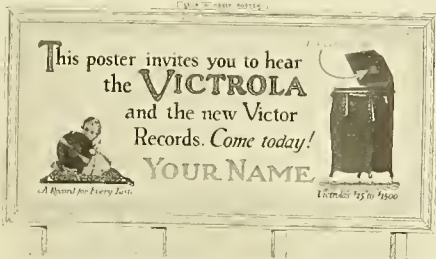
The Victor supplement that you mail is just the same as the one your competitor in the next block mails, so if you wish yours to attract more attention than his, put it in a fancy dress. That's why we print the Victor Art Cover, a six-page container that takes the place of an envelope and can be mailed for one cent. Printed in the most striking colors, featuring the best records each month. Your name is imprinted.

Write for prices and free samples.

Bill Board Posters

They give you city-wide publicity. But you, as an individual dealer, possibly couldn't afford to have a poster drawn and then lithographed. We'll sell you this 24-sheet poster, 10 by 25 feet, lithographed in four colors, at the remarkably low price of.... **\$2.95**

Write for a miniature sample in color.



LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

was covered with a canary festooning, interspersed with amethyst chrysanthemums. This in turn was surmounted by a harp, the symbol of music. On the front of the float was a huge Victor dog which appeared to be drawing the float. A decidedly realistic touch was carried out in that the harp was composed of Victor mangle tubes covered with gold paper and held together by Victor needles.

New Ambassador Headquarters

The Ambassador Phonograph Co., one of the latest entrants into Chicago's trade, has just opened its new headquarters in Room 300, 19 West Jackson boulevard. The affairs of this new organization are being looked after by Fred K. Weston, general sales director. The Ambassador Co. has on display at its headquarters its entire line of talking machines, consisting of nine models, which embrace consoles, uprights and a portable. During the Pageant of Progress the Ambassador Co., through the efforts of Mr. Weston, gained a great deal of valuable publicity by reason of the many novel stunts he pulled, such as boxing exhibits between Ben Turpin, movie star, and Miss Frances Weston, aged three. Other publicity stunts that were worked for the benefit of Ambassador by Mr. Weston was the sending aloft of an Ambassador machine equipped with a Magnavox on board the giant airship Santa Maria. When at the height of several hundred feet the talking machine began to play, and the music was wireless to the listening crowds below.

Two New Victor Stores

Chicago's happy family of Victor dealers welcomed the opening of two new stores this month. That is to say, one is absolutely new, whereas the other one moved into a new location which is said to be one of the most handsomely fitted up of any in the west side section of Chicago.

The new store was opened by George Glick, at 6249 South Ashland avenue. The change of business location of the other store was made by Mr. Glick's father, who conducts Glick's Music Store at 2100 West Division street. Both of these accounts are taken care of by Lyon & Healy, and the grand opening on Labor Day was attended by L. C. Wiswell, manager of Lyon & Healy's Victor department, and other Victor officials who happened to be in the city.

The Division street store occupies a ground floor of a double store building, and the work of equipment, such as the installation of booths, record racks, counters, etc., was done by the George Peterson Mfg. Co., of Chicago, newcomers in the talking machine store equipment business. Architects in the employ of the Peterson Co. did some exceptionally clever work in laying out the new headquarters and are to be congratulated on the clever and efficient manner they handled the situation.

Now Manager A. J. Perrin

A. J. Perrin, of Grand Rapids, Mich., was recently a visitor to the Chicago offices of the Columbia Co. Mr. Perrin has been connected with the talking machine industry in various capacities for quite a number of years, and he was recently made manager of the talking machine section of the Klingman Sample Furniture Building at Grand Rapids.

Outworks Twenty Men

There was recently installed at the Chicago plant of the Boston Book Co. a machine which is about the most unique we have ever seen in our travels throughout the trade. This automatic wonder is known as a case maker and was especially built for the Boston Book Co. It was two years and two months under construction and is said to be the only one of its kind in the country.

Formerly it was necessary for the Boston Book Co. to employ sixteen men, who, when working at top speed, turned out 800 albums in one day. With the new machine the company is enabled to produce over 800 albums per hour. The machine is twenty-five feet long and glues, cuts, corners and fits the lining and turns the four sides of the album before it drops out complete at the other end. It is only necessary for one

man to operate this automatic machine, and he is enabled to turn out the same amount of albums per day as it formerly took sixteen men a week to do.

The business of this concern is being looked after by Mrs. L. Gelbspan, who, by the way, is not only manager of the concern, but proprietor as well.

Take Additional Space

The firm of Fletcher-Wickes, manufacturers of the well-known tone arms and reproducers bearing their name, have just taken on some additional space in the building wherein they have been located since their entrance into the talking machine field.

The additional space is on the third floor of the building and measures thirty feet wide by seventy-five feet long. The new space has been

turned over to the exclusive assembling of tone arms and Edison attachments. The space on the fifth floor is given over to the executive offices and reproducer assembling.

The treasurer of the concern, R. L. Wickes, is still convalescing in the North Shore Health Resort, where he has been for the past six months, and word comes from there through his physician that he is getting along very nicely and may be able to return to his desk in a few weeks.

Good Roads Count

Dealers throughout the State of Michigan are doing an exceptionally good business, according to a recent report given out by E. A. Fearn, of the Consolidated Talking Machine Co., upon his arrival in Chicago after a recent tour of that

(Continued on page 116)

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 Oisshragms Attached in one 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 Plated, \$10.50.



For the Victor

No. L.S.V. ORO-TONE

For Playing All Records on the Victor

Reproducers fitted with Special Oro-Tone Oisshragms 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 Plated, \$9.50.



For the Columbia

No. I.C. ORO-TONE

For Playing All Records on the Columbia

Reproducers fitted with Special Oro-Tone Oisshragms 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 Plated, \$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 115)

State. Mr. Fearn left Chicago about three weeks ago, via auto. In all, he covered some 1,800 miles, and during the whole trip he only encountered thirty-four miles of bad roads.

"The excellent roads of Michigan are prime factors in the success of the Michigan dealer," commented Mr. Fearn. "The dealers make use of them by loading their trucks with goods and going from town to town, calling on prospects. Whether the dealer in Michigan is located in a big city like Detroit or a small hamlet he is running his trucks over the roads and cleaning up."

While in Detroit Mr. Fearn spent some time at the Consolidated Co.'s branch office there, assisting his brother, J. P. Fearn, who on September 1 was made manager. Mr. Fearn's brother was formerly connected with the automobile business and made quite a success as an auto salesman. Mr. Fearn stated that his brother had things well in hand when he left Detroit and already had plans well under way for an extensive Fall campaign.

Congratulations!

A very, very happy young man is J. Kapp, by virtue of his having been accepted as the fiancé of Miss Frieda Lutz. Miss Lutz is very well known to a great many members of the Chicago trade, and during the Columbia picnic at Glenwood Park recently she won the first prize in the toddle contest.

Up at the Columbia Chicago headquarters,



Miss Frieda Lutz

where Mr. Kapp holds forth as chargé d'affaires of the record department, are many congratulatory letters which he has received from Columbia dealers around town. Just when the wedding will take place has not been announced as yet.

Artistic Needlework

One of the most marvelous needle pictures ever seen in Chicago has just come into the possession of Frederick D. Hall, of the Hall Mfg.

Co. The picture in size is about eighteen by thirty inches. It is a moonlight scene in a bamboo forest. Running through the center of the picture is a little rivulet, and on one of the banks is seen a number of little Japanese thatched houses. This picture is done in natural colors and is entirely of hand needle work. Every bit of the trees, houses and everything else is made of closely stitched silk thread. It is the handiwork of the wives of the bamboo cutters who are employed by the Japanese concern from whom Mr. Hall has been buying bamboo ever since the founding of his company. The picture is framed with genuine black bamboo. It just arrived in Chicago via express from Japan and was presented to Mr. Hall by his friend, the owner of the bamboo forest.

Alas, Too True!

As one wanders around through the main offices of the Brunswick-Balke-Collender Co. he sees many little signs sticking up pertaining to business hints, etc., that are well worth while considering. In particular that has been given a conspicuous hanging place bears the following wording: "All that some people have accumulated in the past few prosperous years is a silk shirt and a supreme contempt for honest work."

New Vocalion Store Opened

A new retail store, known as the J. & M. Phonograph & Supply Co., has been opened in the forty-six hundred block on Sheridan road. The new company is incorporated by J. Jonas,

president; J. J. Jonas, vice-president, and A. S. McCormack, secretary and treasurer. The new place of business retails exclusively Vocalion talking machines and records. The store is ideally located and exceptionally well equipped.

The demonstration booths are handsomely upholstered and the color scheme carried out throughout the entire establishment is of the French café au lait. The directions for the laying out of the demonstration booths, record racks, color schemes, etc., were dictated by J. Jonas, the president. Mr. Jonas, by the way, has seen long service in the talking machine business, in both wholesale and retail lines, and for many years was traveling representative of the Vitanola Co.

Kimball Credit Man Retires

Louis A. Crittendon, wholesale credit manager of the W. W. Kimball Co., has resigned, effective September 1, to devote his entire time to practical religious and philanthropic work, in which he has for years been interested. Mr. Crittendon has been made general superintendent of the famous Pacific Garden Mission, which for forty-four years has done a wonderful regenerative and restorative work among the semi-criminals, dope fiends and booze artists of the great city. He started with the Kimball Co. thirty years ago as shipping clerk and fifteen years ago was made wholesale credit manager. His associates in the Kimball Co. and the hundreds of dealers throughout the country with

(Continued on page 118)

W. W. KIMBALL CO.

Wholesale Distributors for

OKeh Records

Our co-operation means an increase in your sales.

For Dealer Proposition Consult

**W. W. KIMBALL COMPANY**

Established 1857

306 So. Wabash Ave., at Jackson Blvd.
Kimball Bldg., Chicago**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

The NEW Scotford Tonearm and Superior Reproducer



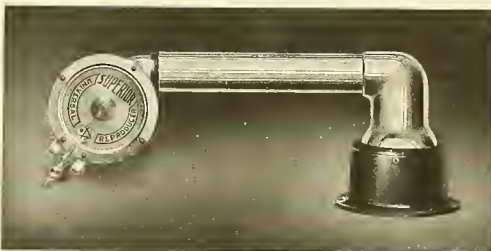
A new external shape of grace and beauty—without changing the internal design:



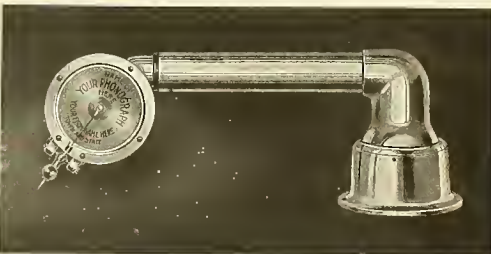
That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.



STYLE NO. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH
All parts Plated in Nickel or Gold

NEW CONSTRUCTION



The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalomania Transfer

Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japaned; other parts Plated.
Style 2 Tonearm long tube and main elbow Plated, base Black Japaned, Reproducer back Black Japaned, the face ring and frame Plated.
Style 3 All parts of Tonearm and Reproducer are Plated.

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

Samples Prepaid at the Above Prices

Write for Our
Specification Sheet and Quantity Price List

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

whom he was personally acquainted will greatly regret his departure from the trade with which he has so long been connected. Mr. Crittendon will establish headquarters at 19 West Jackson boulevard, where he will greet his many friends.

Cole & Dunas Expansion
Cole & Dunas have been for quite a while supplying the talking machine trade with small goods, such as stringed instruments, harmonicas, etc. They have recently increased this branch of their business and have taken on a complete line of jazz equipment. This line embodies saxophones, xylophones, cornets, drums, traps, etc. In order to give the trade at large a better idea of what their musical supply department contains they have had printed for them a twenty-four-page catalog, which is being mailed to the trade.

Joins the Order of Benedictis

We don't know what's happening to our young men in the trade these days. It seems as though they all must have been bitten by the love bug during the Summer, as they are now feverishly taking into themselves wives. The latest entrant into the domestic field is none other than our friend Stanley R. Fritz, sales manager of the Lakeside Supply Co. Here's the way it all came about:

All Summer long Stanley had been purchasing ice cream sodas for a young lady by the name of Evelyn Tracy. One Sunday recently they decided to go out for a nice long ride on the interurban. Well, they kept on riding and finally the guard in the train yelled out, "As far as we go." When they came to they found they were in Elgin. Then Evelyn said to Stanley, "Isn't this romantic, to go dreaming away on a train? It's just like an elopement." That put an idea in Stanley's head, so he escorted Miss Evelyn down the street to the city hall and up to the Justice of the Peace. It being Sunday, the Justice of the Peace was busy fining speeding motorists, but he stopped long enough to send a motorcycle cop after the County Clerk. The County Clerk came and the Justice was about to make

Evelyn and Stanley man and wife when the discovery was made that nobody had a wedding ring. So the Justice and the Clerk took Stanley and Evelyn across the street to a jeweler and had him open his store. When they were in and Stanley purchased the ring the Justice of the Peace stood them up in the show window and pronounced them man and wife. "May they live happily ever after."

On Business Trip to Canada

Charles E. Cohen, vice-president and treasurer of the Napoint Mfg. Co., is making preparations for an extensive trip throughout the Northwestern States and western Canada. "This trip is warranted," stated Mr. Cohen, "because of the numerous inquiries received through advertising in The Talking Machine World." In fact, these inquiries have been so great that Mr. Cohen believes it his duty to establish a personal relationship between his company and the inquirers; hence the trip. "We have been doing some very nice business," Mr. Cohen stated, "and things are beginning to pick up faster than we expected."

M. M. Cole Elected President

M. M. Cole, a well-known member of the trade, has affiliated himself with the Illinois Musical Supply Co., and has been made its president. The new company was recently formed and is devoting its activities to the supplying of retail stores with talking machine accessories and small musical instruments, such as ukuleles, banjos, fiddles and accessories adaptable for these instruments. Since Mr. Cole's installation as president he has made a trip through Illinois, Indiana and Michigan, and upon his return to Chicago made the statement that the retail business in these sections is picking up very rapidly and that indications point toward a steady increase in business for the balance of the year.

Taking Long Vacation in Canada

W. E. Burr, sales manager of the Cheney Talking Machine Co., has left with Mrs. Burr for Toronto, Canada, where he expects to take up a protracted vacation. Before leaving Chicago

he stated that he was going to do a lot of golfing upon the links in and around Montreal, and when he returns to Chicago he expects to be in the championship class. He also intimated that if his anticipations bear out, a great many of his friends in the trade who are golf enthusiasts are going to lose their laurels.

Mr. Burr recently returned from a long trip through the Southwestern territory, where he successfully established jobbing relations between the Cheney Co. and the Riddle Phonograph Co., of Dallas, Tex. The new jobbers will look after Cheney business throughout northern Texas and southern Oklahoma. The president of the Riddle concern is George W. Riddle, a well-known business man of Dallas, and vice-president of the Security National Bank of that city.

Upward Trend Now in Evidence

That business is now on the upward trend is an established fact, according to the views of C. E. Swanson, general manager of the Cheney Talking Machine Co. He is of the opinion that the trade has seen its worst depression during the months of May, June and a part of July. "From the reports and evidence of better business that we are receiving from our travelers, the retailers, as a whole, are steadily reviving themselves and are looking forward to large increases during the coming Fall and Winter months. From present indications it looks as though the holiday trade would be greater in the larger centers, but at present it is just the reverse. The country dealer is working harder than the dealer in the city and his business is, therefore, greater."

Help! Succor! Police!

The prurling gentry of Chicago have recently inaugurated a campaign, so it seems, that is directed toward the talking machine trade. Seemingly, these gentlemen of the taking ways have a predilection for Columbia dealers. The police of Chicago this week received complaints on two occasions from local dealers.

WRITE US FOR SUGGESTIONS, IDEAS, PLANS AND SPECIFICATIONS



EFFICIENT SALES ROOMS

Our experience with the subject of STORE FIXTURES enables us to interpret the wants of the most discriminating dealers. Get in touch with us before you place your order.

GEO. PETERSON MFG. CO.

Organized 1900

1801 to 1811 No. Lincoln St., Chicago, Ill.

Incorporated 1918

Experienced
Men
at
Your
Service

Prompt
Estimates
on
Complete
Jobs

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

The first complaint was made by the Central Piano Co., a Columbia account, at Adams and Wabash avenue. This concern had an advertising stunt in its window, showing where the purchaser of a Columbia Grafonola was ten dollars in when he bought a Columbia machine. To further carry out the idea they had artistically arranged around the window twelve brand new ten-dollar bills. During the wee sma' hours of the morning somebody heaved a brick through the Central company's show window and managed to get away with nine of the ten-dollar bills before the cops came.

The second complaint was made by A. Cooper, owner of the Cooper Music Shop, a Columbia store, at 3424 West Sixteenth street. Mr. Cooper had been down to the Columbia headquarters and purchased fifty Chinese records. After leaving the Columbia company he drove over to a restaurant at Wabash and Madison, parked his car and left the records therein while he ate his lunch. After leaving the restaurant he discovered his package was gone and reported his loss to the police.

Columbia Shop Opens

The Masonic Temple Song Shop is the name of the new Columbia store that was recently opened at 161 North State street. This shop is now the second ground-floor music establishment on State street within Chicago's Loop. It is conducted by Moe Shubinski and Abe Glatt. Papers of incorporation were recently issued for this concern by the Secretary of the State of Illinois.

Mr. Shubinski was for eleven years connected with the firm of Waterson, Berlin & Snyder in their professional department, and more recently he was manager of the music department of the Chicago Kresge stores. Mr. Glatt is a piano player and has gained some prominence as a songwriter. Several of his compositions have been published and some of them are recorded on Columbia records. Mr. Glatt was also connected at one time with Waterson, Berlin & Snyder.

A Slogan That Gets Results

Walter Fulgham, Victor dealer, located at Richmond, Ind., last May conceived the slogan of "A machine a day during the month of May." Starting in with the first of May he commenced putting his slogan into operation, and at the end of the month found his business so good as a result of said slogan that he decided that even though the slogan "A machine a day during the month of June" lacked alliteration, he would go ahead with the good work, and "A machine a day" slogan has been in effect right along ever since the first of May. May, June, July and August have all brought Mr. Fulgham their quota of business, and over at the Chicago Talking Machine Co. they are marveling at this dealer's energetic efforts and phenomenal success.

Two New Victor Travelers

C. E. Johnson has been added to the traveling forces of the Chicago Talking Machine Co., and will have as his territory the States of Michigan and northern Indiana. Mr. Johnson comes to the talking machine industry from the automobile field, where he has had considerable experience. He started out the first of September on the above-mentioned territory.

H. L. Fricke is the other traveler added to the staff of the Chicago Talking Machine Co., who takes as his territory the State of Wisconsin,

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.



Consolidated Talking Machine Co.
Manufacturers of
High Grade Records, Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Gratiot Ave., Detroit, Mich.

SUCCESSORS TO:
Standard Talking Machine Co.
Victor Talking Machine Co.
Emerson Talking Machine Co.
G. W. Johnson Co.
Applian Co.



TRADE MARK
"CONSOLA"
COPY PATENTED
CANADA

DISCOVERED UNDER THE LAWS OF ILLINOIS

northern Illinois, eastern Iowa and southern Minnesota. Mr. Fricke comes from New York, where he has had lengthy sales experience.

C. W. Hyde, who formerly traveled the Michigan and northern Indiana territory which Mr. Johnson is now traveling, has been brought into the office and will assist the city sales department here. Another change at the Chicago Talking Machine Co. has been the placing of Joseph J. Walsh at the city sales desk. Mr. Walsh will now work on the inside and have the title of city floor salesman.

Eddie Cantor Comes to Town

Emerson dealers throughout the city are making plans for a royal reception in honor of Eddie Cantor, the exclusive Emerson artist, who came to town the first of the month. Eddie is now showing with the Midnight Rounders at Woods' Apollo Theatre. "The Apostle of Pop," as he is now heralded by the local newspapers, was in

Chicago with Ziegfeld's Follies' last year for a number of weeks, and while here he made it his business to call on many of the Emerson dealers' help boom business by giving recitals in their stores.

This year Eddie came to Chicago singing a big bunch of new hits far more popular than the ones he used last year, and for this reason Emerson dealers are making early preparations for Mr. Cantor's recitals. Eddie spent the greater part of Labor Day in going over his plans with F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co.

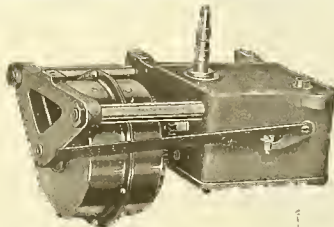
A number of the songs, Eddie sings in "The Midnight Rounders" have already been recorded by the Emerson company, and just as soon as they are released the Cantor campaign will begin.

Another Acolian Dealer

The Goldstein Furniture Co., one of the biggest

(Continued on page 120)

Price Reductions on Enclosed Motors



We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose luses have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

REMEMBER

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

United Manufacturing and Distributing Company

536 Lake Shore Drive

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. J. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

retail furniture stores located in the southwest section of Chicago, has just taken on the Aeolian line of talking machines and Vocalion records. This company has given over a great deal of space on its main floor to its new talking machine department and the work of remodeling has already been completed. The store is now equipped with several handsomely fitted-up demonstration booths and record bins and counters. The new department is being looked after by Isadore Goldstein.

Among the Travelers

Mr. and Mrs. S. F. Fitchen, of Milwaukee, were visitors to Chicago last week. The couple had been touring Indiana via auto and were on their way back to Milwaukee when they stopped off for a visit to the Aeolian headquarters here. Mr. Fitchen is manager of the talking machine department of the J. B. Bradford Piano Co., of Milwaukee.

W. A. Everly, of the wholesale traveling forces of the Aeolian company, who is now making a trip through Michigan, reports that the trade there has a very encouraging outlook.

Lunch Billboard Campaign

The Columbia Graphophone Co., starting September 15 and continuing for nine months, is

Melody Portable Phonograph

Equipped With

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.

MELODY NATIONAL SALES CO. - - - - - 190 N. State Street, Chicago, Ill.



Take It With You Anywhere! Have Music Where You Want It! In Your Home—In the Nursery—At the House Party—Canning Out—At the Summer Home—Boating or Camping—



the benefits of approximately three hundred large-size billboards posted about the most prominent parts of the city. The message of Columbia Grafonolas and records will be carried to autos and to those who ride on street cars and elevateds, reaching probably a quarter of a million people daily.

"Columbia dealers in Chicago are to be brought to the front in a most impressive way," said John McKenna, manager of the Chicago office. "This is a co-operative proposition and one which offers the dealer the best sort of advertising at the lowest possible outlay.

value of which Chicago dealers have immediately grasped, and to our original plans for two hundred billboards more. We have been forced to add almost a hundred more. Chicago is to be told 'Columbia' in impressive tones. The posters will be of the large size, twenty-four sheet type attractively made up with human-interest pictures, illustrating the Columbia message. At the bottom of each advertisement will appear the name of the dealer working in co-operation with the parent house. Not only are we going after the business with billboards, but we shall carry out, in addition, an effective newspaper campaign to supplement our regular national advertising appearing in national weeklies. When it is known that the billboard campaign alone will cost us \$45,000 it can immediately be seen that our present advertising plan is of quite some scope."

Speaking of business during the month of August Mr. McKenna reported that there has been a slow pick-up ever since June. July was ahead of the latter month and August was ahead of July. The last week in August showed a most satisfactory business and augurs well for the future Fall trade.

Hermann Goes With Cusack

G. T. Hermann, for several years past advertising manager of the phonograph division of the Brunswick-Balke-Collender Co., has resigned and will become associated with the Thomas Cusack Co., the large outdoor advertising concern. Mr. Hermann has been in the advertising game for twenty years, has always been a firm believer in outdoor publicity and is well equipped by virtue of experience and ability for the new position he assumes.

Improvement in Melody Portable

The Melody National Sales Co., through its general manager, C. C. Slack, made the announcement this month that several changes have been made in its Melody portable machine. The changes in particular are in the single door which had been held in place by pegs. When the machine was being played it was necessary

to remove the door completely. Now, however, the pegs have been done away with and hinges are being supplied in their place. They are also equipping their instrument with a new combination needle cup and reproducer rest. This is a welcome little idea that was recently put on the market. The needle cup and reproducer rest are made in one piece of stamped metal. When the needle is in the reproducer and resting in its proper position, instead of coming down flat on the hard metal, it comes to rest on a little disc of green felt. Plans have also been recently completed at the factory that will offer a better finish throughout the Melody portable in its entirety.

Popular Talking Machine Man Travels

H. Roy Smith, formerly Illinois traveler for the talking machine department of Lyon & Healy, and now in the retail talking machine business for himself in Philadelphia, took out himself a wife on Tuesday of this week in the person of Miss Eleanor Miner, at Oshkosh, Wis. A number of his old friends in the trade were present, including L. C. Wiswell, his old boss at Lyon & Healy; E. P. Bliss, formerly Michigan traveler for Lyon & Healy and now with Louis Buchn, of Philadelphia, officiated as best man.

Vacationers Homeward Bound

Louis Buchn, of the Louis Buchn Co., of Philadelphia; J. N. Blackman, of the Blackman Talk-

"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 check 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 Office: 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch: 1530 CANDLER BLDG. ATLANTA, GA.

Don't get up "It stops itself" Columbia Grafonola JOHN HANSON & SONS The Reliable Music House State and Willow St.

One of the Striking Columbia Billboards launching an impressive advertising campaign in Chicago with billboards as the principal feature. Columbia dealers in Chicago are to reap

CABINETS WITH OR WITHOUT EQUIPMENT These High Grade Cabinets, made in Mahogany, Walnut and Oak, built up to the standard for which our product is noted. For Descriptive Matter Address FUEHR & STEMMER PIANO CO. 2701 So. Wells St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

ing Machine Co., of New York, and T. W. Barnhill, president of the Penn Phonograph Co., of Philadelphia, were all in Chicago this week on their way home from the Pacific Coast, where they have been journeying since the talking machine jobbers' convention at Denver.

Announces Three New Brunswick Models

The Brunswick-Balke-Collender Co. announces this month three new Brunswick models. The company states that these models embody

Model No. 200 comes in finishes of Adam brown or red mahogany and fumed or golden oak. The cabinet in itself is forty-three and a half inches high, nineteen inches in width and twenty-one inches in depth, and the trimmings are all nickel-plated.

Model No. 207, as well as No. 210, may also be had in the same finishes as mentioned above. The dimensions of No. 207 are forty-five and a half inches high, nineteen inches in width and twenty-one inches in depth, while Model No. 210

The Brunswick sales force anticipates that as a result of their announcement of these three new popular-priced models there will be a strong demand, and in this connection they recommend that their dealers anticipate their Fall requirements as early as possible.

In commenting upon present Brunswick business A. J. Kendrick, sales manager, made the statement that back orders at the factory have increased from August 8 to August 28 approximately 60 per cent. Mr. Kendrick also stated that it is estimated by the Brunswick Co. that for the balance of the year from August to December, inclusive, they will produce a quantity of goods over 20 per cent in excess of the corresponding period of last year.

Benson's at Marigold Gardens

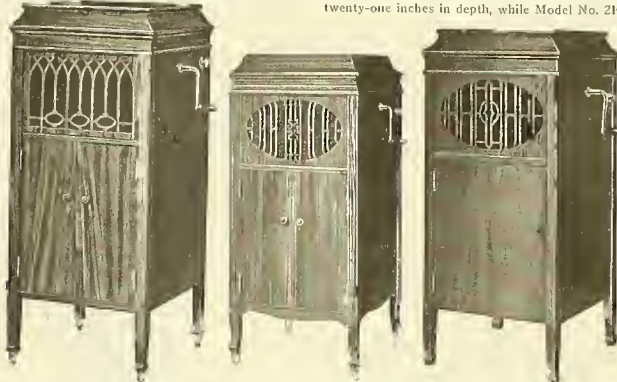
The Benson Orchestra, which has become popular the country over through Victor records, will be the attraction at the Marigold Gardens, Chicago's popular North Side resort, this Winter.

Sterling Devices Co. Reports Expansion

W. O. Meissner, vice-president of the Sterling Devices Co., Chicago, reports increased business this month. This company has, during the past year, brought out a number of new tone arms which have met with favor and which have helped to stimulate business during the extremely dull period through which we have just passed. The latest Sterling production is the No. 41 tone arm, which introduces the ball-bearing element into tone-arm construction, resulting in a practically frictionless swivel which, the company states, makes it possible to get the most out of the record.

Another Sterling item which has attracted considerable attention is the new No. 31 tone arm equipped with a non-set automatic stop. The inquiries and orders received thus far would indicate that there is much business in store for the Sterling company on this item. This company has also announced a new schedule of prices.

(Continued on page 122)



Brunswick Style 207

Brunswick Style 210

Brunswick Style 200

greater values, which are made possible by the lower cost of labor and materials. All of these models are equipped with the Ultona oval amplifier and other exclusive Brunswick features. The models are known as Numbers 200, 207 and 210. The retail prices of these new models are in keeping with those popular with the trade to-day.

comes forty-seven inches high, twenty inches in width and twenty-one inches in depth.

Further equipment than heretofore mentioned as contained in the new models consists of Brunswick double-spring motors, with twelve-inch turntables, automatically balanced lid, automatic stop, tone amplifier and seven albums for filing records.





Looks Well, Sells Well, Wears Well

We invite your inspection of THE WOLF—MASTER OF THEM ALL—in *Tone, Design, Cabinet, Construction, Motor and Service*—guaranteed for one year.

A MUSICAL INSTRUMENT—Not an Off Brand, But Just as Good as Money Will Buy.

THE WOLF has just that little necessary Touch in Design that will cause the shopper to Notice it Specially—and then—with its Cabinet, Construction and other Details well carried out in proper proportions goes a step farther—It creates that certain Desire to Purchase.



**THE WOLF IS A MEDIUM TO INCREASE YOUR SALES
MADE WELL TO SELL—NOT TO BUY CHEAP—AND KEEP**

The Wolf Manufacturing Industries

QUINCY ESTABLISHED 1890 ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

which are proving interesting to the trade. Substantial reductions have been made in line with the universal effort to bring prices down to a point where they "talk" and induce buying.

Returns to Old Love

John D. O'Malley, who for a year and a half has been manager of the Victor department of the Lock & Tool Co., of Peoria, has returned to the management of the Root Dry Goods Co., at Terre Haute, Ind., with whom he was formerly connected.

Advertising the Town of Steger

In the Chicago Journal of August 12 there appears a full-page advertisement of Steger & Sons Piano Mfg. Co., in which the city of Steger, Ill., is prominently featured. "This model town, situated twenty-nine miles south of Chicago, is made up of a permanent, contented, prosperous population, and is a striking testimonial to the broad-gauge, liberal policy pursued by the founder of the Steger institution. Good wages, combined with good treatment, have produced a

unity of purpose that finds no parallel anywhere in the piano industry. The employees of Steger & Sons are remarkable alike for their length of service, their loyalty to the house and their pride in producing a pianoforte of musical and artistic excellence."

The above is quoted from the advertisement. It is good publicity, and along with a photograph of the Steger factories and illustrations of four Steger instruments it makes a forceful and slightly different appeal from the general run of ads.

Change Company Name

The Talking Machine Shop, one of the oldest and most exclusive Victor representatives in Chicago's Loop district, has changed its corporate name to that of Davidson's Talking Machine Shop, Inc. The personnel, which consisted of C. L. Davidson, president; G. W. Davidson, secretary and treasurer; and F. M. Wesley, auditor and credit manager, remains the same. The change, according to G. W. Davidson, was merely made as a matter of better identification.

*The Greatest Sensation of
the Pageant of Progress*

THE
AMBASSADOR PHONOGRAPH

Invites Live Wire Dealers to call at our new Chicago Loop Sales Office

19 West Jackson Blvd., Room 300

TELEPHONE WABASH 4946

Inspect our line—Hear our Business Volume Plans and join us in our march
to **PHONOGRAPHIC SUPREMACY**



*"Others May Follow, None Shall Lead
THAT'S THE AMBASSADOR"*

Ambassador Phonograph Company
19 West Jackson Blvd. Chicago, Ill.



FILING CABINETS

of the Art Model Console
Type especially adaptable
for Victor IX's.



Our line of Talking Machines
covers your trade from

PARLOR to PICNIC

whether you are in the market
for Console Art Models, Up-
right Cabinets (all sizes), Table
Machines, or the

Illinois Portable

(of which we are the sole manufacturers).

*Write us today, if quality
and price interest you*

Illinois Phonograph Co.
400-412 W. Erie St., Chicago, Ill.

SUPERIOR 8588

This company was formed in 1908 at No. 169 South Michigan avenue, a small store, which measured sixteen by twenty-five feet, and consisted of two small hearing rooms and record counters. The first three weeks of this store's existence were not very encouraging. The entire sales for that period amounted to some \$65, but the men behind it were determined to succeed and before two years had passed business grew to a size that warranted the opening of a second store. The second shop was opened in the Steger building, and both places were operated in conjunction until 1916, when the company moved into its present location at 234 South Wabash avenue. The Davidson Talking Machine Shop, Inc., now occupies the entire building wherein it is located. The building consists of four floors and basement. The first and second floors are divided into thirty demonstration rooms, and the balance of the building is given over to talking machine display space, stockrooms and offices.

The successful progress of this company is most convincing evidence that it pays to be constantly on the alert for new ideas.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

Hints on the Care of the Phonograph

A copy of a very handsome folder has just been received from the Jewel Phonographs Co. of this city, illustrating the Jewel attachment for Edison Diamond Disc Phonographs. This attachment, which was designed to play all records on the Edison phonograph, has met with phenomenal success, and the new folder is in keeping with the quality of the product.

One feature of this folder more than passing interest is a section entitled "Hints Regarding the Care of a Phonograph." This article, which was written by A. B. Cornell, sales director of the Jewel Phonographs Co., is well worth the close attention of manufacturers, jobbers and dealers. It reads as follows:

"A reproducer is made as carefully as a watch. Handle it carefully. Do not handle diaphragm or stylus bar of reproducers. If of wood, it is fragile, easily broken, thus destroying tone quality.

"The needle should touch the record at the proper angle as shown; if too straight it scratches, if too slanting the full tones will not be brought out.

"Lateral cut records have selection recorded on side of record grooves, such as Victor, Columbia, Emerson, Brunswick, Acoustic, Gennett, Parlophone, Okeh, etc. Play these with a steel needle with reproducer facing right side of phonograph.

"Use a steel needle once only on each record.

"Push the needle up as far as it will go in needle-holder and firmly hold while set-screw. Use care not to strip threads of set-screw.

"Do not use a heavy, loud steel needle except for dancing where tempo and noise is more important than music. Forcing the record with a heavy needle is just like forcing the voice or instrument. Strain, wear and noise, not music, results. The best reproduction is obtained by using a long, medium-tone needle. It also greatly prolongs the life of the record.

"If the record does not sound exactly right or as usual, stop playing at once and change the needle. Poor ones are often found and will quickly ruin a record.

"Vertical cut records, sometimes called 'Hill-and-Dale' and 'Phonographic,' have selection recorded on bottom of record grooves such as 'Edison Recreations' and 'Parlo.' 'Edison Recreations' are played with a sharp-pointed diamond or sapphire jewel needle when played on other than the Edison phonograph. 'Parlo' records are always played with a ball-pointed sapphire jewel needle. In playing both, the reproducer should be turned down, facing the record.

"Edison Recreations' has a perfectly sharp symmetrical cone-shaped point. With a properly shaped diamond or sapphire jewel point, 'Edison Recreations' can be played many more times than a lateral cut record can be played with a steel needle.

"Do not think that a blast, rattle or buzz must always be due to a faulty reproducer. If you find that the auto, screw, and everything connected with the reproducer is perfectly tight and in good order, examine the tonearm, motor and the whole machine to see if anything is loose. See if your needle is a good one (many are faulty) or that something is not lying loose on the motor board or in the tone-chamber that would cause sympathetic vibration. Sometimes it is in the record itself or in some article in the room

that responds to tone vibration. Remember that sound vibrations are like a spoiled child; they get into everything.

"Wind motor slowly with an even movement and not too tightly. Do not wind the motor after playing each record. Let it play several records so that most of the motor spring is used. Occasionally let it run down entirely when through in playing. This will prevent the graphite in the springs from caking, which causes knocks in the motor.

"It pays to have your dealer put new graphite in the motor once a year. Occasionally put just a drop of very fine oil on movable parts of motor where there is friction. Do not use such oil.

"Be sure the turntable is revolving at the proper speed. Seventy-eight revolutions per minute for lateral cut records and 80 revolutions per minute for vertical cut records. Test it by second hand of a watch. Put a record on the turntable and play it, first having placed a small piece of paper between record and turntable. Count the revolutions for a full minute, then correct by the speed indicator on the motor board, making it faster or slower as required. Most speed indicators on phonographs get out of adjustment and the figures shown must be ignored. Many beautiful selections are ruined musically by playing them too quickly or too slowly.

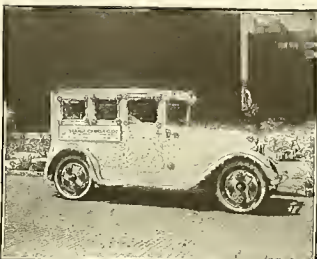
"Clean records before using. Perfect results cannot be obtained from dirty and dusty records. Dust sometimes causes false tones and always ruins the scratching noise.

"Discard worn-out records. Many are played long after they are not fit to use, much to the disgust of those who really know what good music is and are compelled to listen to them.

"Never place the phonograph on a bare floor. Put it on a rug or carpet. There is always one position in a room where phonographic music sounds the best. Do not place it before any open space such as a door or window, nor near a radiator or hot air register, and see that it stands perfectly level. Care for a phonograph properly and it will last a lifetime."

Columbia Auto in Parade

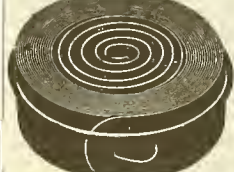
In the course of the parade incidental to the recent Pageant of Progress, one of the most attractively decorated automobiles belonged to



Joseph Klinenberg's Decorated Auto

Joseph Klinenberg, Columbia dealer at Forty-ninth street and Ashland avenue. Mr. Klinenberg loaned this automobile to the Chicago branch of the Columbia Co. for use in the

MAIN SPRINGS FOR ANY PHONOGRAPH MOTOR



Order Right From This Ad

48 Hour Delivery! Reduced Prices!

Reliability is stamped just into C. & D. crucible steel springs. Our main springs are made under the roof from the rolling of the steel in the windows of the spring. Each piece of steel that leaves the mill has passed the inspection of a main spring specialist. This assurance of quality is protection for your customer.

CRUCIBLE STEEL—ALL SIZES

- FOR VICTOR MOTOR
- No. MS1—1 inch wide, .022x12 foot long, marine end. 55c
- No. MS2—1 1/4 inch wide, .022x13 foot long, marine end. 75c
- No. MS19—2 1/2 inch wide, .022 x 18 foot long. 60c
- No. MS20—3 1/2 inch wide, .022 x 18 foot long. 60c
- crisp end and 60c

- FOR COLUMBIA MOTOR
- No. MS21—2 1/2 inch wide, .022 x 10 foot long, marine end. 45c
- No. MS22—2 1/2 inch wide, .022 x 11 foot long, marine end. 45c
- No. MS3—4 inch wide, .022 x 10 foot long, marine end. 50c

- FOR HENNING MOTOR
- No. MS21—2 1/2 inch wide, .022 x 10 foot long, marine end. 45c
- No. MS22—2 1/2 inch wide, .022 x 10 foot long, marine end. 45c
- No. MS3—2 1/2 inch wide, .022 x 10 foot long, marine end. 45c

FOR BRUNSWICK KRASBERG, SAAL, SONORA, STEPHENSON, SILVERTONE, MESSLACH OR THOMAS MOTORS

- No. MS5—1 inch wide, .022 x 10 foot long, square hole. 50c
- No. MS9—1 inch wide, .022 x 10 foot long, square hole. 70c

OTHER STANDARD MAKES

- No. MS17—1 1/2 inch wide, .022 x 10 foot long, marine end. 45c
- No. MS18—1 1/2 inch wide, .022 x 10 foot long, marine end. 45c

NOTE—Orders for these springs are in constant demand and listed here on this page. Many of these springs are interchangeable; for example, various sizes are listed for Victor and Columbia motors can be used for Parlo, Edison and many miscellaneous makes, etc.

COLE & DUNAS MUSIC CO.

50-56 W. LAKE ST. CHICAGO

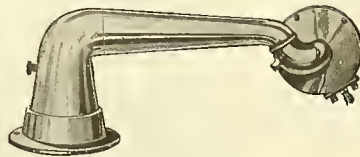
Write for Bulletin Our new fall bulletin shows errata in phonographs, musical instruments, supplies and accessories. Our bulletin is used as a buying guide by hundreds of dealers because our prices are so low. Send for it. It is free.

Pageant of Progress parade. "Hail Chicago," the official song of the Pageant of Progress, was played continuously, aided by the Magnavox.

The Steger Exhibit at the Pageant

One of the three attractive piano exhibits that marked the recent Pageant of Progress, held on Chicago's Municipal Pier, was that of the Steger & Sons Piano Mfg. Co., which throughout the

(Continued on page 124)



LAKESIDE PHONOGRAPH PRODUCTS

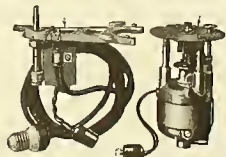
OUR F-26 AUTOMATIC STOP

has only two moving parts. We have hundreds of satisfied customers.

Have you tried our No. 776 Arms? We say they are the best small arms on the market.

Sample, \$2.75

Sample, \$1.40



We have sold about 3,000 of these Electric Motors. Are you getting yours?

Sample, \$19.50

Send for our proposition on complete electric phonographs on the "Electrophone" Send for our parts catalogue

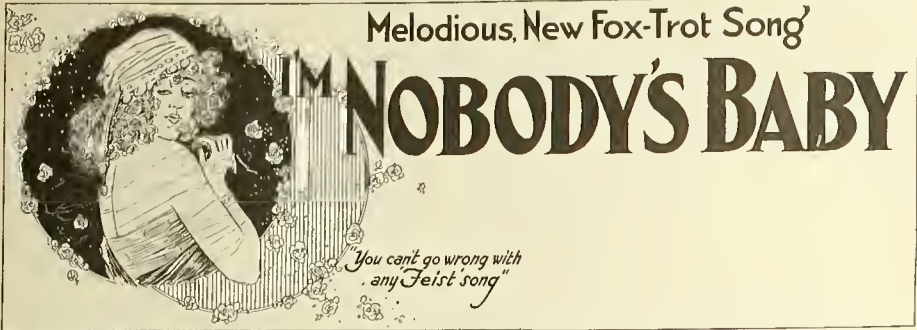
S A A L MOTORS

AT SPECIAL REDUCTIONS

Write for prices. Sold in quantities only.

LAKESIDE SUPPLY CO., 416 So. Dearborn St., Chicago, Ill.

Phone Harrison 3840



Melodious, New Fox-Trot Song

NOBODY'S BABY

You can't go wrong with any Teist song

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

busy two weeks was the center of attention of all the crowds that passed the Steger booth. Wherever music played a part, whether it was piano, talking machine, hand instrument or vocal, the interest of the crowd was aroused to a higher degree than by the other types of exhibits, and the Steger booth was particularly favored, both because of the exhibit itself and because of the excellent program which was given each day of the Pageant.

D. V. Kettlewell, prominent young Chicago pianist-composer, gave a series of piano numbers every afternoon and evening. The programs were well chosen and the piano selections were interspersed with popular numbers played upon the Steger phonograph. As an added attraction a four-piece dance orchestra, part of the Great Lakes Naval Training Station Band, gave short concerts during the last week of the exposition.

The Steger company featured its style 29 small grand and its style 506 Steger phonograph. The power of music to win and hold attention was strikingly demonstrated at the exhibit, particularly when the phonograph was played.

MAKES ENCOURAGING TRADE REPORT

William Phillips, president of the Wm. Phillips Phonograph Parts Co., New York City, reports a greatly increased demand for its tone arms and sound boxes which has been evidenced since the latter part of August. This company produces tone arms and sound boxes at a wide range of prices and the demand is reported to be well apportioned among all grades. Mr. Phillips points out that this is an indication of the prospective resumption of trade this Fall and that it shows that both high-priced and low-priced machines will be produced. The speed with which business is picking up is to be found in the large number of telegraphed rush orders being received.

HAS CHARGE OF ALL ADVERTISING

Sam J. Turnes Reappointed General Manager of the Brunswick-Balke-Collender Co.—Will Have Charge of All Phonograph Exploitation

CHICAGO, Ill., September 8.—Sam J. Turnes has been reappointed general advertising manager for the Brunswick-Balke-Collender Co. It was



Sam J. Turnes

in 1918 that Mr. Turnes went with the company in that capacity and organized the publicity of the phonograph division and practically created the very admirable and intensive Brunswick dealers' service. He displayed such ability in the direction of sales promotional plans that the following year he was made sales manager of the company's tire division. In that capacity he has traveled in practically every State in the country, and has incidentally kept in touch with the Brunswick phonograph dealers and the condition of the trade. His resumption of the phonograph advertising, in addition to that of the other

products of the Brunswick Co., is entirely in line with Mr. Turnes' predilections. He is wedded heart and soul to the music business and has a most thorough knowledge of what will appeal to the dealer and help him the most.

He broke into the music trade in 1909 as secretary to the late Fayette S. Cable, president of the Cable-Nelson Piano Co., and later assumed charge of the advertising and selling. Later he resigned his position and went to the Coast and for years sold pianos and talking machines at retail, his purpose being to gain an intimate knowledge of the dealer's problems and viewpoint. On his return he became advertising manager of the George P. Bent Co., piano manufacturer, and inaugurated a general advertising campaign that was a distinct success. Then in 1918 he went with the Brunswick Co.

Under his direction a very aggressive publicity campaign for the benefit of the Brunswick dealer will be waged this Fall. The periodical campaign which is now in progress covers a dozen leading mediums of national circulation, including double spreads once a month in the Saturday Evening Post. The newspaper campaign in co-operation with the dealers, which has proved so distinct a success, will be continued and amplified.

"The Brunswick dealers," said Mr. Turnes, "spent \$500,000 the first six months of the year in their local papers and they were reimbursed for half of this by the Brunswick-Balke-Collender Co. The company's dealer service in general will be considerably extended this Fall and some attractive new features added."

THERE IS A DIFFERENCE

There is a vast difference between courtesy and servility. The former helps to make sales and the latter disgusts and drives away customers.



S
E
R
V
I
C
E

Consult Us For

OKeH Records

INDEPENDENT JOBBING COMPANY

122 E. Centre Street, N.

Goldsboro, N. C.



S
E
R
V
I
C
E



AT THE MINNESOTA STATE FAIR

Several Lines of Talking Machines and Records Exhibited by Local Distributors

ST. PAUL, MINN., September 6.—A goodly number of music houses were represented with exhibits at the Minnesota State Fair, which was formally opened yesterday with a very heavy attendance. The fair usually attracts about a half million visitors, and it is expected that the attendance record this year will be very satisfactory. The exhibitors consider that the advertising value of a display at the fair is very high.

The State Fair management unfortunately does not appear to regard the industrial arts very highly judging from the crude structure allotted to displays of that character, but nevertheless the music men did their best to overcome the handicap.

W. J. Dyer & Bro. have two booths at the fair, in one of which was displayed a full line of Victorrolas and Victor records for which the Dyer house are wholesale distributors. This booth

was in charge of George Mairs, Jr., and Frank Ceeka.

Laurence H. Lueker and the Minnesota Phonograph Co. displayed a complete line of Edison phonographs with the various period models receiving much attention.

The Pathé line was shown by G. Sommers & Co., local jobbers, with Samuel Levinson, manager of the phonograph department of the company, in charge. The Actuelle model was the hit of the display.

The Stone Piano Co., local distributor for the Aeolian Vocalion and Vocalion records, had a special booth devoted to that line in charge of O. E. Tiller, and the Weyand Furniture Co., of St. Paul, had a handsome exhibit of Cheney phonographs.

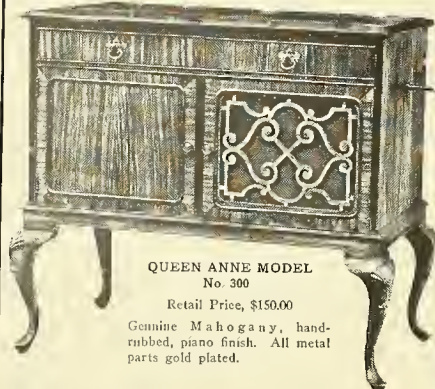
NOVEL PLAN TO BOOST TRADE

Attention Attracted to Lohr's Talking Machine Shop by Message Printed on Strip of Linoleum Placed in Front of Store

MUSCATINE, IA., September 7.—Ralph G. Lohr, dealer of Lohr's Talking Machine Shop, Victor dealer of this city, is beating the depression by his novel advertising and sales ideas. One particularly profitable innovation was the placing of a bright colored piece of linoleum in front of his store on which the words "New Victor Records on Sale To-day" were printed. Opposite the message was a painted arrow pointing to the door of the Lohr establishment. According to Mr. Lohr nine out of every ten persons passing stopped and read the sign and an appreciable percentage of them entered the store. People whose gaze was elsewhere when they stepped on the linoleum invariably looked down and read the sign when they felt the difference underfoot. This proved to be a very clever and profitable merchandising idea.

DEATH OF A. N. SCHELL

A. N. Schell, president of the Schell Music Co., piano and talking machine dealers of Chico, Cal., died recently at his home in that city. The business will be discontinued.

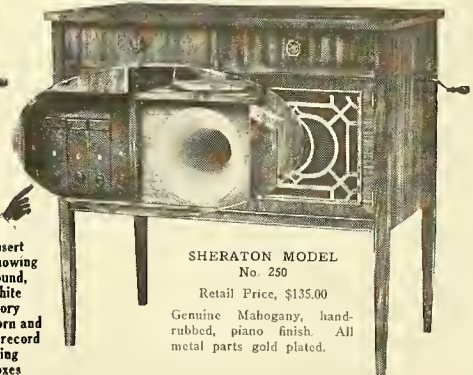


QUEEN ANNE MODEL
No. 300

Retail Price, \$150.00

Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.

Insert showing round, white ivory horn and 5 record filing boxes



SHERATON MODEL
No. 250

Retail Price, \$135.00

Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.



HEIGHT, 51 1/2"
WIDTH, 24"
DEPTH, 25"

Five Wonders of the Age

- 1st. Unusually low retail selling price!
- 2nd. Big profits to the dealer!
- 3rd. Perfect cabinet work and finish!
- 4th. Exclusive design of latest type!
- 5th. Perfect tone and volume unsurpassed!

**SEVEN UPRIGHT MODELS IN ALL FINISHES
BACK TO PRICES BEFORE THE WAR.**

We also sell cabinets only. Write us for price on large and small quantity.

Write us today for Booklet and Discount to Dealers. We have got something good for you.

PLAYER-TONE TALKING MACHINE CO.

967 LIBERTY AVENUE, PITTSBURGH, PA.

IT PAYS!

IT PAYS!!

IT PAYS!!!

To meet the customer with a smile instead of a frown.

To approach the customer with a brisk, businesslike air instead of a downcast slouch.

To talk quality instead of price when closing a sale.

To boost your own wares instead of "knocking" others.

To interest yourself in the customers' problems, even if you do not feel inclined to do so.

To respect the judgment of others instead of slighting it.

To demonstrate and convince instead of hollering an argument.

To answer questions with a show of patience instead of assuming a bored air.

To treat every "looker" as a buyer instead of turning away in disdain.

To show the caller the merchandise asked for instead of trying to sell "something just as good."

To keep in mind the wants, wishes and requests of your caller instead of working along reverse lines.

To use tact in every transaction instead of trying to force the issue.

To say "good morning" and smile instead of a "grunt" and a frown.

To treat every caller with the same politeness as you yourself expect when making a purchase.

To "jot" down the names of your customers instead of resorting to memory for names and faces.

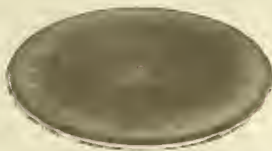
To keep your store display neat, clean and businesslike instead of having goods in a disordered heap.

To send the customer away from your store with a feeling of good will.

To say "thank you" every time a sale is

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

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

made instead of allowing the customer to carry away a wrong impression as to the store's appreciation.—Women's Wear.

PUSHING THE ACTUELLE ABROAD

E. A. Widmann Returns From Europe—Pathé Co. of Paris Buys Pathé London Plant

Eugene A. Widmann, chairman of the board of directors of the Pathé Frères Phonograph Co., Brooklyn, N. Y., arrived in New York during the

latter part of August on the "Aquitania." It is reported that the Pathé Co. of Paris has bought the London plant of Pathé Frères Phonograph Co. and that the French house is also planning to put vigorous effort behind the Actuelle. The Actuelle was originated and is controlled by the Pathé Frères Phonograph Co., of Brooklyn, N. Y.

CARUSO FEATURED IN DISPLAY

Window Display of H. A. Weymann & Son Pays Tribute to Great Tenor—Photographs of the Singer, Records and a Harp Form Setting

PHILADELPHIA, Pa., September 3.—The show windows of H. A. Weymann & Son, Inc., with their strategic position on Chestnut street, the great shopping thoroughfare of this city, have



Caruso Display at Weymann Store

always been timely in their dressing, whether they featured the newest popular musical hits, patriotic or local civic affairs. The death of Caruso was the occasion of an exceptionally attractive and well-thought-out window during the latter part of August. In the center of the window, fittingly draped in black, was a portrait of the great tenor, while to the left and right were the flags of the United States and Italy. Two Victrola models, a selection of the great singer's records, a harp and photographs of his various operatic roles were also used harmoniously in the attractive setting of the window, as pictured herewith. The display was dedicated to "Caruso, the world's greatest tenor, Victor artist. His voice lives forever on Victor records."

INCORPORATED

The United Capital Co., dealer in talking machines and pianos, Wilmington, Del., has been granted a charter in that State with a capital of \$500,000.

WARNING

Wall Kane Needles Are
Being Imitated

WALL KANE NEEDLES
are the standard, trade-
marked 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

The Greater New York Novelty Co.

3922 14th Avenue

Brooklyn, N. Y.



DOMINION OF CANADA

A REVIEW OF CONDITIONS IN TORONTO AND VICINITY

Dealer Develops Merchandising Idea—Slogan to Combat Depression—Columbia Establishes Distributing Branch in Province of Ontario—Vocalion Records From Old Country—Other Items

TORONTO, ONT., September 4.—Your correspondent is in receipt of particulars of a scheme worked by a talking machine dealer in a small city which is said to be most successful. He made a series of visits to the heads of the largest factories and business enterprises in town and to each he made a proposition. Free of charge he would provide an adequate supply of strong manila paper envelopes, neatly printed with the concern's name, and all that the dealer asked in return was the privilege of printing on one side of the envelope his own advertising and the trade-mark of the phonographs he handled. Practically everyone to whom he made this offer was pleased to fall in line, and as a result Fridays and Saturdays are very busy days at this dealer's store. Salaried men and wage earners alike all come to his store with money in their pockets. They have received the buying suggestion at the psychological moment and the number of records that change hands over the counter of that store is ample evidence as to the potency of its value as a stimulator of sales.

W. D. Stevenson, vice-president of the Starr Co., of Canada, Ltd., London, has returned to his firm's headquarters after a visit to Winipeg, Brandon and Regina.

G. L. Laing Co., 41 Richmond street E., Toronto, has been appointed agent for Tonofoe needles, made by the R. C. Wade Co., Chicago.

Convinced that much of the talk of bad business is psychological and arises from comparing present business conditions with those of war years, and not with pre-war days, John G. Kent, general manager of the Canadian National Exhibition, is using as a slogan for this year's exhibition, "Business Is Good."

Lord Byng of Vimy, Canada's new Governor-General, will make the official opening speech at the Canadian National Exhibition through the Magnavox. I. Montagnes & Co., Canadian distributors, are supplying the instruments.

The Columbia Graphophone Co., Toronto, has established its own distributing branch for the Province of Ontario, thus handling itself the Ontario Columbia jobbing business heretofore done by the Music Supply Co. It is the purpose of A. E. Landou, the Canadian Columbia manager, to take the first step in extending a hand of confidence and fellowship by personally calling on the Columbia dealers.

The Seythes-Vocacion Co., Ltd., Toronto, Canadian distributors of Vocalion phonographs and Vocalion records, have received from the "Old Country" their first shipment of the English Vocalion records for the Canadian market. A feature of these is the new annotated series, comprising exclusive recordings by Vladimir Rosing, Zola Rosovsky, Lenghi-Cellini, Kathleen Destoumel, Caroline Hatchard, Maurice Oger, Colin O'More and many others.

The Ottawa branch of the R. S. Williams & Sons Co. recently made a big point of the appearance of Miss Winnifred Bambrick, the talented harpist, with Sousa's Band in Ottawa. Manager A. E. Mandy, of the Williams store, has announced that Miss Bambrick, who is an Ottawa young lady, is an exclusive artist for Edison records.

D. A. Tait, the Music Shop, Oshawa, Ontario, tells in the following letter how he uses "His Master's Voice" products. His example might well be imitated by other dealers in the trade who are anxious to promote Summer business. He says:

"I have a cottage at Oshawa Lake for the Summer called 'The Better 'Ole'—four of us in that cottage saw service in France, hence 'The

Better 'Ole.' The 'His Master's Voice' sign with 'Victor Records for Sale Here' adorns the outside, and I have also a sign placed in the dance pavilion telling people they can purchase Victrolas and records at Cottage 13, 'The Better 'Ole.' There is dancing to a live-piece orchestra in the pavilion, run by the management of the beach, on Tuesdays, Thursdays and Saturdays.

BERLINER CO. LABORATORY IN CHARGE OF I. R. HOLMES

Was Formerly With the Columbia Co. in England—Picnic of Berliner Records—Starr Phonograph Co. Opens Department for Sale of Starr Machines and Forces in Quebec

MONTREAL, CAN., September 1.—The recording laboratory of Berliner Gramophone Co., Ltd., this city, is now in charge of I. R. Holmes, formerly with the Columbia Graphophone Co.'s European business. Mr. Holmes, who is an Englishman, has had an extensive recording experience, and among other experts in sound reproduction his ability is very highly spoken of. He has done much work in different countries in Europe, and has recorded the voices and instrumental music of a long list of celebrities in the musical world. His coming to Canada to take charge of the Berliner, Gramophone Co.'s laboratory should mean a great deal to "His Master's Voice" dealers, who are thus assured of an excellent list of Canadian recordings.

With an attendance of about twelve hundred, including employees, their friends, invited guests of the company, and about sixty dealers in "His Master's Voice" products from Toronto, Ottawa, Valleyfield and elsewhere, the eighth annual picnic of the Berliner Gramophone Co., Ltd., was held early in August at Lalavrie. When the steamer "Three Rivers" left Victoria pier to carry the picnickers to the pleasure grove the Victor dog, the fox terrier with the ever-attentive ear, had the place of honor in the forefront of the upper deck. On the journey down the river there was dancing to the music of the Victrola, and contests for prizes were held. Luncheon was served on arrival at the grove, following which a program of sports' occupied attention. One of the chief events was the baseball game between the employees of His Master's Voice, Ltd., Toronto and Montreal offices. Montreal has held the cup ever since it was donated, and Toronto came prepared to "lift" it. After a well-contested game the score stood at 3 to 1 for the Montreal office.

The entire Montreal official staff was present, including Edgar M. Berliner, vice-president, and R. L. Chivers, general sales manager. Among the out-of-town dealers were W. H. Tovell, St. Mary's, Ont.; C. H. Brown, Brantford, Ont.; Paul Hahn, Toronto, and Mr. Marchand, Valleyfield, Que.

New firms registering in Montreal include Acoustiques Phonographiques, Ltd., and Bourni-

So I have arranged to rent the pavilion dance-hall on Mondays, Wednesdays and Fridays and have installed a Victrola model 25 to play dance records to the public free. This will advertise my business both at the beach and uptown and will doubtless help give me additional trade in the Fall."

The Canadian delegate to the annual convention of Sonora distributors, concluded recently at Saginaw, Mich., was I. Montagnes, of Toronto, who was accompanied by his firm's service and repair department manager, W. J. Pickering.

val Piano and Gramophone, Ltd., Montreal, who have incorporated for \$200,000.

Emile Berliner, of Washington, D. C., president Berliner Gramophone Co., Ltd., Montreal, was a recent visitor to this city.

J. A. Bernier, Regd., 211 Bernard avenue, is featuring the Starr machine and Gennett records.

Layton Bros. are doing considerable billboard advertising in the interest of the Brunswick phonograph.

The Starr Phonograph Co., of Quebec, has opened a record department for the sale of Starr machines and Gennett records in Gay's stores Mount Royal avenue E.

A number of improvements are being made in the premises of the Starr Phonograph Co., of Quebec, including an additional private office for Manager L. R. Beaudry.

PASSING OF CARUSO REGRETTED

Members of the Trade in Toronto Pay Tribute to His Memory in Various Ways

TORONTO, ONT., September 8.—Caruso, dead, has been immediately recognized as one of the immortals. He is the first really great artist to die whose voice has been recorded on the talking machine, and for this reason it is interesting to note what effect his death had upon the music-loving people of Toronto.

Since the day the great tenor died at Naples the sale of Caruso records has jumped enormously. Curiously enough, the sale of grand opera star records of all descriptions has also increased. Various reasons have been advanced for this, but probably the best one is that, with Caruso gone, records of his great voice will increase in value just as the paintings of a great artist increase in value with the years.

All dealers report increased sales of Caruso records. "The sadness of his taking off when still a young man, and his great popularity, turned people's thoughts to him," is the way one dealer accounted for the increase. "The impetus comes because people know that the records will be very valuable in years to come and people should care for them," said another dealer.

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

To
ALL DEALERS
of
RECORDS and
WORD ROLLS

The Sensational
 Successes of
 the new season
 on Records and
 Word Rolls

“JUST LIKE A RAINBOW”

by Mary Earl & Ted Fiorito, writers of “Beautiful Ohio,” “Love Bird” and others

The stupendous “Ziegfeld Follies” Fannie Brice Hit

“SECOND HAND ROSE”

Composed by James F. Hanley, composer of “Rose of Washington Square”

The tremendous song fox-trot success

“MANDY 'N' ME”

By the composers of “Margie,” “Bright Eyes,” “Palesteena” and others

The sensational college comedy song hit

“I AIN'T NOBODY'S DARLING”

The greatest gang song in America

Ted Lewis' sensational fox-trot hit in the Greenwich Village Follies

“I'm Coming Back To You

MAYBE”

The sensational hit in George White's “Scandals”

“MOTHER EVE”

By Ballard Macdonald & James F. Hanley, writers of a dozen tremendous hits

ALL FROM THE GREAT MUSIC HOUSE of
SHAPIRO BERNSTEIN & CO.
 INC.
 BROADWAY AT 47th St. . NEW YORK

GLEANINGS from the WORLD of MUSIC

PROMISING SEASON FOR MUSIC

Music Publishers Report Increased Demand for Popular Numbers, Which Would Indicate a Similar Increase in the Record Demand—Cooperation That Brings Results

That there is to be renewed activity in the demand for popular record numbers is a foregone conclusion inasmuch as popular publishers who, up to several weeks ago, experienced one of the greatest sales slumps in the history of their industry, now report that the demand of the past several weeks has increased from 25 to 50 per cent.

This increased interest developed during the last two weeks in August and is hardly to be taken as a normal Fall demand, but rather as an improvement in general business conditions. Now, with the Fall season upon us, the publishers look forward to a continuance of the activity shown.

The catalogs of all the leading publishing houses are not lacking in salable works. Indeed, there hardly has been a time in the history of the music publishing business when a greater number of meritorious works were active.

The publishers anticipate a normal season. Almost without exception plans have been arranged to exploit songs on an extensive scale, the publishers believing that while the season will be normal it will require more than the usual publicity to capitalize and get the most out of their products.

If the popular publishers have material that has a wide sale and a national demand this will

be reflected in the sale of popular records. From the publishers' angle there is to be nothing lacking in their efforts to closely co-operate with record manufacturers, distributors and dealers.

During the past year several of the publishing houses made campaigns on their leading numbers in close "tie-ups" with the talking machine trade. Results of the linking up of the retail record dealer simultaneously with the sales drive made in other directions proved most fruitful and will be continued, without doubt, by those who have found these methods successful.

The plans are along the line of selecting a particular number during a given month and making it the feature in vogue, orchestra and motion picture houses, as well as having the sheet music trade give the particular number window display, etc. At the same time the player roll manufacturers and dealers are encouraged to give particular attention to the song in question and the talking machine record field is likewise covered actively during the period.

After all, there are only a limited number of songs during the year that are really big and if the sales drive on these numbers is distributed over the twelve months of the year the most can be realized on them in all directions.

No doubt, in a given month a drive of this sort could be made by two or more publishing houses and while this would not be the most advantageous situation it would contribute toward the general activity, there always being room for more than one number as an active seller and it is up to the retailer to use his own judgment as to what song he wants to give the greater preference.

ATTRACTIVE WINDOW TREATMENTS

Good Work of Prominent Concerns Acts as Example to Retailers in General—The Use of Sheet Music in Show Window Exhibits.

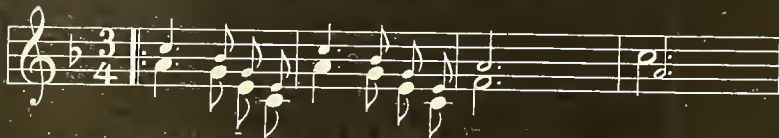
Practically each month since the opening of the new Wurlitzer store on West Forty-second street, New York City, some music publisher has secured one of the large windows for a special display of a record for which he publishes the music. The window being quite large, it lends itself to displays that could hardly be used advantageously in a majority of dealers' windows. It has been the means, however, of developing the window dressing in connection with talking machine records on a quite extensive scale and as these are often photographed and reproduced in circular form and forwarded to the trade in general it has, undoubtedly, encouraged more elaborate displays throughout the country.

There has been some talk of syndicating displays of a more elaborate kind and with some numbers, particularly of the waltz variety, this is a most feasible idea. With the majority of numbers there would not be the likelihood of so much success inasmuch as the popularity of numbers of that type is often too short. With a waltz, however, and numbers of the better sort, having a popularity of over a six-month period, an elaborate display would lead itself to syndicated purposes and with the progress that has been made in displays of this sort on elaborate lines there will, without doubt, be marked developments.

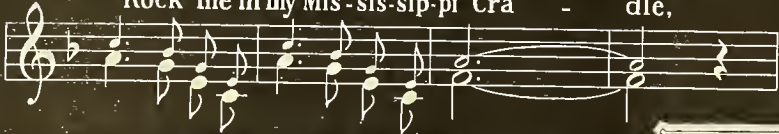
The present Wurlitzer display is of the Jack Mills, Inc., number, "Sleepy Head."

The Most Talked-About Song since "MISSOURI WALTZ"

"MISSISSIPPI CRADLE"



Rock me in my Mis-sis-sip-pi Cra - dle,



Let me look in-to my mam-my's eyes;



Published by the publisher of "MISSOURI WALTZ," "NAUGHTY WALTZ," "SWEET AND LOW," "KISS A MISS"

FIVE RECORD RECORD BREAKERS

TUCK ME TO SLEEP IN MY OLD
"TUCKY HOME"
 Another "My Mammy" by the same writers

"CRY BABY BLUES"
 Will be as big a hit as "All by Myself"

I'VE GOT THE
"JOYS"
 Successor to "Home Again Blues"

"WHEN THE SUN GOES DOWN"
 Sensational new "Dance Tune"

YOU'RE JUST THE TYPE FOR A
"BUNGALOW"
 Novelty Song Hit of the Year

IRVING BERLIN, Inc., 1587 Broadway, New York

MAKING PROFIT ON SHEET MUSIC

Talking Machine Dealers Have Met With Considerable Success in Handling Popular Sheet Music in Their Stores During Past Year

Reports from leading sheet music jobbers of the country have shown that during the past year there have been a considerable number of talking machine dealers who have stocked the faster selling popular numbers in sheet music form and generally with success. Particularly has this been true in the larger trade centers, the dealers of which have taken kindly to the handling of popular numbers.

This leads the way to the dealer in smaller communities following suit. After all, there is probably no other industry that has as little distribution as that found in popular sheet music. There are far less than 5,000 dealers who stock such goods. Thus the field is wide open for those interested.

In most communities the talking machine dealer can look around him and if his territory is not covered by a sheet music dealer, which he will find exists more often than not, it will probably pay him to consider the advisability of stocking such goods himself. The present wholesale and retail prices of popular numbers allow a good margin of profit and quick turnover. The newer method of displaying the goods in music racks gives a good display of titles and takes up little floor space. In fact, the racks can be hung upon the walls. There are at least fifty popular numbers, including better sellers from

the musical shows, which are always quite active, and as these can be obtained from distributing houses in centrally located points depleted stocks can be filled overnight; thus a great quantity of goods need not be carried and the whole would require an investment at the very most of \$200 to \$300.

The dealers who handle such prints are almost unanimously of the opinion that the sale of sheet music in no wise affects the record sale of the same number. In fact, over a period it is generally found that both the sale of the sheet music and records of popular numbers will show an increase under such an arrangement.

START CAMPAIGN ON "SWEETHEART"

Leo Feist, Inc., has just started an elaborate campaign on "Sweetheart," which is being featured by a number of the leading orchestras. Paul Whiteman and his orchestra of ten men, who play twenty-six instruments, gave a novel interpretation of "Sweetheart" recently, using all the instruments in the record time of one minute and fifty-nine seconds.

ISSUES "BLUE AND WHITE SERIES"

Irving Berlin, Inc., announces the issuance of a new series of high-class standard publications to be known as the "Blue and White Series." The first of these new issues will include the popular numbers, "Passion Flower," "There's a Corner 'Up in Heaven,'" "Purple Lily" and "Dewy Dawning."

WANT CHAIN OF MUSIC STORES

Capitalists Endeavoring to Interest Publishers in Proposed New Venture

There have been a series of conferences during the past few weeks between music publishers and capitalists who are endeavoring to induce some of the leading publishers to form a chain of retail stores, the purpose of which will be to handle sheet music, talking machine records and player rolls. The publishers seemingly are not enthusiastic over the proposition. The money interests involved have made a very flattering proposition in order to get their support. At the time of going to press nothing definite regarding the proposition had been arrived at.

NOTED LYRIC WRITER COMING EAST

Jesse G. M. Glick, famous as the author of many songs, and especially as the poet who created the words of "Pale Moon," left San Francisco on a tour through the Eastern cities August 15. Mr. Glick has been connected with the firm of Sherman, Clay & Co. for some years, and this is his first trip East in a long time.

"YOO-HOO" FROM "BACK PAY"

"Back Pay," a new play by Fannie Hurst, opened recently at the Eltinge Theatre, New York. In this new drama, which was well received, appears one musical number. It is "Yoo-Hoo," published by Maurice Richmond, Inc., and is from the pens of Al Jolson and Bud de Sylva.



Coming Attractions!

SAL-O-MAY (SALOME) INTERNATIONAL FOX-TROT HIT — SANG AND DANCED THE WORLD OVER

BABY FACE JOE HOWARD'S WINNER

DOWN AT THE OLD SWIMMIN' HOLE NOVELTY FOX-TROT

DADDY, YOUR MAMMA'S LONESOME FOR YOU

HONOLULU HONEY \$5000. HAWAIIAN PRIZE WINNER

EDW. B. MARKS MUSIC CO. 102-104 WEST 38TH ST. NEW YORK, N.Y. REHEARSAL ROOMS 226 W 46TH ST.



EUROPE'S BIGGEST DANCE HIT

MY MAN (MON HOMME)

AMERICA'S BIGGEST DANCE HIT
 Sung by MISS FANNY BRICE in
ZIEGFELD FOLLIES of 1-9-2-1

"ASK TO HEAR IT" "You can't go wrong with any 'Feist' song" A "Tune" You Can't Forget

INTEREST IN CARUSO'S SONGS

Much interest has been aroused through the death of Enrico Caruso in several songs published by Leo Feist, Inc., of which he was the composer. Chief among these is the song

CARUSO CARTOONS CARUSO

AS THE CELEBRATED TENOR SEES HIMSELF COMPOSING HIS FAMOUS SONGS' LOVE BALLAD



Title Page of Ballad Written by Caruso

"Dreams of Long Ago," of which he also made a record for the Victor Talking Machine Co. The other numbers are "The Forsaken Window," "Song of Spite" and "Olden Times." A new edition of "Dreams of Long Ago" has just been published in admirable form by the house of Feist.

GET RIGHTS TO "VIOLET SONG"

Big European Success to Be Published Here by Witmarks as "The Violet's Dream"

The American rights of "The Violet Song," the latest number by Maurice Yvain, composer of "Mon Homme," have been secured by M. Witmark & Sons, who carried on the negotiations for the rights by cable. The number is a fox-trot and was introduced in the prevailing Paris revue, "Cach' Ton Piano," by the well-known artiste, Mlle. Rose Amy, and is also being used in "The Whirligig," the revue at the Palace Theatre, London. The English version of the number is published by West & Co., London, under the title of "The Golden Butterfly," but the American publishers will issue it under the title "The Violet's Dream."

WINS PRIZE FOR MUSIC SETTING

Franz C. Bornschein's Setting for "The Four Winds" Judged the Best

Franz C. Bornschein has been awarded the prize of \$100 offered to composers of the United States for the best setting for the poem "The Four Winds," by Charles Luders. The prize was offered by the Swift & Co. male chorus, Chicago, and attracted the attention of many composers. Mr. Bornschein is a teacher of violin and composition and is also connected with the Peabody Conservatory of Baltimore.

PURCHASES "MONASTERY BELLS"

The Sam Fox Publishing Co., Cleveland, O., has just purchased from Lee S. Roberts, Inc., the song "Monastery Bells," the music of which is by Pete Wendling and the lyric by Edgar Leshie. The company will start an aggressive campaign on the number during September, and a big output is expected.

NEW FORSTER NUMBERS

Three High-class Editions to Be Featured by Chicago Publisher

Forster, Music Publisher, Inc., has just completed arrangements with De Koven Thompson and Alfred Anderson whereby the Forster organization will publish "If I Forget," a love song which has been sung in all her recent concerts by Madame Schumann-Heink. Forster will also publish "Some Day Will Never Come" and "Oh! Dear Lord, Remember Me," a sacred song of much dignity and sincerity, by the same writers.

The sales department of the above publishing house, in speaking of these new editions, said: "The resources and equipment of the Forster establishment will be back of these numbers and neither money nor effort will be stinted in giving them the publicity they deserve."

OLDEST MUSIC TO ENGLISH WORDS

The oldest written music to English words is "Sumer Is I Cumen In," now in the British Museum, London. It is in a book which once belonged to Reading Abbey, containing a calendar of the abbey. "Sumer Is I Cumen In" is thought to have been written about 1240 at the latest. Writing of the time in Music and Youth, Nancy Gilford says:

"Before me is a facsimile of the old MS. The feeling of it, music and words, seems to me to be as fresh and Springlike now as it must have been about 500 years ago, when some unknown man wrote in the monastery book a tune which was probably known to all the little country children in that part of England."

Music merchants throughout the State of Iowa are taking advantage of the annual fairs held in many parts of the State to stage exhibits of their lines.

THE COUNTRY'S QUICKEST "BLUES" HIT

Everywhere is heard the

Ta De Da Da De Dum



Publishers, **J. W. JENKINS SONS' MUSIC CO.,** Kansas City, Mo.
 Also publishers of "12th Street Rag," "Sweet Love," "Colleen O' Mine"

ODD TRAITS OF BUYERS INTEREST THE DEALERS

Talking Machine Retailers Have Their Pleasant as Well as Provoking Experiences in Catering to Buyers—The Music Maniac a Problem That Compels Special Trade Consideration

Talking machine dealers in every section of the country who have had provoking experiences with so-called music "shoppers" who apparently come into the store and have records played simply for their own entertainment will appreciate the following story from the Bronx Home News, of New York:

The music maniac is with us. He haunts the local talking machine and player-piano stores, listens to his favorite artists or melodies and makes his getaway when expected to make a purchase. Proprietors of stores are trying to recognize the music maniac when he makes his appearance. Unlimited hours and expense have been wasted in humoring the arrogant tribe.

As described by one dealer, they enter stores with a pompous confidence, summon a clerk or the proprietor himself and give the names of a half-dozen arias they would like to hear. They recline on the best chairs while the clerk busies himself collecting the desired numbers, order them played as their fancies dictate, and when finished slip out of the store, generally unobserved.

The music maniac knows music, dealers agree. Most of them have fastidious taste, have a contempt for jazz, a fanatical devotion to the highly technical and almost invariably have a critical faculty built on long association with the art.

Jazz hounds are never music maniacs. The lover of syncopation is the devotee of Terpsichore, not Orpheus. His love of music is predicated on his love of rhythm.

The music maniac, on the other hand, is a fervent disciple of the undiluted art. Music store owners have confessed that many of them possess a knowledge of music superior to that of the owners.

Called a Public Nuisance

As a public nuisance the music maniac has been accorded the honors by unanimous approval of all who have come in contact with him.

Detailing incidents involving specimen creatures of the clan, one dealer said:

"I think the chief of the gang was in my store the other day. His gall was positively epic. It was Saturday and it was one of the busiest days we had known for a long time. I was playing some Paul Whiteman numbers for a young girl who needed a half-dozen dance records for the same night for a party at her home.

"The music maniac made his appearance while one of the records was being played. He heard the first few bars of jazz with a distinct frown. With a contemptuous gesture he called me and told me to get out one of each of the Caruso

TWO NEW WITMARK WORLD BEATERS,

JABBERWOCKY
THE FOX TROT ECCENTRIC
KENDIS and SHACKMAN
MUSIC BY
KENDIS and SHACKMAN
LYRICS BY
KENDIS and SHACKMAN
M. WITMARK & SONS - NEW YORK

FANCIES
THE FOX TROT BEAUTIFUL
LYRICS BY
FLETA JAH BROWN
MUSIC BY
HERBERT SPENCER
M. WITMARK & SONS - NEW YORK

records I have in stock. Anticipating a large sale I rushed about, forgetting everything, and brought him the records. I played every one of them, listening to his comments, which were decidedly interesting.

"When I had played all the records," continued the dealer, "I turned to the counter to replace the records in their envelopes and once, as I turned, I saw him leaving the store. I was so suddenly shocked by his gall that I shouted after him. He turned and faced me, 'Arc't' you going to buy anything after asking me to play more than a dozen records?' I asked him.

Delivers Sermon

"Like myself he was a Hebrew, and glared at me in grieved surprise. After a moment's hesitation he asked: 'What I should buy on Saturday?' Well, he didn't let me return to the store until he had delivered a sermon on the Orthodox observance of the Hebrew Sabbath.

"With the progress of mechanically produced

music the music maniac has multiplied, so that now he is classified by his preferences. Some of them prefer the Pianola to the phonograph—they cause the greater mischief.

"They are the ones who get us angry. You know playing a Pianola is work. Well, they come in here and, like the phonograph fiends, ask for a selection of music and listen to it. They even seem to enjoy watching us work. We pump away while the melody transports them to their musical Paradise. Then they beat it. You can't say anything to them. But it's an awful temptation."

As a result of his experience with the music maniac a Prospect avenue dealer said that he believed it was a good policy to ask all those who requested operatic arias or any music of classical distinction whether or not they were asking for a concert or intended to make a purchase.

"I say this without feeling that it exaggerates

MY RUBY PAL
(I CALL MY HAPPINESS)

WRITTEN AND PUBLISHED BY
JACK SNYDER
FOX-TROT

PUBLISHED FOR
BAND & ORCHESTRA
1658-BROADWAY
NEW YORK

HAVE YOU HEARD EDITH WILSON
and the Original Jazz Hounds?—Well, they have made

“NERVOUS BLUES”

On a Columbia record backed by

“VAMPIN’ LIZA JANE”

NOTE:—I wrote “Crazy Blues” and made Mamie Smith—so watch Edith—she is a winner

PERRY BRADFORD, Inc., 1547 Broadway, New York

the condition,” he said. “The jazz-lover never bothers us in this way. He or she comes in with the name of a piece, or asks for the latest in dance orchestration. Generally we don’t have to play it through. They hear the first few bars and tell us to wrap it up.

“But the classical fiends, they sit around while we grind the box or pump the Pianola, waste our needles, occupy our time, then leave without a word of thanks. It is a curious condition and while known to some other businesses it is not practiced to the same extent as in our own.”

GOOD MUSIC IN “PUT AND TAKE”

“Put and Take” is the title of a new musical comedy, the book, lyrics and music of which are by colored writers and the cast of which is composed of colored performers. The show opened recently at the Town Hall, New York, and evidently is to have a lengthy Fall run. Among the song numbers are “Nervous Blues,” sung by Edith Wilson; “Old-time Blues” and “My June Love.” The latter is apparently the outstanding song of the show and has created some comment. Alan Dale, the New York American critic, describes it as a wonderful melody. The music for “Put and Take” is published by Perry Bradford, Inc., New York City.

TIMELY WORDS OF A GREAT MAN

“Go, sir, gallop, and don’t forget that the world was made in six days. You can ask me for anything you like except time.” These were the instructions of Napoleon to his chief of brigade on the occasion of his leaving for Russia, and illustrate the value which this great strategist placed upon the element of time. They are words that can well be taken to heart by many business men.

NEW FEIST SONG RELEASED

“Mother, I Didn’t Understand,” a new song, has just been released by Leo Feist, Inc. It is by Bud Green, Howard Johnson and Al Plantadosi.

MEETING OF SCHOOL TEACHERS

Omaha Teachers Attend Lecture at Columbia Model Shop

OMAHA, NEBR., September 3.—More than one hundred Omaha school teachers met recently in the Model Shop of the local wholesale branch of the Columbia Graphophone Co. The meeting was addressed by Miss M. Middleton, superintendent of music in the schools of Council Bluffs, Ia., and Miss Juliette McCann, superintendent of music of the Omaha schools.

This interesting meeting was arranged by

JOE HOWARD’S LATEST SONG

“Baby Face” is the title of a new song by the veteran popular singer and composer, Joe Howard, of “I Wonder Who’s Kissing Her Now” fame, which is being published by the Edward B. Marks Music Co.

“TANGERINE” OPENS IN NEW YORK

Late in August there opened at the Casino Theatre, New York, the musical comedy entitled “Tangerine,” which at least, according to newspaper reports, is the best of the newer musical offerings. Among the song numbers deserving special mention are “Sweet Lady,” “Listen to Me,” “Love is a Business” and “In Our Mountain Bower.” “Sweet Lady” and “In Our Mountain Bower” are already acknowledged successes. Leo Feist, Inc., publishes the score.

MARKS MUSIC CO. AS SALES AGENT

The Edward B. Marks Music Co. has been appointed sole selling agent for the Sophie Tucker song, “Daddy, Your Mammy Is Lonesome for You,” originally published by the Triangle Music Co., New York City. The Edward B. Marks Music Co. also handles exclusively other works bearing the Triangle trade-mark, including “President Harding March” and “The Rambling Blues.” There is an increasing demand for these numbers.



Omaha Teachers at Lecture in Local Columbia Headquarters

R. L. Wilder, Omaha branch manager of the Columbia Co., and was instrumental in conveying the message of Columbia’s activities in the educational line to the school teachers.

Talking machine dealers will find sheet music and standard folios a profitable side line in the development of their business.

It Has Arrived



ROBERT NORTON CO.
226 West 46th Street, New York City

Charley Straight and Roy Bargy have Written
an Unusually Attractive Fox Trot Ballad

IT MUST BE SOMEONE LIKE YOU

Starting Splendidly!

CHICAGO MCKINLEY MUSIC CO. NEW YORK



WORKING HARD FOR SALES IN ST. LOUIS AND VICINITY

Wholesalers and Retailers Who Are Showing Proper Effort Are Getting Results—New Quarters for Lehman Co.—New Dealers Who Have Entered the Field Recently—General News

St. Louis, Mo., September 10.—September, generally considered an Autumn month, is a Summer month in St. Louis, with the temperature sometimes higher than in July and August, so present business conditions are not a fair index to what Fall business is going to be. Generally speaking, the St. Louis talking machine business is uneven, but it is fair in spots and there are signs of further improvement. Retailers are having better business than distributors. The explanation suggested is that conditions are better in the city than in the country, where dealers have been carrying their former customers and are still carrying them. Most of the retail sales are of the more expensive instruments. Once in a while the grouping of a few sales of period models runs up a very nice day's business and helps to hold the average fairly high.

When Figures Count

It was that way the other day with H. J. Arbuclie, manager of Widener's, Inc., who not long ago took the Granby agency. He met a competitor from across the street who asked him languidly, just to be making conversation, how business was, and came to attention when Mr. Arbuclie said he did a four-figure business the day before. The competitor was skeptical, but Arbuclie showed him the sales and convinced him. Of course, four-figure sales are not made every day, but a few of them help out. Mr. Arbuclie says the Granby period models are going very well. Edward Schumaker is traveling in Illinois and southern Missouri for the Granby line and is lining up some very good business.

Lehman Piano Co. Leases New Quarters

The Lehman Piano Co., which handles the Columbia and Vocalion talking machines, has taken a ten years' lease of the six-story building at the northwest corner of Eleventh and Olive streets and will take possession October 1, moving from 1107 Olive street. In the new location unusual facilities for the display and demonstration of talking machines will be provided and greater attention will be given to the talking machine branch of the business. Welch & Co., furniture and talking machines, now occupying 1109 Olive street, will spread out and occupy both 1107 and 1109.

Motion picture theatres in St. Louis have been featuring events connected with the death of Caruso. In one of the largest houses a Victrola XVII was used to give the "Vesti la giubba" of Caruso with the orchestra joining in the accompaniment. In another a local singer in the costume of Caruso impersonated Caruso and sang the same number.

W. D. Wiley, of Anna, Ill., recently opened a Victor department in his book store. One of the first things Mr. Wiley did was to secure an educational representative to give daily lectures at the Teachers' Institute in that town on August 22-26. The Koerber-Brenner Co., Mr. Wiley's

distributor, co-operated with him in furnishing a lecturer.

The September Red Seal Analysis of the Koerber-Brenner Music Co., Victor distributor, is given up to an impressive appreciation of Caruso.

Robert Cone Files Suit

Robert Cone, Jr., founder and former president of the Artophone Co., has filed suit in the Circuit Court against Edwin Schiele and Jesse G. Krauer, officers of the reorganized Artophone Corporation, alleging that \$9,900 of the claim was due him for stock in the company not now in his possession, \$5,100 was due him for salary for fifty-one weeks under an agreement, and asking for \$15,000 as damages.

A new St. Louis neighborhood Victrola shop opened its doors August 26 at 2017 East Grand avenue. Situated in a very busy shopping district, the Decker Music Co. anticipates a lively business this Winter. The store is equipped with booths, racks and counter finished in ivory with gray wicker and cretonne furniture, and is a credit to the business.

Miss Lorraine Merritt, manager of the Victrola department of Serungs-Vaandervoort & Barney department store, has returned from a vacation spent motoring among the Northern lakes. Miss Blanche Rosebrough, of the Victor educational department, has also returned from her vacation at Lincoln, Ill.

Helping ex-Service Men

The Silverstone Music Co. is putting into operation a plan for helping former service men who are out of employment. Edison owners are being asked by circular letter to permit recreation concerts and "mood parties" in their homes. All that is required is that the owner invite at least ten friends to the concert. The company will hire the ex-service men to conduct the concerts, having set aside \$5,000 for that purpose. It is expected that some of the men will show themselves sufficiently capable to be retained permanently.

It was incorrectly stated in last month's World that G. H. Downey, formerly of the Musical Instrument Sales Co., had joined the Silverstone organization and that Culp Bros., Piano Co., Fort Smith, Ark., Hartsloorn, Okla., and Russellville, Ark., had taken on the Edison line. Mr. Downey is with the Brunswick organization and the Culp Bros. have taken on the Brunswick line.

Finds the Dealers Optimistic

Manager E. M. Morgan, of the Columbia Graphophone Co., has made several business trips to Missouri and Illinois points and found an increasingly optimistic attitude among dealers. Farmer trade is reviving encouragingly, with a consequent improved business outlook. Similarly encouraging is the viewpoint expressed by leading Columbia dealers who have been recent visitors at branch headquarters, among them

Retail Experience

In order to be of the greatest possible assistance to the Victor dealers whom we serve, we have built an organization, every member of which has had considerable retail sales experience in the Talking Machine business. Our recommendations are made only after thorough consideration from a retail viewpoint. Someone in our organization can help solve your particular problem.

C. C. MELLOR CO.

Victor Wholesalers
1152 Penn Avenue
PITTSBURGH, PA.

L. A. Witherspoon, manager of the Haverly Furniture Co.'s store at Memphis, Tenn.; J. H. Rudy, of J. A. Rudy & Sons' department store, Paducah, Ky., the largest department store in that city, and G. F. H. Coy, proprietor of the Coy Drug Co., Farnfeld, Mo. The business of the St. Louis branch for the month of August showed a very substantial increase over that of July, amounting to approximately 25 per cent.

Opening of New Victor Store

On August 12 the J. E. Rice Music Co., new Victor dealer of Mt. Olive, Ill., held its opening. Mr. Rice has added booths, record racks and counter to his already prosperous music shop, and bids fair to be the most optimistic Victor dealer of the vicinity. The Victor opening was on the fourth anniversary of the opening of the Rice music store.

Miss Annabelle Weible, of the Weinel Hardware Co., Columbia, Ill., recently showed her interest in the Monroe County Teachers' Institute by a very attractive window. It contained school desk and chair occupied by a huge doll as a kindergarten teacher, the figure of a lady for teacher, maps, etc., and of course a portable Victrola for the country school, for rural teachers predominated in this meeting. Miss Golda Airy, of the Koerber-Brenner service department, appeared before the teachers with a demonstration of music in the rural school.

New Quarters for Hub Furniture Co.

The Hub Furniture Co., of this city, has just moved into its new store at Seventh street and Washington avenue. It has enlarged its Colum-

FROM FACTORY TO DEALER DIRECT

TALKING MACHINE PARTS FOR EVERY MAKE

WE MANUFACTURE—

SUPERIOR Motors, Springs, Tone Arms, Sound Boxes, Attachments, Cabinet Hardware, Accessories and parts for all makes of Phonographs and Motors

FOR—

Victor, Columbia, Brunswick, Heineman, Meisselbach, Krasberg Saal, etc.

Our New Catalog and Price List is ready—Write for your copy

SUPERIOR

PHONO PARTS CO.

Brooklyn, New York

556 Grand Street

"FROM FACTORY TO DEALER DIRECT—TALKING MACHINE PARTS FOR ALL MAKES"

bia department to take care of the increased Grafonola and record business that will result from its favorable location on one of the busiest corners in the city.

Tower Music Shoppe Change

The Tower Music Shoppe, 1919 East Grand avenue, has been taken over by Samuel A. Berger and Samuel Shulman, who succeed Morris Serakoff, former proprietor. They will continue it as an exclusive Columbia shop.

Some Recent Visitors

Other Columbia dealers who have paid visits to the St. Louis branch are W. E. Griswold and wife, of Hannibal, Mo., where Mr. Griswold is proprietor of the largest department store in the city; J. H. Davis, proprietor of the Davis Complete Furniture Co., Moberly, Mo.; R. L. Byars, of Shelbina, Mo.; E. A. Schubert, of the St. Charles Music House, St. Charles, Mo., and M. E. Rubinowitz, who operates two Columbia stores, one in Litefield, Ill., the other in Nokomis, Ill.

Some News Brieflets

J. N. King, of the Vocafion department of the Acolian Co., has returned from a vacation trip to Kansas City, Mo. Mrs. D. Howard, of the same department, has returned from a vacation trip to the country.

The Kieselhorst Piano Co has moved its talking machine warehouse from 1007 and 1009 Market street to 125 South Eighth street.

J. F. Ditzell, manager of the Famous & Barr Co. talking machine department, has returned from a week's vacation.

T. W. Maetten, manager of the Kieselhorst talking machine department and president of the Tri-State Victor Dealers' Association, has returned from a fishing trip on Jack's fork of Current River in the Ozarks.

Goldman Bros., Olive street furniture dealers, have opened a new Vocafion record department.

Saturday closing at the talking machine departments of the department stores terminated with August. The stores are now on their Winter schedules, 9 a. m. to 5.30 p. m.

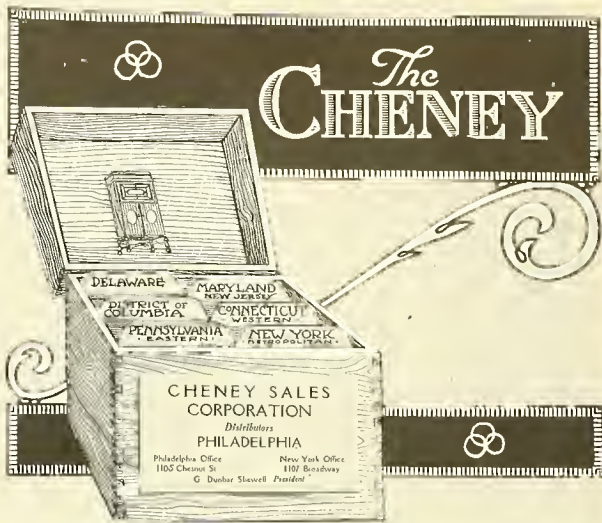
The Hewitt-Schmidt Music Co., 3749 South Jefferson avenue, has opened an exclusive Brunswick branch at 2606 Gravois avenue.

Miss Helen Ingraham, of the Silverstone Music Co., has returned from a vacation trip to Pinckneyville, Ill.

J. E. Maunder, manager of the C. D. Smith St. Louis Sonora branch, has returned from a business trip through Missouri.

R. N. Johnson, Dealer Service supervisor of the Columbia Co., has returned from a two weeks' visit to relatives at Osceola, Neb.

F. E. Weale & Sons Music House, of Port Jervis, N. Y., has purchased the Columbia agency of Ruskin Bros., of Middletown, N. Y.



MORRIS SHOP RENOVATED

Second Floor of Shop Given Over to Victor Display Room and Demonstrating Booths

NORFOLK, VA., September 7.—Extensive improvements and renovations in the Morris Music Shop, 206 High street, that have been under way for several weeks, have just been completed, and the second floor given over to a display room for different types of Victrolas and six additional individual demonstration rooms will be opened to the public this morning. The fitting up of the second floor constitutes the principal change made in the building. The establishment now has eleven demonstration rooms.

John A. Morris, the proprietor, says that the fitting up of the second floor had become very necessary because of the former inadequate number of demonstration rooms for the accommodation of the increasing number of patrons of the shop.

After the sale has been made it is up to the dealer to see that the purchaser stays sold.

HALF A MILLION TITLES SENT IN

National Contest for Edison Slogan Greatly Interests the Public

ORANGE, N. J., September 6.—The number of titles or slogans entered in the national contest for a slogan to describe the New Edison, which has been running under the auspices of the Thos. A. Edison Co., has reached approximately a half-million. The contest officially closed on Friday, September 2, and the work of properly filing and studying the enormous number of entries has already begun. Just when the winner will be announced cannot be estimated.

CONCERTS BOOM RECORD SALES

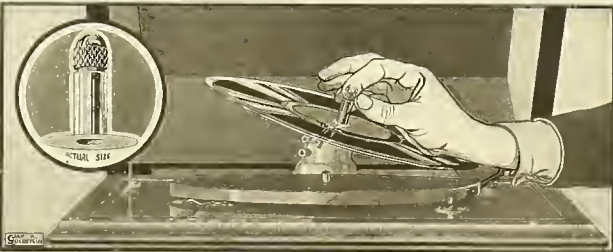
ROME, N. Y., September 8.—An exhibition of Edison and Brunswick phonographs and daily concerts in the Children's Building here, staged by Schuderer & Castle, is gaining a great deal of valuable publicity for the firm. The latest hits are played at the concerts and as a result record sales have been greatly stimulated.

Nifty Lifter
FOR RECORDS

This article will bring you many dollars easily. It's a simple device. It sells on sight and leaves you a big margin of profit.

8 BIG REASONS WHY NIFTY LIFTERS SELL ON SIGHT

1. Prevents Breaking of records.
2. Does away with unnecessary handling and prevents scratching of records.
3. Saves wear and tear on brakes and gives machine double life.
4. Doubles life of records.



5. Prevents bruising of finger nails.
6. Saves Energy.
7. Eliminates annoyance of stopping and starting machine to change records.
8. Saves time in changing records.

Retail Price: Nickel Plated, only 50c each—Gold Plated only 65c each

Liberal margin of profit for you

Write today for full particulars and prices

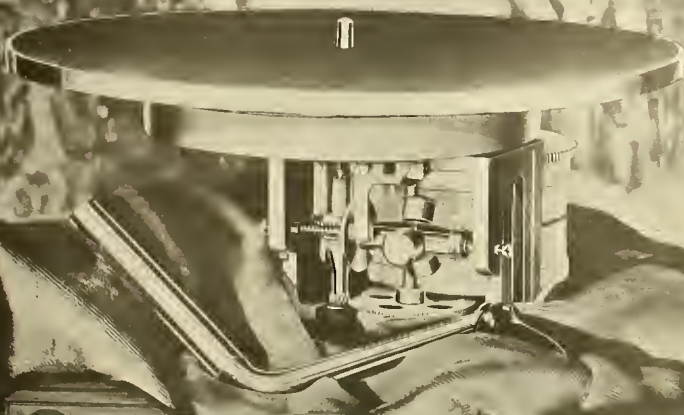
LIBERAL DISCOUNT FOR JOBBERS

NIFTY LIFTER COMPANY

SCHENECTADY, NEW YORK

THE STEPHENSON MOVEMENT

Power



To meet the requirements of the most exacting phonograph user, there must be sufficient power to permit the pull of high notes and a reserve easily maintained by a few turns of the handle. Greater power than this will accomplish nothing; but rather, makes

necessary a design both awkward and clumsy. In the self-contained springs of the Stephenson Movement, there is sufficient power with suitable reserve; and the design is most compact.

The Stephenson Movement is Precision-Made.

STEPHENSON

DIVISION

OF CASP. & STARBUCK

One of the best and the only Pennsylvania Street
New York, New Jersey



When Rosa Ponselle, supreme soprano of the New York Metropolitan Opera Company, sings "A Song of India" from *Sadko*, she makes you feel the charm of the Far East surrounding you. Columbia 49920.



**Columbia Graphophone Co.
NEW YORK**

OTTO HEINEMAN BACK FROM EUROPE

President of General Phonograph Corp. Returns From Visit to Leading European Countries— Gives Interesting Résumé of Conditions in the Various Countries He Visited

Otto Heineman, president of the General Phonograph Corp., returned on the steamer "Orduna" a few days ago, after spending six weeks abroad. He was accompanied on his re-



Otto Heineman

turn voyage by Mrs. Heineman and Mrs. W. G. Pilgrim, wife of the treasurer of the General Phonograph Corp. Although this trip was supposed to be a combined business and pleasure voyage Mr. Heineman spent the greater part of his time visiting the most important industrial centers in Europe and, with his usual keen ob-

servation, secured invaluable data relative to business activities in Europe and the trend of industrial affairs.

Commenting upon general conditions in the leading European countries, Mr. Heineman said: "When I visited England this country was suffering from the effects of the coal strike, although I was glad to note that there was an undercurrent of optimism in practically all industries which was substantiated by signs of a trade revival generally.

"France is recovering more slowly than any of the great European countries, and this must be expected, as this country is facing exceptional conditions. The improvement will be gradual, although by next year I feel sure that France will be on the road to steadily increasing prosperity.

"Germany was a revelation in many ways. Although I had heard that German industries were in excellent shape, I had not imagined that they had improved so remarkably as evidenced on my visit to this country. Germany is securing a material proportion of English trade, owing to the fact that she is producing merchandise at very low prices. Internal conditions throughout Germany are excellent, and in practically every manufacturing field the factories are working to capacity. Orders are being received from all over the world, and an important factor in German manufacturing activity is the labor question, for at the present time German labor is receiving one-eighth of the wages paid to labor by the rest of the world, owing to the present rate of exchange.

"The phonograph business in Germany is very prosperous and the larger companies are paying 20 per cent dividends. Export trade is rapidly increasing and I found that the quality of German merchandise had improved greatly as compared with previous years. The phonograph business in England is fairly active, with the outlook for the future very promising and a general spirit of optimism exists that is encouraging."

PROTECTION FOR TRADE-MARK

Patent Office Now Recording Articles of Incorporation of Companies

Clarence J. Loftus, of Chicago, counselor in patent and trade-mark cases, has called attention to an order recently entered by the Commissioner of Patents in Washington which provides in substance that for "the present the Patent Office is recording the articles of incorporation of companies, so that their names may be available for trade-mark searches."

Mr. Loftus points out that the new order should prove of interest to, and be taken advantage of, by mercantile and manufacturing corporations and their representatives in the protection of their patent and trade-mark interests, for the system of registration should tend to eliminate largely the possibility of unauthorized and unscrupulous persons registering in the Patent Office trade-marks which are the principal part of a corporate name.

RETURNS FROM WESTERN TRIP

PHILADELPHIA, PA., September 7.—Harry A. Beach, vice-president of the Unit Construction Co., this city, manufacturer of Unico equipment for talking machine warerooms, returned on August 30 from a seven weeks' trip throughout the West. Mr. Beach reports that a very optimistic spirit is manifested throughout that section of the country and that the dealers expect good Fall business with the increased activity lasting throughout 1922.

L. C. WIRES HEADS ORCHESTRA

LITTLE FALLS, N. Y., September 12.—Leland C. Wires, manager of the Victrola department of the B. Feldman & Sons store, has resigned to accept the position of manager and leader of the Liberty Theatre orchestra in Herkimer.

MASTER WAX

BUSINESS BLANKS

Special Waxes for Recording and Black Diamond Business Blanks

Due to our increased business, we announce that we have moved from 57-59 Paris St., Newark, N. J., to a new and larger factory at 165-167 Bloomfield Ave., Bloomfield, N. J., where we are equipped to produce at a maximum.

We would be glad to discuss a sales proposition from different territories for our output.

The Wax and Novelty Company

165-167 Bloomfield Avenue, Bloomfield, N. J.

F. W. MATTHEWS

NEW OFFICES FOR FAVORITE CO.

Headquarters to Be Established in New York, With Branch Shipping Department in Brooklyn—To Announce New Machine Line

Announcement was made early this month that the Favorite Mfg. Co., 1506 De Kalb avenue, Brooklyn, N. Y., had acquired a lease of the quarters formerly occupied by the Wonder Talking Machine Co., 105 East Twelfth street, New York City.

The New York building will house the executive offices and the main shipping departments of the company, the Brooklyn address becoming a branch shipping point for service to Brooklyn and Long Island dealers.

The company was recently appointed distributor by the American Odeon Corp. and now carries a full line of that firm's foreign records. Particular attention is to be given the German catalog.

In addition to the foregoing the Favorite Mfg. Co. is distributor for the General Phonograph Corp. and handles a full line of Meisselbach and Heinenman motors, as well as tone arms, sound boxes, etc. The company also distributes the Hober harmonica and a complete line of main springs, cabinet hardware, parts and accessories. It is understood the company will shortly announce a new line of popular-priced table talking machines.

CAPITOL SHOP OPENS IN DETROIT

Stanley Grzankowski to Open Chain of Similar Shops Through Michigan

DETROIT, Mich., September 8.—Mayor Conners of Detroit and a group of his intimate friends were guests of honor at the opening of the Capitol Phonograph Shop this week. The new shop,



View of the Interior of the Capitol Phonograph Shop

the first of its kind in this city, is located at 1408 Washington boulevard, in the vicinity of both the Cadillac and Statler Hotels and was opened by Stanley Grzankowski, one of the leading business men of this city.

Mr. Grzankowski while on a visit to Indiana Harbor, Ind., some three months ago stopped in

at the headquarters of the Burns-Pollock Electrical Mfg. Co., of that city, and while there made arrangements with this concern to represent them throughout the State of Michigan. Plans are now well under way for the opening of a chain of exclusive and attractively arranged Capitol Shops throughout the State of Michigan.

The Capitol phonograph, which is being placed on the market by the Burns-Pollock concern, is a combination lamp and talking machine of rare beauty and design. The lighting is done by two fifty-watt incandescent bulbs, concealed within the shade. The turntable and tone arm are also concealed therein. The shade is so arranged that the upper portion may be lifted up in order to gain access to the turntable. The motor and all working parts are mounted in a case of solid copper, which is entirely hidden from view. The base of the lamp is of the flared pedestal design, and this base is utilized as an amplifier.

The new Capitol Shop is handsomely fitted up to represent an up-to-date drawing or music

room; in fact, the modern home is carried out in every detail throughout the entire shop, the idea being to give the patrons a better suggestion of how the Capitol phonograph is in keeping with the popular styles of home outfits.

GIVING PRAISE WHEN IT IS DUE

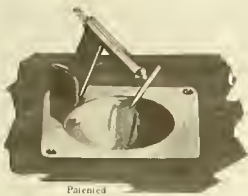
The dealer who is big enough to praise a salesman when he performs a commendable bit of work is inspiring his men to greater loyalty and efforts. Salesmen are human and they like to receive credit when credit is due. Many merchants hesitate to do this for fear that the salesman will develop a swelled head, but, as a rule, nothing of the kind happens. On the contrary, a little encouragement goes a long way to bolster up the determination of the salesman to make a better showing.

REPORTS BUSINESS IMPROVING

John Symott, Columbia dealer in Fort Scott, Kan., was a recent visitor at the Kausas City Columbia store. He reports business conditions improving and the outlook good for a large business for talking machine dealers in Fort Scott this Fall.

One sale to a satisfied customer is worth a dozen sales to unsatisfied customers. The satisfied customers always come back.

IT PICKS THEM UP!



NEEDLES DIMES DOLLARS

Send in your order for a sample dozen

WE GUARANTEE SALES

HUTCHES ENGINEERING ASSN.

451 East Ohio Street
CHICAGO, ILL.

80 Malden Lane
NEW YORK CITY

Represented in South America, West Indies, Mexico by

MEXICAN NATIONAL TRADING CO.
233 Broadway, New York City

Victor Dealers,

It is not yet too late to begin preparations for your Christmas trade.

In proportion as your vision is great or small so will
be your Fall Victor business.

THE TOLEDO TALKING MACHINE CO.

TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY



New Creations in Phonographic Art

Blue Bird phonographs are the last word in scientific construction, artistic appearance and tone reproduction.

Blue Bird phonographs play all records



PATENT PENDING

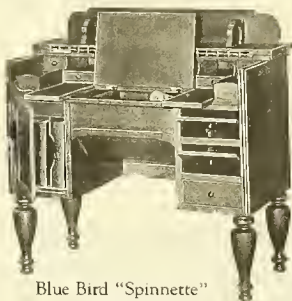
Streamline Model
(Disappearing Cover)

The epitome of convenience and elegance.

Retail Price \$250

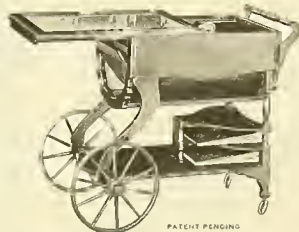
This classic colonial type Spinnet Desk (at right) with concealed phonograph is a supreme achievement of artistry and utility. One of several "2 in 1" feature pieces. Appropriate for living room or library.

Retail Price \$275



PATENT PENDING

Blue Bird "Spinnet"



PATENT PENDING

Blue Bird "Teakar" Phonograph

Handsomely modeled; adapted to garden parties and entertainments. Sliding top for duplex use.

Retail Price \$140

The "Blue Bird" fills a place all its own in phonographic achievement. Three new models here shown have been created by Blue Bird craftsmen to round out a complete line of authoritative models which will satisfy the most exacting tastes.

The "Emanator"—an automatic record container, practical and efficient, is a special Blue Bird feature.

Variety of styles in Blue Bird phonographs range in price from \$65 to \$325.

—and now Blue Bird records are ready for distribution to all dealers, whether they handle Blue Bird phonographs or not.

Their tone purity, infinite range and freedom from surface noise distinguish them from all other instruments.

The Blue Bird factory is devoted exclusively to the manufacture of phonographs and is one of the strongest and best equipped organizations of its kind on the Pacific coast.

If you are not selling Blue Bird phonographs, there is a big opportunity for you in your city.

Write for full information and special discounts to dealers.

BLUE BIRD TALKING MACHINE CO.
Los Angeles, California

NEW YORK TALKING MACHINE CO.'S HANDSOME NEW HOME

Prominent Victor Wholesaler Established in New Quarters on West Fifty-seventh Street—Maximum Conveniences for Employees a Feature—Luncheon Club Proves Success

The New York Talking Machine Co., Victor wholesaler, is now completely established in its new home on the tenth floor of the Willys-Overland Building, at 521 West Fifty-seventh street. In addition to providing exceptional facilities for every department of the company's organization the new home is noteworthy for the comforts

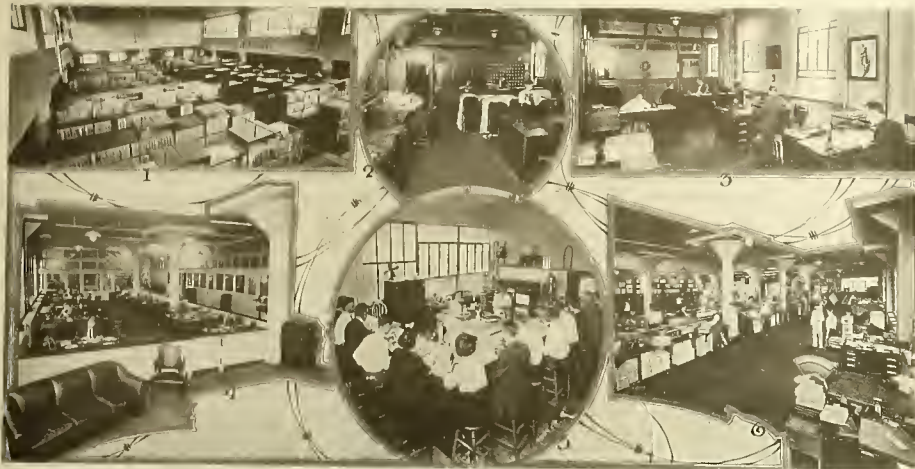
Arthur D. Geissler, president of the New York Talking Machine Co., is a firm believer in the value of personal comfort for his employees, and with this idea in mind there are being provided on the roof of the building extensive facilities for appropriate sports.

The new home of the New York Talking Ma-

idea of the artistic layout of the New York Talking Machine Co.'s present home, but these illustrations hardly do justice to the magnitude of the floor and the many interesting details that can only be appreciated by personal inspection. This should be indulged in by visitors to New York City.

OTTO GOLDSMITH IN HARNESS

Otto Goldsmith, president of the Cabinet & Accessories Co., distributor of accessories, New



Some Interior Views of the New York Talking Machine Co.'s Present Home

No. 1—View of Record Vaults. No. 2—Section of Repair Department. No. 3—George Kelly's Division. No. 4—View of General Offices. No. 5—The Luncheon Club in Action. No. 6—In the Shipping Department.

and conveniences that are afforded the company's personnel.

One of the features of this spacious floor is a comfortable luncheon room, which is meeting with the enthusiastic approval of the employees. In fact, it is becoming more than a luncheon room and may well be considered a luncheon club, for the members of the organization gather there daily to exchange views and promote good fellowship.

The new home of the New York Talking Machine Co. has many distinctive features, one of the most important being a record stock vault, with a capacity of over 500,000 records. Shipping facilities are ideal, as the building is adjacent to practically every freight terminal of importance. The sales division occupies comfortable quarters in the fore part of the floor, where cozy furnishings have been provided for the comfort of visitors.

The accompanying photograph will give some

idea of the artistic layout of the New York Talking Machine Co.'s present home, but these illustrations hardly do justice to the magnitude of the floor and the many interesting details that can only be appreciated by personal inspection. This should be indulged in by visitors to New York City, spent his vacation amidst the scenic beauties of Pike's County, Pa. On the return trip, which was made by car, a serious accident occurred which badly damaged the car, but fortunately none of the occupants was injured at all. Mr. Goldsmith found when he returned that business had greatly increased even in the ten days that he had been away and he has returned feeling fit to handle the largely increased business that he predicts for this Fall.

High-Class Cutter

Sharpens the Fibre Needle without removing it from the Tonearm.

LIDSEEN Fibre Needle Cutter

CONVENIENT

FAST SELLER

GOOD PROFITS



MECHANICALLY RIGHT

Jobbers—Line up on this live one and get ready for the season.

LIDSEEN

832-840 So. Central Ave., CHICAGO

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.



? ? ? ? ?

Looking for a Fast Selling Money Maker?

? ? ? ? ?

Try "PHONO-MOVIES"

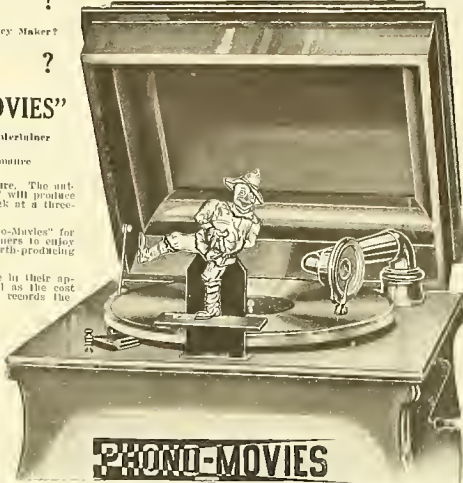
The High-class Phonograph Entertainer

Always a diversified performance

A highly perfected amusement feature. The unlimited variety of the "Phono-Movies" will produce the laughter and excitement you seek at a three-ring circus.

Now is the time to stock the "Phono-Movies" for the holiday trade and enable customers to enjoy this happiest of fun-making, merry-producing novelties.

The "Phono-Movies" are irresistible in their appeal to the phonograph owner, and as the cost does not exceed the price of some records, the outfit is within the reach of all.



PHONO-MOVIES

Patented Feb. 11, 1919

COMMERCIAL ART SHOP, Covington, Ky.
 Each enclosed \$1.00 for complete "Phono-Movie" sample outfit and money-making particulars.

Name

Address

In addition to the three parts that comprise the working device, three "Phono-Movie" subjects are included with each set. Operated by disc phonograph without attachments of any kind.

This "Amie in the U. S. A." novelty of merit, well made, all complete with illustrations.

Use the coupon for sample and money-making particulars.

Commercial Art Shop
 Covington, Ky.

OPEN HANDSOME NEW DEPARTMENT

Cleverly Arranged Opening Recital of Edison Department in Store of Robinson & Son's Co., San Jose, Cal., Brings Surprising Results

SAN JOSE, CAL., September 3.—The Robinson & Son's Co. recently installed a fine Edison phonograph department in their big furniture store in this city, and have equipped the department in a way that has aroused great interest locally. The department is equipped with several glass-enclosed sound-proof booths, a main display and demonstration room, a turntable room, all located under the balcony of the main floor, utilizing that space to excellent advantage.

The formal opening of the new department proved a real event in the local musical world. Warren M. B. Reilly, the store manager, sent out handsomely engraved invitations to a selected list, and advertised the fact in the newspapers that a recital and reception would be held at the store on a certain Saturday afternoon, admission being by card only. Cards were obtainable at the store, each applicant being called upon to give name and address, which meant the building up of a substantial prospect list.

With each invitation was enclosed a card offer-

ing either an autographed photo of one of the Edison artists or a reproduction of a famous painting free of charge. This card, too, was to be filled in with the name and address of the applicant, who was called upon to answer at the bottom the following questions: "Do you own a phonograph?" and "What make?" It is hardly necessary to say that, with the prospect of getting something for nothing, several hundred people filled in the information requested without a question.

Attractive programs of the recital were handed to each guest, together with a pencil so that the desirable selections could be checked off on the list as they were rendered. The number of record orders that resulted from this scheme surprised even Manager Reilly. There were also several immediate machine orders booked.

BARKER HOME FROM COAST TRIP

W. H. Barker, of the American Talking Machine Co., Brooklyn, N. Y., Victor wholesaler, has just returned home after a trip to Seattle to visit his brother. Mr. Barker attended the jobbers' convention in Colorado Springs and went to the Pacific Coast following the meeting. He joined up with the Elks' Convention party on the Coast and came east on the Elks' special train. He is still suffering from a crick in the neck caused by too much sleeping in Pullman berths.

FEATURE OF OLYMPIC LIST

In the October list of Olympic records, made by the Olympic Disc Record Corp., of New York, appear the first recordings on disc records of the Ritz-Carlton orchestra. It is expected that the recordings of this famous orchestra will prove very popular and create a very strong retail demand.

CAN SELL GOODS NOW, SAYS HOOVER

Writes Sell Now League That Business Is Emerging From Worst Slump

Because of the consuming proclivities of the public goods can be sold right now, Herbert Hoover told the Sell Now League, which has been carrying on a campaign to encourage salesmen, merchants and manufacturers to sell their products more intensively to that part of the consuming public which is in a position to buy them.

"There is never a very long period in peace times when goods cannot be sold by consistent, persistent effort," states Mr. Hoover in his letter to J. Mitchell Thorsen, chairman of the Sell Now League, "simply because the human animal goes on consuming. He slows up at times, but over a long term both his production and consumption are always increasing.

"We have had fourteen depressions since the Civil War and fourteen periods of prosperity, each of the latter greater than the one before. We have passed the valley in this slump—the worst and most rapid we have ever fallen into—but we are coming out of it steadily through the intelligence and capacity of our business men."

KENNY MUSIC STORE OPENS

GLENDALE, CAL., September 3.—The Kenny Music Store was recently established here by L. C. Kenny, who is well known in local music circles. Mr. Kenny was formerly connected with the wholesale department of the Columbia Graphophone Co. at Omaha, Neb.

J. Blumberg, exclusive Columbia dealer of Waukegan, Ill., made an interesting exhibit of Columbia Gramofones at the Libertyville fair on September 5-7.

U. S. Player
 Rolls

At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. Make your bid.

WALTER S. GRAY CO.
 942 Market Street, San Francisco

New Jewel Automatic Stop

Simplest and most effective automatic stop made. Watch-like 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.



154 West Whiting Street
 Chicago

Distributors Wanted

*To Take Over Wholesale Business in
Established Territories for*

ARTo RECORDS

The ARTo Co. is ready to appoint Distributors to take care of its rapidly increasing National Business. All established accounts will be turned over at once to these Distributors, and they will be accorded full co-operation from the main office.

This Is a Real Opportunity

for either large or small organizations with aggressiveness and ability—responsible firms who are already organized, or who can immediately become organized, to handle big volume business.

Nine Sound Reasons for ARTo Distributors' Success

- ARTo Records—"Hits Always First"
- ARTo Records are of the highest quality
- ARTo Records have practically no surface noise
- ARTo Records excel in physical appearance
- ARTo Records are long wearing
- ARTo Records rank high in musical value
- ARTo Records lead in "Blues"
- ARTo Records comprise all classifications
- ARTo Records are selling in daily increasing volume

The ARTo Co.

CAN and DOES Make Prompt Deliveries

Actual performance has gained for ARTo an enviable reputation for *Prompt Deliveries* and has also won national recognition for "Hits Always First." These two established factors mean TURN-OVER—and "Turn-Over" is the Twin Brother of "Profit."

The *new* ARTo Distributor's Proposition provides liberal discounts and insures large and constant profits to the right kind of Distributor. Extensive Advertising Campaign now ready to launch. Prompt action necessary.

Address:

THE ARTo CO.

1658 Broadway :: :: :: :: New York City

TALKING MACHINE EXHIBITS AT MICHIGAN STATE FAIR

Several Prominent Lines on Display—Every Indication of Active Fall Business Season—Co-operating for Music Week Celebration—Various Detroit Concerns Make Good Reports

DETROIT, Mich., September 10.—A dull Summer in the talking machine industry locally is bound to react into a good Fall. This is the way the local dealers look at the situation and they seem to be justified in their conclusions, as already there is quite a brisk demand for machines and records. With the Summer practically over and with people coming back from the resorts, the reopening of schools and colleges and the opening of the Fall musical season everything points to greater interest than ever in things musical. Dealers have noticed it and have prepared for as good a Fall business as during the days that followed the war. Another point in favor of good Fall business this year is the industrial improvement in Detroit, which is very noted and which has resulted in materially reducing the number of unemployed. Furthermore, the big motor companies operating in Detroit and in many of the larger cities look for steady business right through the Fall and Winter, which means they will be employing more men than ever. The price-cutting the past few months has certainly stimulated automobile buying.

Exhibition at Michigan State Fair

The Michigan State Fair opened on September 2 and runs for nine days. This year it is very important from the standpoint of the talking machine industry, as quite a number of manufacturers are represented there through the jobbers and retailers. For instance, Grinnell Bros. have a large booth there, showing Victrolas and playing Victor records. The Jewett Phonograph Co., of Detroit, has a very attractive exhibit there in charge of Elmer Sharpe and assisted by the salesmen and the Jewett dealers. The Starr Piano Co. has an exhibit of the Starr phonographs and Gennett records; the J. L. Hudson music store has an exhibit there showing a number of the various phonographs which it handles. And there are others, too. Some of the dealers say that it has already produced considerable business and in addition has furnished them with a great many prospects to work on. Later in the month there will be a number of county fairs and space has already been reserved at some of them by Grinnell Bros. and local dealers.

To Co-operate With Music Week

The Detroit Talking Machine Dealers' Association will get together some time this month to complete plans for co-operation in connection with Music Week, which will be held in some thirteen Michigan cities at the same time—starting October 12. Just what the dealers will do has not been decided, but at the September meeting suggestions will be received and some action taken. Robert Lawrence, of New York, and a staff of assistants have already arrived on the job and opened headquarters for the whole State at the Detroit Board of Commerce.

Anticipates a Great Season

Sam Lind, of the Lind & Marks Co., Vocalion jobber, reports that business has been jumping for the past three weeks as never before and he anticipates a great season. Mr. Lind has eight dealers in Detroit, with applications on file from at least a dozen more. Dealers are doing a splendid business in the record departments with the Vocalion line. Especially is this true at present on the record made by the Henry This Ritz Detroit Orchestra. The Vocalion dealers are Barnes & Farrell, Goldberg Phonograph Store, E. H. Jeffery, Moon Bros., Robinson & Cohen, W. R. Woodmansee, Walker's Phonograph Store and John P. Yuergens.

Wilkinson Production Manager

E. H. Wilkinson, formerly with the production department of the Aeolian Co., is now production manager of the Jewett Phonograph Co.'s factory at Allegan, Mich. Mr. Wilkinson is constantly striving to improve the line and already has brought about some great improvements.

Grinnell Window Display Praised

Grinnell Bros. had a very attractive window display immediately after the death of Enrico

Caruso that not only attracted considerable attention, but resulted in a brisk demand for Caruso records, so much so that reorders were placed on nearly every Caruso number. C. H. Grinnell, manager of the Victor wholesale department of Grinnell Bros., says that Victor dealers in all parts of the State have flooded him with orders for Caruso records.

Starr Department Doing Well

The talking machine department of the new Starr Piano Co. store, at Broadway and John R streets, was opened several weeks ago and the first day, without any advance announcement, over \$200 worth of records was disposed of, besides a half-dozen phonographs. The department is in the basement and there are a half-dozen booths, complete record racks, etc.

What the Columbia Dealers Report

We interviewed a number of Columbia dealers

the past few weeks and learned that their business has been steadily improving. Their stocks have been materially reduced and now most of them are again buying. Columbia records are gaining favor right along and this is especially true of the Van and Schenck records, as well as the Art Hickman's. These are in great demand and dealers reorder almost as rapidly as the first batch are received. Columbia dealers, more than ever, are realizing the value of the name "Columbia" and what the line means to them.

Dealers—Get After the Business

In closing—just a reminder to talking machine dealers in this section—there is a lot of business hidden away in the corners of every city—and it only needs some strong argument to get it. The dealer who exploits properly and who goes after the business is going to get it. This is true now more than ever before, owing to the increase in the number of makes of phonographs and the increase in the number of phonograph retailers.

Appointed Emerson Distributors

R. K. Currie & Co., 417 West Fort street, are now Emerson wholesale distributors in Detroit.

Get Ready For a Big Fall Business in Victrolas and Records

Business is constantly improving. Many who have delayed purchasing an Instrument or Records for their home will buy soon. Aggressive dealers all over the country are reporting increased activity. You are just entering upon a busy Fall season. Don't let the demand find you unprepared.

We Are So Located and Equipped as to Give You the Utmost in Helpful, Business-Building Service

Write for list of Records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not oblige you in the least—and it will help you in making up your order.

—An order, large or small, will convince you of this. We make it a rule to fill orders same day received—to fill them carefully and correctly—and, with the excellent and varied transportation facilities at our command, we are in position to get the merchandise to you with especial promptness.

Grinnell Bros

Wholesale Distributors of Victrolas and Records

First and State Streets, Detroit

The "Say It With Records" Idea Has Made a Big "Hit" With the Talking Machine Trade

The "Say It With Records" idea, which was described—along one special line worked out—in last month's Talking Machine World, is based upon an undoubtably correct principle, and some of our friends have suggested that its possibilities ought to be further developed.

Some New Ideas

Merchants and manufacturers alike are looking

for new ways and means to sell records. Everybody in the trade is thinking along these lines. What we have to say here opens up a great many suggestive possibilities.

The Great Gift Business

Last month we showed that the merchant or advertising man who thinks closely about the habits and ideas of the community he serves can-

not but be struck with the immense amount of business done through the desire of the average young American to make himself solid, as it were, with his girl. Every young American has a girl and spends money on her. Hitherto that money has been spent mainly on candy, flowers, theatre tickets and taxi fares. We suggested how some of that money might be diverted toward talking machine records. It is now time to carry the same notion a step further.

Another Slogan

Suppose we get up a new slogan, running somewhat as follows:

"If you cannot find the words to say it, Let the record say it for you."

and consistently use this in our advertising at all appropriate times, we shall find it a powerful weapon for getting under the consciousness of the community. A few instances of what we mean will be useful. The American husband has an enviable reputation as a good fellow, who is fond of his wife and spends a good deal of money on her. But it always takes a powerful stimulus to change long-settled habits, and the American husband's habit has been for long fastened to the candy box and the flowers. He ought to be told constantly that his wife has her own ideas about music and that very often those ideas are quite different from the ideas of her husband and her family. The mistress of the household is likely to be musically more refined than the others of the family circle, but only too often the purchases of records are made exclusively for the young folks and represent a class of music which does not particularly appeal to the wife. Hence the fact that a present of a high-class record once in a while will be highly effective in proving to Madame that Monsieur her husband loves her as of old and has time to think of her in the intervals of making a living.

Then "Mother" Enters

A good many different changes can be rung on this idea. For instance, there is the well-known "Mothers' Day," which was last year taken up and cleverly worked out from the talking machine standpoint by the advertising department of the Brunswick Co. The "Mothers' Day" idea is a true gift-giving persuasiveness. It is intended to teach the young men and young women to show their appreciation of what their mother has done for them by bestowing on her, once a year, all the services she has always so unselfishly bestowed on them. American sons and daughters need the reminder. Now, it is not difficult to couple with this idea the other, less broad but equally acute, that a appropriate present conveys the whole thought more beautifully and in more definite form than anything else. So we can readily apply our "Let the Record Say It" in this case. Mother usually appreciates music and very often cares only for the best. Here is the same idea, then, coming back with renewed force, to provide for the advertisement writers a theme on which they can play innumerable variations.

Beware the Sloppy

Incidentally, however, while talking about

Warbletone Record Renewer

Cleans and polishes old records and makes them sound and look like new.

Cleans the grooves and the general surface, removing dirt, grit and foreign matter without the least injury to the record.

This new invention gives new voice and renewed tone to records and will positively clarify articulation.

The bottle will last indefinitely. Very simply applied.

Immensely valuable to dealers as well as to music-lovers. 75 cents a bottle.

If your jobber cannot supply you order direct. Price 50 cents per bottle retail. Liberal discounts.

WARBLETONE MUSIC CO.
225 Massachusetts Ave. INDIANAPOLIS, IND.

FAVORITE MAIN SPRINGS OF HIGHEST QUALITY



and Phonograph Repair Parts, Motors, Tone Arms Sound Boxes, Cabinet Hardware and Accessories

Main Springs Tone Arms

TEMPER AND LENGTH GUARANTEED

2 in. x 0.22 x 10 ft., Melosbach No. 18, Each	\$1.25
1 1/2 in. for Edison Table, Each	1.35
1 1/2 in. x 0.22 x 17 ft., mg. Victor, Each	0.50
1 1/2 in. x 0.22 x 11 ft., Victor new style, Each	0.50
1 1/2 in. x 0.25 x 10 ft., Holman No. 44, Each	0.60
1 in. x 10 ft., all-steel helix, for Melosbach No. 1630, Each	0.30
1 in. x 10 ft., oval helix, for General, Each	0.30
1 in. x 0.25 x 12 ft., Holman No. 33 & 72, Each	0.40
1 in. x 0.25 x 10 ft., for Columbia, Each	0.40
1 in. x 0.20 x 13 ft., Victor, Each	0.40
1 in. x 0.20 x 12 ft., Victor, new style, Each	0.40
7/8 in. x 0.23 x 10 ft., for Hark motor, Each	0.26
7/8 in. x 0.23 x 10 ft., oval helix, Each	0.25
7/8 in. x 0.22 x 8 ft., for Swiss motor, Each	0.22
7/8 in. x 0.25 x 11 ft., for Edison, Each	0.22

No. K with stand box, very loud, Each	\$2.75
No. B with stand box, very loud, Each	4.00
No. 31 with stand box, very loud, Each	4.35

SOUND BOXES

No. 111 Hark Sound Box, 11, Victor, Each	1.25
No. 11 Hark, 11, Victor, Each	0.75
No. C Hark, 11, Victor, Each	1.00
No. F Favorite, 11, Victor, Each	1.75
No. F Favorite, 11, Columbia, Each	1.25
No. B Favorite, 11, Victor, Each	2.50
No. 11 Hark, 11, Victor, Each	0.75

LID SUPPORTS

Automatic, nickel-plated, Each	\$3.35
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NEEDLE CUPS

Highly elastic plated, covers for cups, Per 100	1.50
Highly gold plated, Per 100	1.00
Cover gold plated, Per 100	5.00

REPAIR PARTS

Columbia driving shaft, No. 11778, Each	0.50
Columbia bevel pinion, No. 12333, Each	0.75
Columbia level pinion, latest style, Each	0.75
Columbia level pinion, No. 2183, Each	0.75
Columbia Stylus bar, Each	0.50
Columbia Stylus bar, No. 2021, Each	0.50
Columbia driving gear, ratchet No. 2162, Each	0.35
Columbia crank, 3 sizes, Each	0.45
Columbia governor weights, Each	0.68
Columbia governor shaft, No. 3061, Each	0.40
Columbia governor springs, Per 100	1.00
Columbia governor screws, Per 100	0.75
Columbia barrel screws, No. 2021, Per 100	0.75
Columbia 1/2 inch, thumb screws, Per 100	1.50
Winding cranks, for Victor motor, short or long, Each	0.45
Stylus bar for Victor Exhibition, Each	0.35
Governor springs for Victor, Per 100	1.00
Governor screws for Victor, Per 100	0.75
Governor bolts for Victor, Each	0.08
Rubber blocks for Exhibition box, Each	0.25
Level pinions for Victor, 4 sizes, Each	0.35
Turn-table felt, 12 in. round or square, Each	4.15
Turn-table felt, 12 in. round or square, Each	0.20
Motor bottom gear for Edison motor, Each	0.20

MICA DIAPHRAGMS

1.25/32 in. Victor K, Box, first grade, Each	0.15
1 1/2 in. new Victor No. 2 very loud, Each	0.18
1.31/32 in. for Sonoran, Each	0.20
2.3/16 in. for Columbia No. 6, Each	0.15
2.9/16 in. for Pathé or Brunswick, Each	0.15

SAPPHIRES

Pathé very best hard tone, gentler, Each	0.12
Pathé soft tone, Each	0.15
Edison, very best, medium tone, Each	0.15
Edison, very best, loud tone, Each	0.18
Edison, gentler, diamond, Each	1.25

STEEL NEEDLES

AMERICAN MADE extra long, long, medium and soft needles, Per 1000 \$5.00

ATTACHMENTS

Keat attachments for Victor arm, Each	2.50
Keat attachments for Edison with C lens, nickel or gold-plated, Each	2.75
Keat attachments without box for Ed., Each	2.50
Van, nickel or gold-plated, Each	1.00
Keat, Universal, old style, Each	1.15
Columbia attachment, Each	0.75

MOTORS

Distributors for Holman and Melosbach Motors, Best Prices, Immediate Deliveries.

TERMS: With satisfactory rating, 25% discount for cash in 10 days, or 30 days net. Otherwise, 35% discount for cash, or 20% payment with order, balance C. O. D.

FAVORITE MFG. COMPANY

MAIN OFFICE: 105-107 East 12th St., New York City Telephone Stuyvesant 1868

BRANCH: 1506 DeKalb Ave., Brooklyn, New York Telephone Evergreen 4515



THE BIG HIT FROM "TANGERINE" —
A CATCHY MELODY YOU CAN'T FORGET
"Sweet Lady"
Sung by JULIA SANDERSON and FRANK CRUMIT

ASK TO HEAR IT

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

Mother, let us beware of the temptation to become sloppy when writing advertising copy. It is not true that "Mother" is necessarily a feeble-looking old female person in a gown of 1870 vintage, with large spectacles and white hair and a general air of being rather weak and helpless, not to say afflicted with rheumatism. The advertisement writer is too often in this, as in other cases, afraid not to be sloppy, on the ground that the thing must be tearful if it is to have "heart interest." All wrong! The modern Mother reads, thinks, votes, finds time to belong to a club, wears her hair prettily, dances, is not afraid to show her legs and dresses in style. Ask the milliners, the dressmakers and the manufacturers of women's garments. They know. In carrying out the plan, then, of connecting Mother with the gift of records, let the work be done neatly, not sloppily.

And Still Another Way

Mothers' Day leads one to think of anniversaries, of which every family has its little lot, the birthday of Mammy and Daddy, the wedding anniversary and the various other little rubrics of the domestic calendar are always coming around. It always is worth while saying to fathers, brothers and husbands,

"When that anniversary comes around,
Let the record say it for you."

One can go still further. Observance of holidays and patriotic anniversaries is fortunately still an American custom and one which, apparently, will not die off in a hurry. All the patriotic anniversaries are celebrated in one form or another in every American home and, as we said last month, every home has, or will have, a talking machine. Wherefore, again, the same idea comes in. There is plenty of suitable music and to spare in the record catalogs covering each and every American anniversary, as well as most of the foreign ones. It is simply a matter of connecting up the date with the names and numbers of the records which the family will want to

have at that time, and then of bringing the idea to Daddy's notice.

And so one might go on for much longer. There are innumerable possibilities in connecting the talking machine record with the general American tendency to give presents in profusion. From time to time we shall present some of these. Meanwhile, what has been said will be not without its value to merchants and to all who are looking for new ideas or, rather, for new applications of old ones.

CARUSO MEMENTOS POPULAR

Juth Mfg. Corp. Establishes Many Accounts—
New Plaque Well Received

In a recent chat with The World, Henry Birger, president of the Juth Mfg. Corp., Brooklyn, N. Y., stated that the demand for Caruso busts and Caruso plaques introduced by this company last month had been far beyond expectations. Orders from all parts of the country have been received, and Victor dealers are evincing keen interest in the sixteen-inch and twenty-one-inch Caruso busts. The new Caruso plaque is being ordered in large quantities, and many Victor dealers are using this plaque as part of their Fall publicity campaigns with most telling results.

N. A. LAMSON APPOINTED MANAGER

LANCASTER, PA., September 8.—N. A. Lamson has been appointed manager of the Remington Music Co., exclusive Remington dealer, of this city. Mr. Lamson reports prosperous conditions and a good demand for Remington phonographs and Olympic records

Now that the Summer is over many dealers will lack the excuse of heat for neglecting their businesses.

OPENS PARTS DEPARTMENT

Plaza Music Co. Establishes New Department—
Philip Kalmus Will Be in Charge

Philip Kalmus, formerly president of the Eagle Talking Machine Co., is now in charge of a new parts and repair department that has just been established by the Plaza Music Co., New York. Mr. Kalmus is a thoroughly experienced talking machine man, having a detailed knowledge of motor mechanics and having invented several types of successful reproducers.

The Plaza Music Co. will shortly issue an extensive catalog of phonograph repair parts, comprising parts for practically every motor ever manufactured. According to present plans, Mr. Kalmus will start in the near future for an extensive trip for the purpose of introducing repair parts and accessories handled in this new department.

NEW DEALERS IN YONKERS, N. Y.

YONKERS, N. Y., September 8.—The State Music Co. recently opened up a new high-grade music store on South Broadway, of this city. Six up-to-date hearing rooms and a complete record department were installed. A distinctive treatment of the show windows was also made. The entire installation, including window treatment, was made by Van Veen & Co., Inc., of New York City.

AN IDEA WORTH ADOPTING

Various publishers are giving national impetus to the idea of "Buy a Book a Week." Could not some adaptation of this be made along the line of "Buy a Selection of Music a Week" or "Buy a Record a Week" or "Buy a Player Roll a Week?" The idea is well worth consideration by "live" talking machine men.

HARPONOLA

Represents

**OKeh
Records**

up to the
minute
SERVICE

**OKeh
Records**

FOR →

THE HARPONOLA COMPANY

Distributors for



"The Record of Quality"

CELINA, OHIO

Solving the Record Adjustment Problem from the Retailer's Standpoint

By Harry Drew

[Editor's Note: The editors of The World will be glad to receive ideas from other retail merchants regarding the record adjustment problem and to publish their opinions on this vital subject.]

A great many retail merchants in the talking machine industry have spent no small amount of time pondering over what policy to adopt in regard to people who seek to return records for one reason or another.

It has recently been my privilege to observe how quite a number of talking machine dealers are handling this matter and I am frank to say there is a wide variance of policy, not only between the different retail stores but within the same store. In other words, a great many merchants are not pursuing a uniform policy. They

are leaving the solution of record returns to the individual salesman, who in many instances makes mistakes, as a result of which good record customers are being lost for a given establishment.

One merchant whom I quite recently visited has made a very careful study of record returns and has arrived at a policy which I believe can be advantageously used by other merchants in the same line of business.

This retailer found, by close observation, that after the customer presented his case and the record which he wished to return it was vital to see that no unnecessary delay occurred before he was advised regarding what the store would

do for him. Where indecision was apparent it became evident that the record purchaser obtained a very poor impression of the store, and where the claim was a justifiable one good record customers were liable to be lost. As a result of his observation on the floor this merchant adopted the following plan, which has worked out in a very satisfactory manner:

1. A rule was issued to all the sales staff to the effect that whenever a record customer sought to return a record, for any valid reason, the request should immediately be granted without in any way questioning or seeking to pick flaws in the claim of the customer. It became simply a case of the salesman taking the name and address of the customer returning the record and placing this upon a card, together with the data involved in the particular claim, then give the customer the desired accommodation.

2. The cards pertaining to individual cases were filed alphabetically where they could be conveniently referred to by the members of the sales organization. Also, as soon as it was practical to do so, investigation and analysis were made of the claim made in each case to determine, insofar as it was possible to do so, the true worth of each claim.

3. Orders were issued to the sales organization that any one person should be granted the privilege of returning two records without any discussion of the facts.

4. When the salesman refers to the record file and finds that a customer had already returned two or more records, provided the previous cases were marked as having been judged O. K. after investigation, the third and later requests are granted with the same precision and rapidly as in the preceding instances. However, if the card file shows that the previous cases were seriously questioned as to their true validity and the facts of previous cases indicate the particular person involved is really trying to take advantage of the store, the request is then immediately referred to the manager.

5. Whenever a case is referred to the manager he makes it a point to hold a personal talk with the person seeking to return a record for the third time. If he feels sure that this person is intentionally seeking to "gyp" the store he frankly refuses to grant the request and leaves the customer to infer that his establishment no longer is especially interested in the record business of that individual.

The plan as outlined, it will be noticed, has several good features. In the first place, it removes all delay in the case of legitimate claims and thereby tends to secure good will and continued business from record customers. In the second place, it insures a uniform policy and treatment for each person bringing a record back to a given store. In the third place, it means no request will be refused unless three or more requests have been made, and then only with the absolute knowledge of the manager and through his personal contact with the customer. In the fourth place, this plan makes it possible for a retailer to get an accurate line on the people with whom he is doing business, so that if there are any chronic cases of record-returning they will come to his attention in due course, and he can decide to pass up this particular person's business or not, as he may see fit.

As a general practice, forty-eight hours seems to be a reasonable time within which a customer should return a record if, for any reason, he desires to do so.

Among the reasons which seem thoroughly justifiable for granting an adjustment in the case of returned records are: (a) Unwitting duplication; (b) defects in the manufacture; (c) injury after manufacture; (d) when record has been

\$2.40

EACH month spend a two-cent stamp on the home that has no Victrola, and hammer away at it every month for ten years, and your bill for stamps will be \$2.40!

Think of it! Circularize a thousand people each month at an expense of only \$2,400 at the end of *ten years*. If you said only "Jones—Victrolas" to a thousand Victrolaless homes every month it would develop your business enormously.

We can tell you how to organize for selling by mail.

We can supply you with the material you need, and an efficient envelope-addressing machine, and, furthermore, can supply our customers with the Victrolas needed to back up a campaign of this sort.

Write to us today.

Buffalo Talking Machine Co., Inc.

Wholesale Victor Distributors

Buffalo, N. Y.

"Honey Lou" and "Honeymoon Home" are two fox-trots by Art Hickman's Orchestra. That means that all dance lovers will buy them. How many of these have you ordered? A-3440.



**Columbia Graphophone Co.
NEW YORK**

given as a gift and does not at all meet with the taste of the donee; (c) failure to get what the purchaser really desired.

The cases which come under the heading "unwitting duplication" are, no doubt, obvious, and it is of course reasonable that from time to time certain members of the family will purchase and take home records which they find, on getting home, have already been secured by other members of the same family.

Defects in manufacture are also quite obvious and include such things as bubbles, cracks, etc. But in this field there is, of course, a considerable opportunity for the customer to attempt to "gyp." Where records have been damaged by the customer or scratched by him, it is certainly not fair to expect the dealer to offer any adjustment. It is usually not difficult to determine whether material defect in a record really occurred in their manufacture or as a result of poor treatment on the part of the customer.

Of course, from time to time records will be damaged in shipment, packing, unpacking, etc., and in such case the dealer naturally wants to grant adjustment. However, here again there

is an opportunity for the customer to cheat, and it is important to watch each case carefully. It is very unlikely that the same customer will have several cases within a short period of the same sort, and therefore if the customer presents identical or similar cases frequently it appears on the face of things that this customer is seeking to "gyp" the dealer.

More and more, records are being looked upon as ideal gifts for birthdays, anniversaries, graduations, etc. In many instances, the person making the gift does not aptly appraise the taste of the one to whom he is giving the record or records. Obviously, where records are brought back by the donee in such cases it behooves the dealer to see that the donee is granted the privilege of exchanging the records brought in for records that he or she really likes. Granting requests along this line, of course, builds up new record customers and establishes a good-will connection right at the start, and no doubt also results in some good verbal publicity.

Once in a while the customer leaves the store thinking he has exactly the record he wants, but, on getting home, finds that he was sent to get a dance number and has returned with a vocal number; that he meant to get a certain song by a great opera singer, but got the wrong song by that singer, etc. In such instances, it is good policy to grant the record return, because by seeing that the customer gets what he really wants, even though in some cases it may take time for the customer to correctly state what he wants, good will and future business will be built up.

HOW AND HOW NOT TO SELL

Prospective Customers Resent Inference by Salesmen That They Are Unable to Pay for the Best—Dress No Indication of Finances

The writer was standing in a music store not very long ago and while waiting to receive attention he overheard the salesman say to a poorly dressed customer who had entered a moment before, "That machine is too expensive for you." This was the answer the prospective buyer received in response to his inquiry as to the price of the machine. Did the clerk (the surely was not a salesman) make a sale to this man? He most emphatically did not, and, what is more, he probably loses a great many sales for the firm by which he is employed. It is wise to get rid of such a salesman at once, because if his services are retained for any length of time he will cause incalculable harm.

A person who enters a store usually does so for the purpose of looking over the stock with the idea of buying. Perhaps the prospect is not in a position to make a purchase at the moment, but if the proper courtesy is extended and a favorable impression is made by the establishment the customer is pretty sure to return when he or she is ready to do business.

Whether a man is poorly or richly dressed, he is human and resents any inference that he is unable to pay for the best. Another angle of the situation is that one can seldom tell from the dress of the prospective buyer what his finances are. Many men with very substantial incomes are engaged in occupations which prohibit the wearing of smartly pressed, expensive apparel all the time. There are also many persons whose love for music is so great that despite their small incomes they are willing to assume the responsibilities involved in purchasing the best talking machine, and they will make sacrifices in other things to meet the payments regularly.

It is not always the customer with the least money who will try to cheat by avoiding and delaying payments. In many cases this class of people take great pride in their honesty and as a result they pay with the greatest promptitude.

The friendship of many a customer is lost through lack of attention at the store.

Main-Springs



**For any Phonograph Motor
Best Tempered Steel**

Each			
1/2	inch	2 1/2 feet for all small motors	\$.40
1	"	"	".50
1 1/2	"	"	".65
1 3/4	"	"	".75
2	"	"	".85
2 1/2	"	"	".95
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SAPPHIRES—GENUINE

Pathe, very best, loud tone, genuine, each 15c, 100 lots, \$14.50.
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, \$2.00 each.
Tone-arm with the best reproducer, Universal, \$3.50 each.

PHONOGRAPH NEEDLES

We are jobbers in Brilliance Steel Needles, Magneto, Wall-Kens, Tomfons, Nupolait, and the Gilt Edge Needles.

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors. Terms—Cash and F. O. D. 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.

LEONARD BACK AT OLD POST

Ernest C. Leonard, of the sales staff of the Remington Phonograph Corp., New York, after two months spent in special work co-operating with the retailers, will return to his wholesale duties on September 15 and immediately start out to cover his former territory. Everett T. Holmes, sales manager, reports that the sales of both Remington phonographs and Olympic records have had a remarkable increase within the last thirty days. Not only have Remington and Olympic dealers substantially increased their orders, but many new dealers have been added as well as a number of additional distributors of Olympic records.

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 ARE BETTER COST LESS

RENE MFG. CO.

Montvale, N. J.

MORE ACTIVITY IN NEW ORLEANS

Leading Jobbers and Retailers Report Increasing Demand for Machines and Records—Some Attractive Window Displays—News of Month

NEW ORLEANS, La., September 7.—September, heralding the Fall months, is here and it finds the talking machine dealers of this city getting ready for an unusually busy season. Reports from the nearby country districts are very favorable, splendid crops of sugar cane, rice, corn, etc., giving rise to much optimism and with the prospect of 25-cent cotton the situation is exceedingly bright.

Parham Werlein, of the house of Werlein, along with Mrs. Werlein, is receiving congratulations upon the recent arrival of Parham, Jr. The youngster is a "great fellow" and the illustrious career of the house of Werlein, both past and present, assures his future as a music merchant.

The Maison Blanche Co. got off to a good start for September with a drive on Victrola Model

ETCHED METAL NAME - PLATES

FOR MANUFACTURERS AND DEALERS



Write for prices stating quantity desired



EVERLASTING

ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.

90 and Manager J. D. Moore looks for a big month in this feature. Much advertising in local papers, as well as large Canal street window displays, is contemplated.

Manager Will Berry, at Dwyer Piano Co.'s department, reports an unusual demand for large-type machines of late and believes this augurs well for Fall.

The Dugan Victrola Club is "going over good," to paraphrase Hugh Bernice Jaleuk, who manages John Dugan's Victrola department. "Dollar down" on cabinet models with cash purchase of records is the feature.

Paul Ashton expected little for August, but got much, so things are humming at the Ashton Music Co. in preparation for a big Fall business.

A clever window featuring a beach scene, effectively showing the possibilities of the new portable Model "50" Victrola for out-door entertainment, has kept Ned Wilson and the Collins Piano Co. in the limelight the past thirty days.

And speaking of clever windows, Manager Powell, at Werlein's retail department, has had something to crow about himself. An Arctic scene, with the "aurora borealis," Eskimo tents, polar bears, six "Victor" dogs hooked to a sled, etc., is the magnet for Canal street crowds, driving home the "Keep Cool With a Victrola" idea, during the past several sweltering weeks.

Paul S. Felder, secretary-treasurer of Philip Werlein, Ltd., visited the Victor factory early in the month and later will spend some time vacationing with his family in North Carolina.

Over at Granewald's Manager Ralph Young is happy over his big business score for August.

Miss Emma Delery, of the Werlein wholesale department, is back from a pleasant two weeks' stay in the North Carolina mountains. She was accompanied by her little niece and they had an enjoyable trip.

Walter Schroeder, traveler for Werlein's wholesale, was married recently to Miss Beulah Bedgood, of Montgomery, Ala. They are receiving the well wishes of their many friends.

ENTIRE FLOOR FOR DEPARTMENTS

Piano and Talking Machine Departments of Burgess-Nash Co., Omaha, Now Located on Fifth Floor of Company's New Building

OMAHA, Neb., September 5.—The piano and talking machine departments of the Burgess-Nash Department Store, this city, are now located on the fifth floor of the company's new nine-story building, the departments occupying the entire floor. The floor space is now being divided into separate demonstrating parlors for player-pianos and talking machines, and it is planned to provide an auditorium seating several hundred people, to be used for giving demonstration concerts and also to be placed at the disposal of local music teachers for recital purposes. Eugene M. Francis is manager of the department and is enthusiastic over the new quarters.

ONE-MAN TRUCK A SUCCESS

Lea Truck Well Received by Trade—Has Many Valuable Features

FINDLAY, O., September 6.—The Self-Lifting Piano Trick Co., of this city, is receiving many letters of commendation from talking machine dealers relative to the value of the Lea talking

machine truck which this company introduced some time ago. This truck, which can be handled by one man, loads and delivers to any floor the largest type of talking machine, thereby cutting down overhead expense. It may be quickly adjusted to any size of machine and is equipped with rubber-tired wheels. The company is finding a ready sale for this truck in all parts of the country.

BETTER BUSINESS

is already here. Let us help you make your accessories business build up big profits for you this Fall.

Get All Your Accessories from One Source

Portable Machines

- Cirola
- Bradley
- Charmaphone

Lundstrom Converto Cabinets

- Bubble Books
- Record Albums
- Record Delivery Envelopes
- Motrolas
- Gilt Edge Needles
- Record-Lites
- Fibre Needle Cutters
- Brilliantone Needles
- Talking Machine Toys

- Boxing Darkies
- Dancing Rastus
- Shimandy
- Fighting Roosters
- Amorita

- Red, White & Blue Needles
- Polishes and Oils
- Repeaters and Rotometers
- Wall-Kane Needles
- Record Cleaners
- Dust and Moving Covers
- Motor Spring Safety Device
- Console Tables
- Caruso Photos
- Caruso Busts
- Sanazone Products
- Cabinets
- Cabinet Hardware

Motors, Tone Arms and Springs for all Makes of Talking Machines.

THE CABINET and ACCESSORIES COMPANY

Otto Goldsmith, Pres.

145 E. 34th St. NEW YORK

Stop! Look!! Order!!!

Semi-Annual Inventory Shows a Small Stock of Odd



- HARMONICAS
- ACCORDEONS
- CONCERTINAS
- VIOLINS
- BOWS
- TRIMMINGS AND OTHER STRINGED INSTRUMENTS

WE WILL NOT LIST THESE IN OUR FALL CATALOG, THEREFORE CLOSING OUT BELOW COST WHILE THEY LAST. MAIL YOUR ORDER FOR ASSORTMENT AT ONCE

A few of the numbers—Write for special list of others

VIOLINS

- 5414 "Laurentius Stroloni" light brown. From \$6.50 to \$ 8.00
- 522 Strad Model selected flamed back and neck, French polished. From \$8.00 to 6.00
- 1390 Imitation old, highly flamed back. From \$18.00 to 10.00

HARMONICAS

- 6115 Ten single holes. From \$2.15 to 1.50
- 102 "BELL BRAND" 4 inch, 10 single holes, 29 reeds. From \$3.50 to 2.00
- 447-23 5-inch, 16 double holes, 32 reeds. From \$9.00 to 1.00

ACCORDEONS

- 111 12&16, 10 keys, 2 bases, 3 sets of STEEL BRONZE REEDS. From \$5.50 to 1.00
- 310 10&12, 10 professionally pearl keys, 4 bases, 2 sets of reeds. From \$7.50 to 4.25
- 3165-21-8 11&16, 21 pearl keys, 8 bases, 14 fold extra long bellows, STEEL BRONZE REEDS. From \$14.00 to 2.00

Write for our new Fall catalog. Make sure your name is on our mailing list



Buegeleisen & Jacobson
5-7-9 Union Square
New York



ODEON FOREIGN RECORDS

COMPLETE STOCK OF IMPORTED GERMAN SONGS,
INSTRUMENTALS, STANDARD NUMBERS and OPERAS



Prompt Service

Immediate Deliveries

Send for Catalog

We Are Appointing Dealers



FAVORITE MFG. CO.

105-107 EAST 12th ST.

NEW YORK CITY



TALKER MUSIC AS AN AID TO GOLF

Well-known Golfer Improves His Driving Many Per Cent by Practicing Swings to the Rhythm of Music Produced by Talking Machine—What Will Be Next in Line?

Talking machine men addicted to the golf habit, and who oftentimes complain about their inability to make their expected scores, can now be of good cheer, for music, and particularly talking machine music, having found its way into practically every other line of endeavor, has now been introduced into golf, according to a story told by Robert Edgren in the New York Evening World recently.

According to Edgren the adoption of music as an aid to golf is to be credited to Alex Morrison. In this connection he says:

"Alex Morrison—after reading that name you know this is a golf yarn—has invented a new way to drive a golf ball and says that he expects to revolutionize the good old game.

"Alex has set his drive to music. Several months ago Alex was in his back yard practicing swings with a driver. In the house someone turned on a phonograph. Alex began unconsciously whistling the tune, at the clover tops. After a moment he suddenly became aware—that's the way he explains it—that his swing was as smooth as oil and the club head was going through with no effort and a speed that made it sing.

"That afternoon Alex went out on the golf course and took his phonograph along. Swinging in time to the music, which was a waltz, he began popping out 250-yard drives right down the middle of the course.

"Next day Alex had a game on with his friend, Ed Flannigan. He figured on getting an extra caddy to carry the phonograph along, set it down at each tee and keep it cranked up. But it was too bulky. He left it home.

"On the first hole he hooked his ball off the course, which was some hook, so he told Flannigan about the musical drive, and Flannigan composed a tune which he hummed loudly whenever Morrison drove. The words were nothing much—they just went "da-da-da-da-da-da-da-da-da"—but the tune was so rhythmic that Morrison increased his drive by twenty-five yards.

"Then Flannigan began working on the musical drive. He used a phonograph for practice. I'd played with Flannigan before that. His maximum drive was about 125 yards. He is now driving a consistent 250, and he can do it with an iron if he wants to.

"He keeps his swing timed to a new tune that he hums under his breath, so that no one else can get it. And he's thinking of going after a match with Barnes.

"As for Morrison, he has added a new feature. After taking his stance Alex blindfolds himself with a scarf, hums his tune, swings his driver up in time, down in time, and drives a Babe

Ruth straight down the fairway every time. Alex says that the blindfolding is another improvement on the great old game, for when you don't see the ball your swing can't be influenced by any hesitation about just where you're going to swat it."

A. A. FAIR VISITS NEW YORK

Sales Manager of Jewett Phonograph Co. Arrives Here for Important Conferences—Jewett Factory Working to Capacity

A. A. Fair, sales manager of the Jewett Phonograph Co., Detroit, Mich., arrived in New York recently for a few days, in connection with important details relative to New York representation. Mr. Fair was in conference with several of the leading retailers in this territory, who had requested him to give them details regarding the company's plans for the future.

Mr. Fair brought with him one of the new

Jewett console models, which he exhibited at the Hotel Pennsylvania. Many of the local dealers evinced keen interest in this instrument, commenting particularly upon the attractiveness of the cabinet design and the tone quality. Mr. Fair states that the Jewett factory is working to capacity and within the very near future an announcement will be made relative to several new models that will complete the Jewett line. The console models have attained phenomenal success and under Mr. Fair's able direction the Jewett sales staff is opening new accounts in all of the leading trade centers.

MOVES INTO LARGER QUARTERS

The Alex Robinson Typewriter & Phonograph Exchange, of Union, N. Y., has moved to larger quarters in that town. A full Brunswick line is carried. Clean Cliesebrough, well-known local tenor, is in charge and has started an active drive for Fall sales.

THREE GOOD REASONS

WHY YOU SHOULD INSTALL A SHEET MUSIC DEPARTMENT

- 1.—*Substantial Profit.*
- 2.—*Small Investment.*
- 3.—*Draws Trade for Other Merchandise.*

Hundreds of Merchants in your line are now enjoying active trade as a result of installing a Sheet Music Department.

A New Department can be opened with a \$100 Investment, including necessary Display Racks.

Let us tell you about our guarantee offer. It enables you to start a Sheet Music Department at our risk.

PLAZA MUSIC CO.

18 WEST 20th ST.

NEW YORK

DEPARTMENTIZE YOUR BUSINESS

Various Activities of a Business Should Be Carefully Classified in the Interests of Efficiency, Says the American Business Manual

Every business should be departmentized for the purpose of knowing just where you stand. According to The American Business Manual the following is the way it should be done.

Departments—Following the division indicated, there will be, in a wholesale mercantile house, under the supervision of the general manager or proprietor, the following departments which are to a certain extent interrelated:

1. Purchasing department, whose duty is to replenish stock.
2. Stores department, which receives and stores goods till needed.
3. Sales department, which has charge of the selling.
4. Advertising department, which is often an adjunct of the sales department.
5. Credit department, which passes upon all sales and accounts.
6. Order department, which fills all requisitions.
7. Traffic department, which decides upon the routing and shipping and checks shipments and freight bills.
8. Shipping department, which assembles all outgoing goods, packing and shipping them as directed.
9. Collection department, which has charge of outstanding accounts.
10. Accounting department, which records all transactions.
11. Correspondence department, which has charge of all letters and documents, and general filing work for all other departments.

W. C. Griffith, formerly in the talking machine business in Oucida, Tenn., recently went to Bluefield, W. Va., where he accepted a position as manager of the Edison department of the Goody-konantz Drug Co.

GRETSCH BANJOS

Tenor Banjos and Banjo-Mandolins

EIGHT handsome models, ranging in price from \$15.00 to \$65.00 (wholesale), make up the line of GRETSCH Professional Banjos.

The series is complete, providing a Banjo, Tenor Banjo and Banjo-Mandolin in each model.

Laminated, 3-ply rock-maple rims—built-up necks that can't warp—these are points of construction that mean rugged strength and staying powers. Artistic beauty of finish and tonal brilliance are other features that make them ready sellers.

With these instruments in your stock you are prepared to please the professional player (and the amateur as well) with the kind of a banjo he needs—and buys.

For the prices are right—just to your customer and just to you. You'll find it easy to ask and get a generous margin of profit. And best of all, you'll have the satisfaction of knowing that you've served your customer to his satisfaction when you sell him a GRETSCH Banjo.

WRITE us, on your own letterhead, for descriptive Circular of GRETSCH Banjos and also for our Confidential Trade Price List—the latter quoting wholesale and retail prices on our entire big line of Quality Musical Merchandise.

The FRED. GRETSCH MFG. CO.
Musical Instrument Makers Since 1883
60 Broadway BROOKLYN, N. Y.

F. P. OLIVER INJURED IN ACCIDENT

Popular Talking Machine Man Injured in Automobile Accident—Escapes Serious Injuries

Fred P. Oliver, vice-president and sales manager of the Blackman Talking Machine Co., New York, Victor wholesaler, is suffering from the effects of a serious automobile accident which took place near Mr. Oliver's Summer home at Lake Mahopac a fortnight ago. Mr. Oliver, ac-

companied by several friends, was riding in an open touring car en route for the golf course when a reckless driver of a semi-racing car smashed into the side of the touring car. Mr. Oliver was thrown out of the car, but through a miracle escaped serious injury, falling on his right arm, which may possibly be sprained. His left arm is also slightly injured, but he hopes to be in first-class shape before the month is out.

NEW PATHÉ POSTER FOR DEALERS

Special Twenty-four Sheet Poster, by Cugot, Now Available for Dealers' Use

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has announced a new twenty-four sheet poster which it has provided for free distribution to Pathé dealers. This poster, 9x21 feet, has been painted specially for Pathé by Cugot, the brilliant French poster artist. It depicts an ensemble of opera stars in various roles which are available on the Pathé record list, together with an excellent reproduction of the Pathé machine. Across the top is the Pathé slogan, "Pathé costs no more than the ordinary phonograph."

EQUIPMENT FOR REMICK STORE

Van Veen & Co. to Supply Fittings for New Establishment in Chicago

CHICAGO, Ill., September 8.—Jerome Keit, secretary of Jerome H. Remick & Co., recently placed a contract for the installation of eight bearing rooms and a complete record department, with counters, etc., with Van Veen & Co., Inc., who will supervise the entire work, in their new store at 240 South State street, this city. This store is the newest of the chain operated by Jerome H. Remick & Co. throughout the country and is strategically located in one of the busiest centers of this city. When completed it is expected to be one of the finest talking machine and sheet music shops in the Middle West.

PERCY HEMUS IN "THE IMPRESARIO"

Percy Hemus, well-known baritone and exclusive Olympic artist, is starring in the new musical play, "The Impresario." This production will start on a tour early in October and the present bookings cover over 100 different cities. The Olympic Disc Record Co., of New York, will feature Percy Hemus records in the various cities in which he is to appear.

To Sell the Victrola IX's

Get immediate action. Clear out your Victrola IX's. With the price that's now on this Cabinet 1403, you can put it with a Victrola IX, sell it for less than \$100, and make money. Your Victrola IX's will stay on your floor until you hook them up with cabinets. Write today for at least one sample.

\$14.85
F.O.B.
Indianapolis

Horizontal Shelves. With Patented Hinged Rem. Height, 26 1/2 in. Width, 39 in. Depth, 22 1/2 in. Holds 10 Victor albums. Mahogany Front. Quartered Oak Front. Average weight, crated, 90 pounds.



No. 1403

The UDELL WORKS

1309 West Twenty-Eighth Street

AT INDIANAPOLIS



How many talking machines will be delivered to new buyers this Fall

Not so many as last year. But *certain* retail merchants will make sales equal to or better in volume than their sales for the Fall of 1920. *Other* merchants will do a greatly reduced volume and may "pass out of the picture" altogether.

The class that does a good business will be handling reputable merchandise and selling it by every conceivable, practical method of sales promotion—not the least important of which will be by *advertising*.

In this latter connection we have worked out, by actual experience, a proven method of producing **GREATER RESULTS** from newspaper advertising. Does that interest you in your effort to increase your sales?

The retail talking machine merchant in every city in the country stands squarely between two troublesome fires today. On one hand there's the increasing difficulty of getting business and on the other the unceasing climb in advertising costs. Briefly, he is obliged to pay more for less results, and this means prompt, well-directed action, if he is to forge ahead. He cannot afford to cut down his advertising appropriation without starting backward, nor can he afford to continue to use the same big space of the past, unless it can be made to produce greater results than ever before!

It is a situation which requires a progressive economy.

By actual test of several hundred merchants like yourself, in their respective newspapers, we have established the fact that talking machines and records can be successfully advertised with smaller space than most stores are now using, and that by increasing the variety of appeal, by dove-tailing your window display and direct mail effort with your newspaper advertising, and by being brief and to the point, a small appropriation can be made to bring a substantial volume of people and sales to your store.

This, then, is not the kind of economy that will retard your progress, but one that will carry you further ahead!

Write us to find out how you can, by prompt action, secure the exclusive use of this unique *Business-Bringer* in your city. We don't object to your taking the "Show me" attitude of the man from Missouri, but we do want you to give us the chance to show you the details of a proposition which you cannot procure from any other source.

Our Service will help you economize in your sales promotion effort and at the same time enjoy a prosperous 1921 Fall season.

TALKING MACHINE WORLD SERVICE

373 Fourth Ave., New York

Under the auspices of



Phone Madison Square 5982

REPAIRS
 TALKING MACHINE TROUBLES AND
 HOW TO REMEDY THEM
 Conducted by Andrew H. Dodin

REPAIR ADJUSTMENTS HELP TRADE

The coming of September means to many thousands of homes the ending of the vacation season, with the occupants straightening out their homes in preparation for the coming Winter. It also means, officially, that the talking machine again comes into active use after a rest of two or three months. How many dealers take advantage of the opportunity thus offered at this season of the year to have a salesman or repairman make an inspection trip among their customers to look over the various talking machines and adjust the many little things which may require it after the machine has been idle for some time?

Perhaps nothing may be found wrong with the machine and, in fact, in most cases the machine will be in first-class condition, but the mere fact that the dealer has shown enough interest in his customer to see that the machine is in perfect running condition should strike a responsive chord in the customer and sooner or later bring him, or her, to the store in quest of new records, or perhaps a larger or more elaborate type of machine.

Seeing it that the customer's machine is in proper playing condition is not to be regarded as profitless service to that particular machine owner. The idea behind the move is that the customer is likely to have friends call at intervals and for them to hear a perfect-playing machine and to learn of the dealer's interest is the best kind of advertisement for that particular dealer's store. Such interest on the part of friends means further sales for the dealer.

What better advertisement can a dealer have than a perfect-playing machine in the customer's home? Surely it does not suffice to say, "I sell the ——— machine; there is none better." Even the best-constructed motor and sound box is liable sooner or later to go wrong, either through natural causes or through unskilled handling by the owner. Under such conditions the dealer cannot afford to have representing his store a machine that will not play or plays indifferently. When he sells the outfit it is good business to

"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"

"Magnolia'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 Talking Tips.

MAGNOLA TALKING MACHINE COMPANY
 OTTO SCHULZ, President
 General Offices: 711 MILWAUKEE AVENUE CHICAGO
 Southern Wholesale Branch: 1506 GARDNER BLDG. ATLANTA, GA.



Bought as you tell her to buy

Once you gain the confidence of a customer, she buys as you tell her to buy. She accepts your knowledge on various things and can be schooled to clean records for the sake of the life of the disc and the smoothness of sound. She accepts the record cleaner and the price you charge her as one of the necessary parts of the outfit. She will agree that a dusty cleaner should be discarded and replaced periodically by a new one. Start her right using Clearstones, samples of which we will be glad to furnish and quote on request.

We also make the well-known Recco, Supreme, Velveteen and Gilco Brushes.

E. T. GILBERT MFG. CO., Rochester, N. Y.



Mr. Dealer

AT LAST IT'S HERE
LET YOUR CUSTOMERS MAKE THEIR OWN RECORDS AT THEIR HOMES

THE "RECORDOLA"

Just what you have been waiting for

The Perfect Recorder and Reproducer. May be attached to any phonograph
 SIMPLE TO USE. POSITIVE IN OPERATION

Every Phonograph Owner a Prospect

Complete "Recordola" outfit, handsomely nicked, including a double-faced recording blank that may be used for making 50 to 100 different records.

RETAIL PRICE \$26.00, usual trade discount

RECORDOPHONE CO.

1045 Westchester Ave., New York, N. Y.

ANNOUNCING—

THE OPENING OF OUR NEW EASTERN FACTORY FOR THE

Manufacture of Record Envelopes

Eleven years experience—Specializing in such manufacture. For many years supplying record envelopes to all the largest manufacturers.

SEND FOR SAMPLES AND QUOTATIONS on our latest style envelope—with highest grade printing. Immediate deliveries



Western Envelope Corporation

55-67 Hope Street

Brooklyn, New York

Service

Dependable-- Constructive-- Intelligent

Putnam-Page Co.
 Peoria, Ill.



SPECIAL BRILLIANTONE GLASS DISPLAY OUTFIT

Consists of 500 packages assorted tones, Brilliantone Records, packed in metal and glass three-color display stand. A silent salesman and an inviting picture for your window that will double your record sales.

100% PROFIT DISPLAY STAND FREE

No. 524N—Dealer's price for complete outfit of stand and 500 packages Brilliantone Records, all tones **\$15.00**

COLE & DUNAS MUSIC CO.
 50-56 W. LAKE ST. CHICAGO

Write for our new fall bulletin. Many bargains in accessories, phonographs, etc.

sell with it upkeep service to a reasonable degree. It is one of the finest business-building opportunities at the dealer's command.

The dealer may say "I do not maintain a repair department" or "I have all my repair work done at the shop of my jobber and he could not possibly do this for me." The conclusion is wrong, for this particular service should be the duty of one of your salesmen—the man who is in a position to take immediate advantage of buying interest. The salesman should be sufficiently versed in the minor adjustments of the motor or sound box to be able to make them in the home without difficulty. The motor that needs a new mainspring or the sound box that needs a new diaphragm should be sent to the repair shop.

When the machine has been adjusted and put in good condition the salesman should bring into play his selling ability. If he has been observant he has found out by looking at the records what class of music the machine owner favors, and he can suggest new records of the same type. If he has with him samples of the latest records he can demonstrate them and sell them on the spot. This is being done every day in the week by certain dealers I know and with surprising results.

The salesman who calls at the door with the request that he be permitted to demonstrate the new records is almost certain to be sent on his way, but the one who calls on the plea of inspecting and adjusting the machine without charge is admitted in almost every instance, and once in the house can put his selling ability into practice with little effort.

The adjustments that a salesman is competent to make depend largely upon the salesman himself and the interest he has taken in studying the mechanical features of the machine. I suggest that he obtain from the manufacturer of the particular machine he is selling all the printed matter possible in reference to the construction and repair of that particular product. Let him study the matter carefully, take one of the motors in the store apart and then reassemble it and study the replacing of minor parts, such as a



Let One Man Deliver Your Talking Machine

The Lee Talking Machine Truck will handle the large machine with ease and safety.
No stiles too steep.
Quickly adjusted to any size or make of machine.
Equipped with rubber-tired wheels.
The saving of the second man on the wagon will soon pay for the truck.

Write for Circular and Prices

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

Self Lifting Piano Truck Co.
FINDLAY, OHIO

broken governor spring. He should learn particularly the proper places to inject oil, where gear grease is required, etc. He should wind the motor up full and allow it to run down, listening to the sound it makes in running so that he is enabled to determine whether it is noisy or if the springs jump, a sign that the motor needs to be sent to the shop to have more graphite put in the springs.

The sound box should be studied carefully, particularly the manner in which the needle arm is tensioned. The salesman should be able to judge when the bound box blasts whether the trouble is in the tensioning of the arm or in the fact that the gaskets have become dead and do not hold the diaphragm tight enough.

Experience is always the best teacher and practice makes perfect. A few days of work and study should make the salesman competent to discover and adjust the minor talking machine troubles and, in fact, to tell what is the matter with a machine that doesn't work. Every time a machine is put into perfect playing condition through his efforts he has won a friend in the

customer and has opened the way for a substantial increase in record sales.

OPENS EASTERN OFFICES

Walbert Mfg. Co. Located in Fifth Ave. Building
—Manufacturing Geer Record Repeater—Sales Campaign Inaugurated in East and West

N. H. Fuller, sales manager of the Walbert Mfg. Co., Chicago, arrived in New York a few days ago to open up Eastern offices for the company. Mr. Fuller is now established in the Fifth Avenue Building, at 200 Fifth Avenue, and arrangements are being made to give the Eastern trade efficient service.

The Walbert Mfg. Co. is producing the Geer record repeater, a repeating device which is meeting with considerable success in the trade. A sales campaign has already been inaugurated and, judging from the orders already received, the dealers are giving this repeater a cordial reception. Particular attention will be paid to developing Fall and holiday trade.

AT LAST !!

A PERFECT RECORD REPEATER

As simple to use as a record.

Instantaneous—sure fire—fool-proof

Has absolutely no effect on record, machine or needle.

NOW READY FOR DELIVERY



U. S. Patents and Foreign Patents Pending

WALBERT MFG. CO.

925 Wrightwood Avenue, Chicago
New York Office: 200 Fifth Avenue

**GOVERNMENT ENDORSES
USE OF MUSIC IN HOME**

Official News Letter of U. S. Department of Agriculture Emphasizes the Big Part Played by Music in Civilization—An Argument to the Farmer That Should Assist the Trade

Except when considering the question of raising revenue the Federal Government, through its various departments and bureaus, has indicated a strong appreciation of music and its value. Not only are there schools maintained for the instruction of musicians by both the Army and the Navy, but other departments of the Government have occasion to use or support music in one way or another.

The most direct "boost" that has been given to music by any one Government department, however, was that offered recently in the weekly news letter issued by the U. S. Department of Agriculture. In a box in the middle of the title page of the August 21 issue there appeared under the heading "Music Is a Blessing" the following statement:

"Have you music in your home? Are you making any effort to supplement the splendid offerings of talking machine records and player rolls with home-produced vocal and instrumental melody?"

"Will there be a singing school in your community this Fall?"

"Good music in the farmhouse will contribute much toward a wholesome contentment and a happy family life," Secretary Wallace recently wrote in response to a request for an expression on the subject. "Music is one of the good things of our present civilization, which, in common with other blessings, is as readily available to those who live in the open country as to those who dwell in the cities. In the old days music was an important factor in rural community life.

Many of us remember the old-fashioned singing school. Community singing should be revived generally. The township music teacher should be working in every community."

Since the weekly news letter is issued as the official publication of the Department of Agriculture, and is sent free as a news service to the press of the United States, it is believed that the influence wielded by the publication of the statement with Secretary Wallace's opinion concerning music will be enormous. It is expected that the article on music will be reprinted in a great many newspapers of the country, and

A.F.Co.
felts

is a factor in the wonders performed by the talking machine.

As a turntable cushion it has no substitute.

That there is likewise no substitute for A. F. Co. Turntable Felt seems to be the attitude of the world's foremost makers. They use no other make.

**American Felt
Company**

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 S. Market St.

especially in the rural press. This should cause a general awakening of the farm population to the benefits of music and be reflected in the commercial side of music, which has been suffering to some extent in the past year by reason of slack demand from farmers.

To those retailers who are devoting much attention to the farm trade the statement of the Department of Agriculture should prove a great help in overcoming the strong sales resistance that has been encountered among the farmers largely by reason of their stubborn attitude against buying, growing out of the slump in prices of crops.

There are already indications in the leading farm sections of the country that the agriculturists are inclined this year to sell the crops they have been holding, together with the new crops, and take a loss rather than to hold out indefinitely for the return of war prices. In many cases the farmers realize that there is little basis for hoping for war prices, and that

cash in hand is worth more to them than wheat or corn in the elevator.

The rural trade promises to prove a most important factor in the business of the present Fall, and is looked to by merchants in and out of the music trade to fill up the gap caused by depression in industrial circles. Any propaganda that will influence the farmer to buy musical instruments is therefore doubly welcome, particularly when it bears the official stamp of the Government.

This new attitude toward music in official and semi-official circles should prove most welcome to members of the music industry and unquestionably should have a definite effect upon the business. Within the last two or three years the propaganda for music has been widespread and sufficiently varied in character to appeal to all classes of prospective purchasers. An endorsement of music such as that offered by the Department of Agriculture, having an official status, is calculated to prove as helpful to the music trade proper as many pages of straight display advertising.

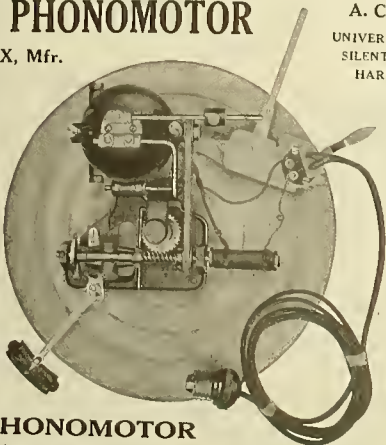
THE PHONOMOTOR

G. C. COX, Mfr.

Office
73 State St.,
Rochester, N. Y.

The best is cheapest in the end. Increase your sales by making your Phonograph Electric.

Send for Sample.



A. C. or D. C.
UNIVERSAL MOTOR
SILENT—DURABLE
HARM PROOF

Prepared to fill quantity orders—Thousands giving owners perfect satisfaction. Guaranteed to meet every condition.

THE PHONOMOTOR

A complete electrical equipment for any make of Phonograph
Quietest, simplest, most effectual and most economical drive on the market.

"VICTROLA AS YOU GO"

The Portland, Ore., branch of Sherman, Clay & Co. has taken a leaf from the advertising book of the Kodak people and has adopted the vacation slogan, "Victrola as You Go." The slogan properly presented through the medium of window displays influenced considerable business during the Summer season just closed.

Smashing Hit



ROBERT NORTON CO.
226 West 46th Street, New York City

Attention!

The right capital, preferably with high-class woodworking facilities, can secure the services of the most successful manufacturing and merchandising man in the independent Phonograph industry. Address: **Box No. 1001, care of Talking Machine World, 373 Fourth Ave., N. Y. C.**

ALEX. STEINERT EXPECTED HOME

BOSTON, MASS., September 8.—Alexander Steinert, head of M. Steinert & Sons, Victor distributors, who has been on an extended European trip, is expected home some time in the middle of September. Mr. Steinert, who is accompanied by his son Robert, visited a number of historical centers in Europe.

The dealer who only talks price to customers loses many sales to people who want products of quality.

September Specials

Motors

- No. 2 Single 3 1/2" shaft spring, 10" turntable, worn case, governor drive, hose handle. Regular wholesale price \$3.25. Now.....\$1.90
- No. 4 Double Spring, plays 4 10" records, 12" turntable, top regulator, rollers running, suitable for 1000 machines. Regular wholesale price \$7.50. Now.....\$5.50

Tone Arms

- No. 2 Universal, good tone, nickel-plated, complete with reproducer.....\$2.50
- No. 3 Victor style, with reproducer, nickel-plated.....\$4.50

Main Springs

- 1 1/2" oval holes, per dozen.....\$2.60
- 1" oval holes, per dozen.....\$2.00
- 1 1/2" oval holes, Columbia or Edison, per doz. 7.00

Needles

- Something new—something better. Spear shaped Mangle-tine needles. Same needle can be used to play loud or soft tones.
- 100 in cartons, per M.....\$.39
 - 1000 of one, per M.....\$ 3.00
 - 100 in metal box, per doz. boxes.....\$ 1.50
- Shipping cost with order.

Other Specials

- Handles, with knobs, ass't, 1/2 doz.....\$1.75
- 100 No. 100 good gram, per doz.....\$ 85
- Felt, 12", fine quality gram, per doz.....\$ 1.65
- Stoppers, round outside, per doz.....\$ 1.00
- Needle cups, nickel plated, per 100.....\$.75
- Governor Springs, Victor size, first grade, per 100.....\$ 1.00
- Stems, assorted sizes, per doz.....\$.75
- Hobler tooling, regulators, set 100.....\$ 1.00
- Governor weights, ass't, per doz.....\$.25
- Governor spindles, ass't, per doz.....\$ 1.00
- Slide gear wheels, ass't, per doz.....\$.75
- Turntable shafts, with fibre wheel, ass't, per doz.....\$ 2.00
- Turntable, ass't, 12", per doz.....\$ 3.00
- Needle holding screws, ass't, per doz.....\$.25
- Record Cleaners, velvet, per doz.....\$ 1.75
- Needle rest, 1 1/2", ass't or nickel-plated, per 100.....\$ 5.00

We manufacture a line of reliable low-priced machines

- Model B—12" 12" 21", mahogany finished, universal tone arm, plays 4 10" records, finished price \$24.95 complete.....\$ 29.95
- Model D—12" 12" 21", mahogany finished, with cover, double motor, plays 4 10" records, universal, size 22.50 wholesale price \$24.95.....\$ 27.50
- Model 50—36" high, 10" 13", floor machine style, mahogany finished, double motor, universal tone arm, big, ultra sensitive price \$24.95. Now.....\$ 27.50
- Model 85—10" 13" 18", mahogany finished, double motor, universal tone arm. Now each.....\$ 35.00

We guarantee our goods to be just as represented. In addition to the above low prices we offer a cash discount of 7% when remittance or check for U. S. D. accompanies an order. L. o. b. New York.

Wollman Talking Machine Mfg. Co.

560-562 Grand Street
BROOKLYN NEW YORK
51 years in the same location Telephone, Slag 0784, Reference: North Side Bank of Bklyn., Bridge Plaza St.

LATHAM JOINS PEARSALL STAFF

Popular Talking Machine Man Will Cover New Jersey and Pennsylvania—Liked in Trade

Lloyd L. Spencer, sales manager of the Silas E. Pearsall Co., New York, Victor wholesaler, announced this week the appointment of Eugene M. Latham as a member of the company's sales staff. Mr. Latham, who assumed his new duties a few days ago, will cover New Jersey and Pennsylvania territory.

Mr. Latham is not a newcomer to the Pearsall organization, having been a member of the Pearsall staff for a number of years prior to his appointment to several important retail posts in the local trade. He is thoroughly familiar with the problems confronting the Victor dealer, and his many years' experience in the trade will enable him to co-operate with the Pearsall clientele to excellent advantage.

DANCING GIRL HELPS WIN PRIZE

Proves the Feature of the Display of the Poindexter Co., Ft. Worth, Tex., During Style Show—Talking Machine Provides Music

A handsome period model talking machine has been winning for the Poindexter Furniture & Carpet Co., Ft. Worth, Tex., the first prize at the recent Style Show in that city. The various awards were for the most homelike displays and the Poindexter Co. arranged a series of rooms simple and practical and representing the well-furnished rooms in the average home. The feature of the display, however, was the living room, a commodious apartment, in which Miss Evelyn Burgess, a local dancer of some reputation, did classical dances several times a day to the accompaniment of talking machine music. The dancing served to attract a crowd that packed the street practically the entire day.

FEATURES NEW RECORD REVIEWS

Perry B. Whitsit Co., Victor Wholesaler of Columbus, Inaugurates Daily Paper Feature of Genuine Value to the Retail Trade

COLUMBUS, O., September 6.—A service as unusual as it is beneficial to the dealers is one just inaugurated by the Perry B. Whitsit Co., Victor wholesaler, 211 North Fifth street, through its publicity director, T. T. Frankenberg, in securing a monthly review of Victor records, written by H. E. Cherrington, well-known music and dramatic critic, on the Columbus Dispatch. Mr. Cherrington hears all of the records the week before they are released and runs the review in the Sunday music section of the Dispatch immediately following their release.

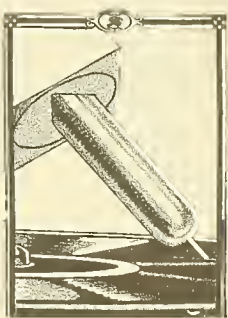
TRIBUNE DISCUSSES RECORD MAKING

Newspapers Throughout Country Devoting More Space to Talking Machine Problems

An article appearing in the New York Tribune of Sunday last describes the various processes necessary to the manufacture of talking machine records and discusses the quality of different voices and difficulties of recording them. While the article was written in a semi-humorous vein, facts were faithfully adhered to. There is nothing new in this particular article, but the fact that the newspapers of the country are devoting more and more space to factors of talking machine manufacture and are thus educating the masses is in itself an indication of the interest which is being manifested by the public in this industry.

EBERSON-TOPP, INC., GETS CHARTER

Eherson-Topp, Inc., Chicago, has been granted a charter of incorporation under the laws of Illinois for the manufacture of musical instruments, supplies, etc. Incorporators are John Eherson, James Topp and Maxwell H. Frost.



STEADY CUSTOMERS

are made through sales of



Semi-Permanent

NEEDLES

THE profit on each sale of Sonora Semi-Permanent Needles, while important, is not the only point to be considered.

Every time you make a sale you gain a steady customer because Sonora Semi-Permanent Needles will play a great many times WITHOUT INJURING THE RECORD and give a superior quality of tone.

Keep a complete stock of these needles always on hand—place them in a convenient, conspicuous place. Make it EASY for your customers to secure them.

Your customers are asking for these. Place your order at once to secure prompt delivery.

Load—Medium—Soft

10 cis. per card of 5

Sonora
Phonograph Company

GEORGE E. BRIGHTON

President

New York, 279 Broadway

Canadian Distributors:

I. Montagnes & Co., Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.

CONNECTICUT DEALERS ORGANIZE

Columbia Dealers' Association of Connecticut Organized Last Month at Outing—Ben F. Morrison Elected President—Over Fifty Members

NEW HAVEN, CONN., September 6.—At an outing of Columbia dealers of Connecticut held at Donble Beach, Branford, Conn., last month, the Columbia Dealers' Association of Connecticut was formed with a charter membership of about fifty members, representing practically every city and town in the State.

The officers of the new State Association are: Ben F. Morrison, president; L. H. Merwin, vice-president; C. G. Brodribb, secretary, and J. W. Ballou, treasurer.

The organization of the Association was the result of a get-together meeting held in connection with the picnic, a very successful affair in the course of which the dealers and their families enjoyed a number of outdoor sports followed by a dinner at the Donble Beach House.

The business meeting which followed the dinner was presided over by L. H. Merwin, president of the New Haven Columbia Dealers' Association, who reviewed the work of that body and pointed out some of the benefits of its accomplishments. He emphasized the importance of exchange opinions and discussing plans at occasional meetings of dealers in the same line and told of the possibilities for good that lie in a State organization of the same sort.

Following Mr. Merwin, Ben F. Morrison, treasurer of the Geo. E. Clark Co., Bridgeport, was introduced and spoke on "Organization—Co-operation and Sales Plans." The next speaker was B. W. Jennings, assistant manager of the New York branch of the Columbia Graphophone Co., who expressed the good will of the members of the New York organization and offered their co-operation to the new association.

H. L. Moorey, the Columbia salesman covering a large section of Connecticut, also spoke and offered his help in getting the support of all the dealers. President Morrison then took the chair and the new association was officially launched. Membership in the new body is open to all dealers in Connecticut carrying the Columbia product.

WALKER TAKES CHARGE

W. R. Walker, formerly in the hardware business, recently assumed the management of the talking machine department of the Warren M. Crosby store, Topeka, Kan.



NEW YORK JOBBERS: Chas. H. Ditson & Co.; Cabinet & Accessories Co.; Bristol & Barber; Knickerbocker T. M. Co.; Geo. Borgfeldt & Co. NEWARK JOBBER: Collings & Co.

DANCING DOLL CO., Inc.

115 East 18th Street Phone: 2293-9055 Stuyvesant New York City

The Response to Our First Advertisement in this Paper Was So Tremendous that We Have Actually Been Carried Off Our Feet

The result is that we are going to give you the benefit of our vast experience in these lines and give you fair warning that

YOU PLACE YOUR STOCK ORDERS NOW

if you want to get AMORITA in your warehouses for the Holiday Trade.

Amorita shimmies and shakes her hips at the same time and never gets out of order. Amorita is a doll and the mechanism is not visible.

Amorita is made in 9-inch and 13-inch sizes and retails for \$2.50 and \$3.50 respectively.

Write your nearest jobber or direct to us

DEVELOPING RECORD SALES

Dealer Sells Polish Record by Mail—Value of Intensive Follow-up

PITTSBURGH, Pa., September 6.—W. Craunowicki, a Columbia dealer in this city, received recently a letter requesting a catalog of Polish records. This letter, translated from the Polish, read as follows:

"Be kind enough to send me a catalog of all Polish records you may have in stock, for being an American emigrant I have a few dollars for which I am compelled to buy Columbia records made in America."

On receipt of this the dealer in question complied with the request for a catalog and enclosed an order blank. In the course of time it was returned, ordering twenty records with a remittance which represented the equivalent of about 23,000 Polish marks.

Some salesman talk too much and say too little. Think this over.

LARGE AND SMALL STORES

Many Merchants Lose Money by Having Too Large Stores and Others Lose Profits on Account of Excessively Cramped Quarters

Many merchants who do a fairly good business find that their profits at the end of the year are not in proportion to the amount of business transacted. This is due to only one thing, and that is overhead expenses. It is very well to have a large store, but it is by far better to have a store in keeping with the size of the business. It is a foolish policy to pay a high rent for a big store when the business does not warrant it. On the other hand, there are many small stores which are doing a big business that really need larger quarters. People like an establishment where there is sufficient space to provide for attractive displays.

A new talking machine establishment handling the Kimball phonographs has been opened at Madalin, N. Y., by Mr. Way, of Hudson, N. Y.

It is the consensus of opinion that conditions have improved materially the past fortnight.

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.

ACME-DIE

• CASTINGS •

ALUMINUM-ZINC-TIN & LEAD ALLOYS

AcmeDie-Casting Corp

Boston Rochester Brooklyn N.Y. Detroit Chicago

INCREASED DEMAND FOR RECORDS

USUALLY BEGINS IN SEPTEMBER

NOW IS THE TIME

to prepare for the increased

business, which is coming

NOW IS THE TIME

to order your supply of

COTTON FLOCKS

YOU WANT THE BEST WE MAKE IT

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



COMPOSED BY ENRICO CARUSO DREAMS of LONG AGO

*You can HEAR IT
and BUY IT-HERE*

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

TO ENCOURAGE USE OF MAHOGANY

Mahogany Association Forms to Educate Trade and Public to the Value of That Wood and to Urge Its Use More Generally

For the purpose of teaching the consumer what is meant by mahogany, its value and intrinsic worth in furniture and cabinet work, including piano cases and talking machine cabinets, importers of, and dealers in, mahogany wood and veneers recently formed the Mahogany Association.

The purpose of the Association is to further the use of mahogany by a campaign of education carried on among housewives, merchants, architects, interior decorators, etc., and emphasizing the good qualities of mahogany, its honorable antiquity and the fact that the great masters of furniture all have used it to express their higher ideals in furniture making.

The publicity plan as at present contemplated calls for an advertising campaign running in eleven national magazines and an intensive direct mailing campaign, to manufacturers, dealers, architects, interior decorators, musical instrument manufacturers, etc., to interest them in a more general use of mahogany. It is stated that the campaign will be carried along ethical lines and will be strictly educational in character.

From the time that mahogany was introduced into England the latter part of the sixteenth century it has always been the favorite wood of furniture manufacturers. Chippendale, the Adam Brothers, Sheraton, Heppelwhite and our own interpreters of Colonial designs all used mahogany and many of their original masterpieces are in use to-day.

Twenty or twenty-five years ago when a piece of furniture was purchased the chances were that it was constructed of genuine mahogany. To-day the chances are that the furniture will consist of 25 per cent mahogany and 75 per cent other wood. This, of course, is a general statement and should be accepted as such, and in a number of cases the use of other woods, especially during the war, was due to the fact that the Government required the best of mahogany for airplanes.

Both manufacturers and retailers of furniture and cabinets realize the necessity of a better product with the more general use of the genuine wood, it is said, especially in view of the fact that genuine mahogany is again available to the trade in quantities. Hence the campaign of education.

It is stated that the new Mahogany Association has nothing in common with interests who have been threatening legal action against furniture manufacturers and dealers who are manufacturing and selling furniture or cabinet work as mahogany which is made of inferior wood.

NEBRASKA DEALERS MEET IN OCT.

The fifth annual convention of the Nebraska Victor Dealers' Association will be held in Omaha, Neb., October 17 and 18. William Zittmann, treasurer of the Hospe Co., is arranging the program. Secretary Hugo G. Heyn says he expects a large attendance.

SHERMAN, CLAY & CO.'S FINE WORK

Sherman, Clay & Co., whose success is a monument to their progressiveness, are in active touch with the National Bureau for the Advancement of Music and have been utilizing their assistants in stimulating interest in music in the Pacific Northwest. Substantial results have already been secured. A very successful Music Memory Contest has been put on in Portland, eliciting attention and co-operation from the whole community, but Mrs. McClusky, the head of Sherman, Clay & Co.'s educational department, not content with one city, is pushing the idea throughout the entire States of Washington and Oregon.

FILE BANKRUPTCY PETITION

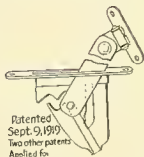
CHICAGO, Ill., September 9.—A petition in bankruptcy was filed yesterday against the Endless Graph Co., of this city, by Cyprian Ilkwi, Wasyl Ilkwi and Wykyta Ilkwi. It is alleged that the three petitioners loaned the company notes which it failed to pay.

The average person is apt to be suspicious of the dealer who throws in accessories to make a sale. They have a suspicion that the goods are not up to requirements and the thought enters their minds that the machine is overpriced or the dealer would not make such offers.

PHONOGRAPH CABINETS

1,500 phonograph cabinets, first-class construction and finish. We are compelled to realize the cash quickly and will sell cheap. If necessary, will complete with first-class two-spring motor and first-class tone arm and sound box. A great opportunity to get your holiday line of phonographs at real rock-bottom prices. Write us for prices and terms. The Universal Cabinet Co., Greenville, O.

The Most Dependable and Inexpensive Lid Support on the Market



The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent. Samples on request.

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.



Supplement Envelopes for Everyone



Supplement Envelopes, green sulphite or brown kraft, 10 and 12 inch plain* and printed.*

Delivery Bags, grey or brown kraft, 10 and 12 inch plain* or printed.

Featuring seasonal displays in a way to attract attention. Blue, pink, green and white—dealer's choice of paper color. Prices and samples on application.

* Can be delivered upon receipt of order

HALSTED WILLIAMS CORPORATION

815-819 Monroe Street

Brooklyn, New York

BLACKMAN AND BUEHN RETURN FROM TRIP

Prominent New York Distributor, Accompanied by President of Jobbers' Association, Had Delightful Trip to Pacific Coast—Mr. Blackman Tells The World of His Experiences

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, returned to his desk a few days ago, after making a coast-to-coast tour, which included a visit to many of the important points between Colorado Springs and the Pacific Coast and in Western Canada. After attending the annual convention of the National Association of Talking Machine Jobbers, held at Colorado Springs the first week in July, Mr. Blackman, accompanied by Louis Buehn, president of the Louis Buehn Co., Philadelphia, Pa., Victor wholesaler and recently elected president of the National Association of Talking Machine Jobbers, laid out plans for a most interesting trip to the Pacific Coast and surrounding territory. The

members of the party included Mr. and Mrs. Blackman and Albert Blackman, Mr. and Mrs. Louis Buehn, Miss Adeline Buehn, Miss Elsie Buehn and Louis Buehn, Jr.

After leaving Colorado Springs the party visited Salt Lake City, where they were entertained by John Elliott Clark, Victor wholesaler at that point. A journey was then made through Yellowstone Park, the party at that time comprising, in addition to the Blackman and Buehn

families, several other Victor wholesalers, including L. C. Wiswell and family, of Chicago, and G. T. Williams and family, of Brooklyn, N. Y. After going through Yellowstone Park the Blackman and Buehn party returned to Salt Lake City, while the other travelers left for their respective homes. From Salt Lake City the tourists left for Los Angeles, where they were entertained by Sherman, Clay & Co., Victor wholesalers. They were also met there by A. C. Ireton, who was formerly one of Mr. Blackman's neighbors at East Orange, N. J., and who is now general manager of Phonographs, Ltd., Edison jobbers, at that point. Many enjoyable side trips were made from Los Angeles, including a visit to Catalina Islands and to Hollywood, the center of the moving-picture industry. At the latter city the Blackman and Buehn party was entertained by Theodore Roberts, famous moving-picture star, who is a cousin of Mr. Blackman's. This was their first meeting in twenty years and they took advantage to reminisce over the progress of the talking machine industry since the days when Mr. Roberts had made several records in the Academy of Music at Mr. Blackman's request.

In commenting upon his trip to a representative of The World, Mr. Blackman spoke particularly of the prosperity that is evidenced in Los Angeles, stating that he attributed a considerable measure of this prosperity to the fact that labor is working on the open-shop plan in that city and building is therefore going ahead at full speed.

At Riverside, Cal., the party visited the famous Glenwood Mission Inn, which is one of the show places of the Pacific Coast, and after leaving Riverside the next stops were Santa Barbara and Del Monte.

San Francisco was the next city on the schedule where the visitors were met by Andrew G. McCarthy, of Sherman, Clay & Co., and Mr. and Mrs. Ireton, who had journeyed north from Los Angeles to welcome them. A feature of the five days' stay at San Francisco was a visit to the magnificent estate owned by Leon F. Douglass, chairman of the board of directors of the Victor Talking Machine Co. This estate with its fifty-six rooms and 130 acres of land is famous along the Pacific Coast, and a tour of inspection was keenly enjoyed. At San Francisco the party left for Portland, Ore., making the trip along the beautiful Columbia River drive. They were entertained in this city by Sherman, Clay & Co., who also welcomed the party at Seattle. At this point they were invited to inspect the super-dreadnaught of the United States Navy, the U. S. S. Tennessee. The commander of the battleship is Lieut.-Commander Payne, who was one of Mr. Blackman's neighbors at his Summer home, Brightwaters, L. I.

Vancouver, B. C., was the next stop, with a visit to Victoria, B. C. The trip through the Canadian Rockies was a feature of this trip, and several days were spent at Lake Louise, the most beautiful spot in this region. At Banff the party stayed three days and Mr. Buehn took advantage of the opportunity to roll up new golf scores. In fact, Mr. Blackman states that outside of golfing and swimming Mr. Buehn's sole exercise consisted in an honest endeavor to be the first one in the dining room three times a day.

From Canada the party left for St. Paul and Minneapolis, being entertained in the Twin Cities by W. J. Dyer & Bro. and the Beckwith-O'Neill Co., Victor wholesalers, and Laurence Lucker,

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

Noiseless Strong Successful

THE SILENT

PHONOGRAPH MOTOR

Over 300,000 In Actual Use

Satisfactory Service Proved by the Test of Time

8 Special Features of the SILENT Motor 8

1. Governor shaft mounted with a universal ball-and-socket bearing, insuring automatic self-alignment and flexibility. An exclusive SILENT Motor feature.
2. Turntable spindle mounted with adjustable bearing, by means of which rigidity of spindle is insured. An exclusive SILENT Motor feature.
3. Absolutely silent worm-wind.
4. Playing capacity guaranteed in excess of rating. An exclusive SILENT Motor feature.
5. Noiseless in operation.
6. All moving parts balanced.
7. Absolute precision in manufacture.
8. Exhaustive inspection and tests.

Send for a Sample Motor—Quotations on Request

The Silent Motor Corporation

CHARLES A. O'MALLEY, President
(Successor to the Phonomotor Mfg. Co.)

321-323-325 Dean Street

Brooklyn, N. Y.

Something New and Profitable for Victor Dealers



CARUSO BUST
 4 1/2" High—Packed one in a box, \$10 per hundred
 18" High \$24 per dozen
 21" High \$36 per dozen
 Special Prices on Quantity

The Two Greatest Novelties Ever Presented to Victor Followers Are Now Ready For You.

Victor Dealers Can "Clean Up" With These Caruso Busts and Plaques. Order Today—the Demand Is Steadily Increasing.

Order Through Your Distributor



CARUSO PLAQUE
 Size 7 1/2". Three different colors; ivory finish, plain white and cream. Bronze on special order.
 Price, \$60 per hundred; packed one in a box.
 Special Prices on Quantity

The Juth Toy Mfg. Corp.

HARRY BURGER, President

404 OAKLAND STREET

BROOKLYN, N. Y.

Originators and Sole Manufacturers of the Caruso Busts and Plaques Illustrated

an old-time friend and Edison jobber. George Mairs, of W. J. Dyer & Bro., who was recently elected treasurer of the National Association of Talking Machine Jobbers, was in personal charge of the entertainment.

Chicago was the next stop, according to schedule, and from that point the party visited Peoria, Ill., where they spent two days as the guests of the Putnam-Page Co., Victor wholesalers. Messrs. Putnam and Page royally entertained the visitors, and the side trips included calls at the Automobile Club and the Country Club. On their return to Chicago L. C. Wiswell was the host and Mr. Blackman was gratified to learn that business conditions had improved materially since the first of August, and that there was a noticeable industrial revival all along the line.

From a business standpoint Mr. Blackman commented in part as follows regarding his observations: "Everybody seems to realize that there has been a grand spree of extravagance and recklessness and that we must sober up. In almost all cases the average business man is confident and optimistic, and in practically every industry the tide has apparently turned.

"If business generally is willing to take a sufficient loss on stock on hand and immediately place a figure on goods that will constitute a fair present market value compared with goods produced under present conditions, the business revival would have marked impetus. The business man must be willing to charge this off to profit and loss, good will, etc., and likewise if labor will take the same attitude and recognize immediately the necessity of reduced wages it will be possible to give the public increased buying con-

fidence that will be reflected in the movement of merchandise.

"It is impossible to bring about a quick revival of business for the reason that so much financing has called for loans on stock on hand, both finished and in the raw state. With a quick readjustment the collateral value of this stock would be seriously impaired, and while it might



J. Newcomb Blackman

be better from some angles to have a speedy resumption of business there would probably be too great a strain, and therefore the readjustment will have to be as it is to-day, gradual, sure and inevitable.

"It is most significant and fortunate, as outlined in a recent address by Mr. Freeman, director of distribution of the Victor Talking Machine

Co., that a forecast of trade conditions does not and will not make necessary radical adjustments or reductions in the prices of Victor product. I mention this in order that the above remarks about the readjustments of prices will not be misunderstood when applied to Victor merchandise. The demand for the new 300 and the number 45 portable type is beyond expectations, and indicates in my judgment a certain security of these models, particularly of the former.

"In conclusion I might add that I am more optimistic than ever, and those talking machine dealers who are preparing for the Fall and holiday trade by securing sufficient stock will cash in without question. Factory curtailment has been necessary, owing to the unprecedented drop from reckless buying to almost a refusal to buy, and when the revival of business comes this Fall it will be impossible for the Victor factory, or, in fact, any large factory of similar character, to take care of the demands of the trade in time to satisfy everyone. I would, therefore, recommend to Victor dealers that they buy ahead of actual requirements, with the suggestion that they buy cautiously but wisely, and their confidence will be well justified."

RECORD-MAKING FIRM INCORPORATES

The Harmony Recording Laboratories have been granted a charter of incorporation under the laws of Delaware, with a capital of \$150,000, to make talking machine records. Incorporators are: Howard Burns, Sewickley, Pa.; A. A. Alles, Aspinwall, Pa., and W. Crow, Pittsburgh.

HOUSTON DRUG COMPANY

HOUSTON, TEXAS

Are pleased to announce to the trade that they are now distributing

OKeh Records

and are prepared with a large up-to-date stock to give prompt and efficient service to dealers of

"THE RECORD OF QUALITY"

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, agree 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—Salesmen calling on the talking machine trade to sell our line of record-cleaning brushes as a side line on a liberal commission basis. E. T. Gilbert Mfg. Co., Rochester, N. Y.

POSITION WANTED—Recording expert familiar with all branches of record business, having own recording machine, open for engagement. Will be pleased to submit estimates on fitting laboratory. "Box 1003," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Experienced phonograph salesman for New York City and Eastern territory. One acquainted with the trade; salary, commission and expenses. Frederick P. Alischul, 112 West 23rd St., New York City.

POSITION WANTED—Technical laboratory man and backed up matrix expert with eighteen years' experience will hold interview with any talking machine company. Address "Box 1012," care of 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.

LIVE WIRE RETAIL SALESMAN wanted to co-operate with our dealers in Pennsylvania. A splendid opportunity for a hard-working man who can produce good sales. State age and give list of all employers during past ten years. **WEAVER PIANO CO., INC.,** Pathé Jobbers, York, Pa.

POSITION WANTED—By an expert in the making of composition and disc records. Has supervised some of the best work of this country. "Box 1009," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Young man desires position as a record order clerk and salesman with a large concern, except not real salesman, knowledge of records in all foreign languages (Venez and Columbia); 3 years retail experience with largest concern in the genre. Salary and commission or straight salary. Short hours preferred. Address "Box 1008," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Thoroughly experienced window and retail manager, executive and road man, desires connection. Highest class references. Address "Box 1007," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Traveling or will retail store. Inside or outside position. Ten years experience handling standard phonographs and records. Thoroughly capable handling any position, up matter how responsible. Address "Box 1011," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Reputation and salesman young man with years of all-around experience as a salesman, wishes steady position in New York City or Brooklyn. Best references. Address "Box 1014," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Young lads with eight years' experience in the phonograph line. Capable of taking full charge of store. Would like to connect with better type of phonograph concern. Address "N. B.," 422 Columbia Ave., New York City.

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. Moller Co., Ephrata, Pa.

CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

OPPORTUNITY

Partner wanted on the most profitable attachment ever put on the market for talking machines. Address Osborn, 1706 Caton Ave., Brooklyn, N. Y.

WANTED

Dealers and distributors in several choice territories not yet covered by the Modernola—the most modern of phonographs. The Modernola is a thoroughly trustworthy machine of a different shape than all the rest and offers wonderful possibilities as a real sales proposition. Write at once. The Modernola Co., Johnstown, Pa.

WANTED

Two pair matrices with one pair dies to fit for pressing records. Ten-inch backed matrices preferred. Selection on matrices can be done. Send details to Box 1005, care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Danly patented Record Lifter. Instead of grabbing records with the finger nails to remove them from the turntable, my device removes them easily. This gives you an advantage to pull business over other competitors. "Box 265," Station C, Los Angeles, Cal.

FOR SALE

Recording machine and tools for lateral recording, price reasonable. "Box 1004," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Magnavox, complete with battery, \$150. Recently purchased and as good as new. Theodore W. Olson, care Page & Young, Morris, Ill.

SEND US YOUR INQUIRY

Buy all kinds of parts for talking machines. Especially our famous American Walnut. Can also furnish crown moldings, legs or any parts you desire. Send samples or specification along with quantity wanted and we will quote you an exact, either cut to approximate sizes, machined ready to assemble, or assembled and in the white. Write us today. Mount Kisco Wood Working Co., Mt. Kisco, N. Y.

OPPORTUNITY

We have about 2,000 phonograph cabinets of prominent makes, which we wish to dispose of either in the WHITE or COMPLETE. Splendid proposition for jobbers or exporters. Good opportunity for anyone wishing to enter the talking machine field without the burden of manufacturing. Mount Kisco Wood Working Co., Mt. Kisco, N. Y.

VICTROLA BUSINESS FOR SALE

A splendid opportunity to purchase an old established and good paying Victrola business on Long Island, a good farming district, besides being a great Summer resort. Business can be doubled by a "five string" who thoroughly understands the Victrola line. Address will send thorough investigation. Address "Box 1006," care The Talking Machine World, 373 Fourth Ave., New York City.

BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal namplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Cash on hand in advance with any line. Write for our proposition to-day. Poverty Manufacturing Co., Dayton, O.

POSITION WANTED—Recording expert, understands equipment of laboratory from A to Z, familiar with up-to-date methods and has new ideas. "Box 1000," The Talking Machine World, 373 Fourth Ave., New York City.

REVOLUTIONARY

I have for sale patents covering a new type of talking machine that can be produced cheaper than any machine ever manufactured. Any responsible manufacturing concern desiring to make this machine will find my proposition attractive. The patents are basic and the tone quality of the machine is excellent. Full details upon application. Address "Box 1013," care The Talking Machine World, 373 Fourth Ave., New York City.

Phonograph Cabinets and Disc Record Filing Cabinets

Samples below cost. Period and upright phonographs with or without equipment. Also disc record filing cabinets. Write for prices and specifications.

VALUE-TONE TALKING MACHINE MFG. CO. Cur. Borden & Front Sts. - Long Island City, N. Y.

REPAIRMEN

Free—gratis, a little tool every repairman needs. It is FREE for the asking. No obligations. Send for one and it will be mailed to you promptly. Postage prepaid. Address "Box 1008," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Columbia Grafonola Shoppe Beautifully equipped Columbia Shoppe. High-class mahogany furnishings, ten bookshelves, small stock of Columbia records and machines on hand. Will close out at a bargain at quick sale. Located in city of 30,000 with drawing power of 60,000. Inquire "Box 1015," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Hydraulic press with cooling platen, hand pump and pressure gauge attached, steel, second hand, for pressing records. Must be in perfect working condition with price cheap. Address "Box 1010," care The Talking Machine World, 373 Fourth Ave., New York City.

SPOT CASH

We BUY

Job Lots, Close-Outs, Discontinued Stocks, etc. in all lines. No quantity too small. We buy what you don't want. SEND SAMPLES AND FULL PARTICULARS TO: FANTUS BROS., 625 S. Dearborn St., Chicago

WE BUY ANYTHING

Sacrifice Sale of 25,000 Standard

9-inch BOTTINE DISC RECORDS
Very large assortment
All distributable in quantities
In 100 lots, 10c. In 2,000 lots, 10c.
In 250 lots, 15c. In 5,000 lots, 10c.
In 500 lots, 15c. In 10,000 lots, 10c.
In 1,000 lots, 15c. Better stock, 15c. each.
Terms: Net F.O.B. Chicago. Subject to prior sale.
Fantus Bros., 625-531 S. Dearborn St., Chicago, Ill.

FOR SALE

Established music store in one of Michigan's good towns. Splendid line of pianos and phonographs. A good investment. Frank F. Smith, Alma, Mich.

WANTED

Victor Red and Black Seal Records in all languages. Also parts and motors. Spot Cash Paid. Victoria Phonograph and Record Exchange, 150 East 59th St., New York City.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Sales Developments Along Progressive Lines Now in Evidence With Holidays at End—Conditions Steadily Bettering—A New Portable Gramophone—Export Trade Increasing—Aeolian Co.'s New Capital Issue—Window-Advertising Competition Interests—Caruso's Passing—Trade Activity in Germany—Mermod a Visitor—Brunswick Activities in London—Alfred Clark Married—Other News

LONDON, ENGLAND, September 1.—The month of August is known as a holiday month, more or less the world over, I suppose. Anyway, it has lived up to it this side. Quite a number of prominent gramophone men are out of town seeking a well-earned rest in preparation for the expected early trade revival. Sales developments along progressive lines may certainly be looked for within the next week or so. At this time trade prospects appear very healthy. An examination of the situation brings uppermost the fact that industrial labor trouble is practically non-existent to-day. Millions are still unemployed or working short time, it is true, but, consequent upon the reopening of factories and businesses which had been closed down for this or that reason, the cause is removed and men are returning to work at an average rate of about 100,000 each week. That most excellent sign surely indicates the availability of an increasing amount of spending money, which must become more plentiful proportionate to the country's expanding wages bill. From this the gramophone trade may not, perhaps, feel substantial benefit immediately, but it is undoubtedly coming. Already there is an improvement in

trade, a condition of things which during the past six months at least has certainly not been experienced by any section of the British musical instrument industry. However that may be, the pleasant fact remains that gramophone and record sales are livelier than for some time and once on the welcome road of progress it puts every one concerned in good heart for real effort during the forthcoming season.

Of these good influences manufacturers, wholesalers and large dealers will almost certainly take full advantage. They realize that a change has set in with scope for trade expansion dependent upon energetic methods. By the ordinary course of things gramophone sales must naturally show substantial improvement, but that is good enough. The great army of dealers, who are rather prone to take things as they come without making any special attempt to stimulate sales, will need considerable encouragement. That encouragement is best given by the manufacturers, in the direction of general publicity, advertising literature, free advertising cuts and propaganda work. Because of this very complete service, which, at present, is provided only by two or three companies, a great number of dealers are enheartened and encouraged to maintain consistent enterprise in making sales where otherwise things would be flat. With few exceptions it is actually a fact that the success of any retail business depends upon the man in charge. To the salesman I would say—it is not what the people buy so much as what you sell them that sums up your degree of success in business.

Though it may not be a record one, this season,

I am convinced, will be good just according to the amount of individual push exercised. Everything is in favor of a trade revival—gradual, but sure. Let each one see that the most is made of it.

Termination of the Excess Profits Duty

The commissioners of Inland Revenue draw the attention of taxpayers to the provision of the Finance Act, 1921, dealing with the termination of the excess profits duty and granting relief in certain cases in respect of losses arising from a fall in value of trading stock. In regard to the relief in respect of trading stock the Commissioners bring to the notice of taxpayers that any claim for relief specifying under which parts of the schedule the claim is to be made must be given in writing to the Commissioners of Inland Revenue before March 31 next.

Congratulations!

The following announcement appeared in the Daily Telegraph of August 4: "Silver wedding. Cullum-Scott—On August 4, 1896, at Tatsfield Parish Church, by the Rev. F. W. Parsons, H. J. Cullum, M. B. E., of Tower Dene, Northwood, to E. L. Lockwood Scott." Mr. Cullum is managing director of the well-known gramophone house, Perophon, Ltd., City road, London.

A Good Proposition for the States

In view of the fact that the American public has come to look upon the portable gramophone with increasing favor I am sure that a first-class American house will find the "Gripna" gramophone, a wonderful portable instrument, worthy of consideration because of its ingenious

(Continued on page 162)



"His Master's Voice"

Copyright

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

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

DENMARK: Skandinavisk Gramphon-Aktieselskab, Prihavn, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramofono, 55-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Gramphon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co. Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Soloviansk, Solovnat Dvor, Moscow; 4, Galerinskij Prospect, Tiflis; Nowy-Swiat 35, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co. Ltd., 130, Balaughatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

AUSTRALIA: S. Hofmann & Co. Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonom, 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 418, Durban; Ivan H. Huerburger, Post Box 105, Bloemfontein; Franz Hoeller, Post Box 108, East London; B. J. Ewina & Co., Post Box 58, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenco Marques.

HOLLAND: American Import Co., 22a, Amstel Veerkade, The Hague.

ITALY: A. Bonst & Co., Via Orefetti 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



YE "POPULAR" RECORDS

Double-Sided
Superb Needle Cut "10 Inch"
"Laterals"



LONDON'S LEADING VALUE!!!

QUOTATIONS

LOWEST in ENGLAND

FOR "HIGH GRADE PRODUCTS"

5,000 Lots and up "Your Selection" or a Sample 1,000,
made up with "One Example" from Catalogued Pairings.

Address: **SOUND RECORDING CO., Ltd.**
EXPORT DEPT., 18-19 Swallow Street
Piccadilly, London, England

CABLES "Grammvox"
London
"QUOTATIONS CABLED FREE"

POINTS We can give customers their own design label for large parcels or deal with any proposition for supplying master records, material or plant.

- Repertoire Approx 3,000 Titles—Covering
- Superb Selection, Bands and Orchestras
- Lightning Shipments
- Packing by Experts
- Rock Quotations "Always"
- F. O. B. London
- We underwrite all Insurances "if Requested" to Buyers A/c
- Our Shipping Services, **this Side FREE**
- Correspondence Invited—any language

FROM OUR LONDON HEADQUARTERS—(Continued from page 161)

construction. It is the invention of H. J. Cullum, M. B. E., managing director of Peraphone, Ltd., 76-78 City road, London, who, in the course of an interview, stated that patents are pending in the U. S. A. and all other important countries. Mr. Cullum believes in the probability of securing master patents in America, as he is assured on good authority that you have nothing in any way approaching the style of construction and unique automatic action of the Grippa portable. It is Mr. Cullum's own patent and is the result of much experimentation over a considerable period.

This little gramophone measures 12½ x 10½ x 5½ inches, weighs nine pounds, nine and one-half pounds and thirteen pounds (according to model) and is put up in six different models, with four styles of cases, i. e., polished wood, leatherette, solid oak, solid cowhide. A number of records can be carried in the lid and the equipment includes two sliding locks. The Grippa will play ten and twelve-inch records. There are no loose parts, doors or other fittings to bother over. The simple action of raising the lid automatically brings the tone arm in position ready to play—a very clever arrangement. This comparatively small, of necessity, the sound-resonating chamber arouses admiration by reason of its special shape and general design to ensure, as it does, a full, evenly distributed tone almost the equal in volume of a large framed machine. The material used is stout sheet metal. Certainly the Grippa represents remarkable value; it can be manufactured on a very competitive price basis, and from these facts it is not surprising that its sales have reached a substantial figure this side.

British Export Trade Increasing

For the past several months an enormous decline of our trade has been registered. It is, therefore, the more satisfactory to report that the July figures show a slight increase over those for June. Taking round figures, the July exports at £48,000,000 show an increase of £5,000,000 over last month. This is still enormously behind the total for July, 1920, by over £94,000,000! It is a significant illustration, firstly, of the general decline in world trade and, secondly, of the stagnation to which our industries have been brought by the miners', rail and other strikes and labor disorganization generally.

Aeolian Co., Ltd., New Capital Issue

Of interest is a statement made by the chairman of the above company at a meeting of the preference shareholders. It appears that a resolution passed at a meeting in June, 1920, gave the directors authority to issue £500,000 notes, bearing interest at 7½ per cent. Owing to the stringency in the money market it was afterwards thought best not to issue these notes. The directors are now advised to make the issue of debenture stock, bearing interest at 8½ per cent—which would permit it to be made practically at par and would thus make available

the necessary amount of new capital. This new stock is redeemable at any time after the first five years. A resolution to the foregoing effect was duly put to the meeting and carried.

Under a new arrangement the ordinary shareholders who at present own the Aeolian Co. (Proprietary), Ltd., of Australia, which, it was stated, has surplus assets of £116,000, agree to transfer that business to the London Co. in exchange for an equivalent amount of ordinary shares. In closing the meeting the chairman further remarked, urging shareholders to attend their company's meetings, "I think and hope that we have got through difficult times, and things look much more encouraging than they were."

An Attractive Window-dressing Competition

Open to all "Winner" dealers a very interesting window-dressing competition has just closed. Messrs. J. B. Hough, Ltd., devised a generous scheme involving the payment of money prizes to the value of over £400. Its introduction during a quiet period of the year gave dealers an opportunity of devoting time and thought to the idea. Some excellent window shows of Winner records and machines resulted; indeed, the response all over the country was remarkable for the very keen interest displayed and the number of dealers who participated in the competition. It was significant in its demonstration of the ability of the retail trade to dress

effective and eye-compelling windows, and if for no other reason the enterprise of the Winner people will serve to awaken a keener regard for the selling effect of attractively arranged windows than has perhaps been the case hitherto. **The Passing of a Great Artist—Caruso Records**

All the newspapers have commented in terms of keen regret upon the lamented death of the world's greatest operatic star, describing his loss as irreparable. Many writers find some consolation in the fact that Signor Caruso's magnificent voice still remains with us in the form of gramophone records. And such records as only "His Master's Voice" can produce! Some of them were recorded as long ago as 1901, but I doubt if these early ones are still on the list. Special Caruso window shows at the Gramophone Co.'s Oxford street and Cheapside premises were made. Surrounding a portrait of the great artist (draped in black) were a number of his records, and the whole being so reverently treated evoked the respectful attention of passers-by. As may be expected, Caruso's records are in special demand at this time. Some customers were content with nothing less than a complete set our enthusiast ordered as many as 200.

The manager of the "His Master's Voice" Co. is reported as having informed a newspaper man that "We are going to take care of the originals for quite a while, but the records preserved in museums will, of course, in themselves immortalize Caruso. For twenty-six (sic) years

↓ ↓
"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
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 Gleggall Road, London, S. E. 15, England**

FROM OUR LONDON HEADQUARTERS—(Continued from page 162)

Caruso's songs have been recorded on the gramophone, and we have always advocated the storing of such as these by schools and libraries, so that a singer's early efforts may be compared with his greatest successes, perhaps many years hence."

German Trade Activity

Remarkable tales of German trade revival are reported here. There is said to be a minimum of unemployment, the work-people are in good heart, fairly well satisfied, look well fed and are decently clothed. There is no labor disturbance of importance, though unsettlement is rife in some districts. If reports be true gramophone conditions leave little to be desired. Home and export trade is working up to satisfactory proportions, but, as with England, some of the German pre-war markets are partially closed by heavier tariff restrictions. So-called pianos are turned out in Crefeld at about £21, it is said, just £3 more than before the war. Industries dependent upon raw materials from abroad are more or less stagnant, owing to the low exchange value of the mark.

William Mermod Visits London

The above member of Messrs. Mermod Frères, St. Croix, was a recent visitor to London. His firm is the manufacturer of the well-known gramophone motor that bears its name and of which the Sterno Mfg. Co., this city, is the United Kingdom agent. Mr. Mermod was here primarily to consult with Mr. Sternberg upon business matters affecting their mutual interests. During the course of an interview with your correspondent Mr. Mermod referred to trade conditions in Switzerland as being none too good at the moment, though signs of improvement were visible. "In my country," said Mr. Mermod, "labor is anxious to work longer than the legal eight hours permitted per day. The men have unsuccessfully petitioned the Government to remove this eight-hour restriction so they can earn more money when trade revives."

Colonel Tatton to Visit America?

It is to be recommended to the grand council of the Federation of British Music Industries that its organizing director, Colonel R. H. Tatton, should visit America and Canada to study on the spot the work of associations similar to the Federation existing in those countries.

The Brunswick Phonograph Seen in London

The president of the Canadian Manufacturers' Association, William B. Puckett, was recently in London with a complete range of Brunswick phonographs. He is managing director of the Musical Merchandise Sales Co., Toronto, Canadian distributor of the Brunswick line, and in collaboration with the Chicago headquarters Mr. Puckett came here for the purpose of investigating the possibilities of a sales campaign in this market.

Interviewed by your correspondent Mr. Puckett evinced a keen appreciation of British trade conditions. Though our gramophone trade is mainly confined to the sale of instruments up to the value of \$50 it is significant that all the better-class dealers now stock cabinet machines.

After a thorough examination of the situation, personal investigation around the trade, Mr. Puckett expressed his belief that the British market offered big prospects for a high-class selling campaign and he avowed that "We have certainly touched the fringe of the big trade."

There is certainly scope for effort based upon new methods of exploiting the British gramophone field and some of our manufacturers fully realize that the retail size of the business needs a push.

The Brunswick instruments that I had the pleasure of examining are a revelation in many ways. Their adaptability for playing any make of record, fidelity of tone, artistic and solid construction, properly shaped sound chamber, beautiful mechanism, etc., are points which convince.

Early developments may be expected if Mr. Puckett returns here next year, the possibility of which he intimated to the writer.

"Homochord"—A New Record

It was exclusively reported in these columns some few months ago that the extensive Homophone record repertoire would become available in this market. Full particulars of the plans and policy of trading were then disclosed by David Sternberg in the course of an interview with your correspondent. A new company has now been formed to carry these plans into effect. It is styled the British Homophone Co., Ltd., capital £25,000, in £1 shares, registered office at 19 City road, London. A first list of well-versed vocal and instrumental numbers is by now in the hands of the trade and I understand that the records in point of quality and general value have met with a good reception. The two or three numbers played over in my presence were of first-grade tonal quality and volume. At present the "Homochord" record, as it is called, is being pressed in ten-inch (double-sided) size only and will retail at 3s. each.

Miscellaneous Items of Interest

Edison phonographs and records are being increasingly featured here by factors and dealers. In particular, the Blue Amberol cylinder enjoys quite a following from the nucleus of the cylinder veterans.

The instalment sales plan initiated by Keith Frowse & Co., Ltd., in connection with Sonoras has been received with favor by leading retailers.

There is a small improvement in the demand for electric motors for gramophones. British dealers are somewhat slow to cut new ground, but encouragement is derived from the fact that electric mechanism is now interesting a number of new gramophone houses.

The new premises opened by the "His Master's Voice" in Oxford street, London, evoke widespread admiration. All departments have now settled down and on the occasion of a recent visit I observed that interested buyers occupied all but one of the dozen or so sound-proof audition chambers.

It is reported that the capital of the Polyphonwerke Aktiengesellschaft, Wahren, Ger-

many, has been increased to 21,000,000 marks.

Advice is to hand from J. Curwen & Sons, Ltd., Berners street, London, that they have relinquished their musical instrument department. F. M. Crossman, who managed this department, has taken over Messrs. Curwen's stock and in partnership with A. C. Rosetti will trade as Rosetti & Co., 5 Fitzroy Court, Tottenham Court road, London. All success to the new business!

Marriage of Alfred Clark

A happy ceremony took place in London on July 21, when Alfred Clark, managing director of the "His Master's Voice" Co., took unto himself a charming wife in the person of Miss Ivy G. Sanders, who is by no means unknown to the gramophone trade. Mrs. Clark is a forceful writer on a number of topics, and besides editing "The Voice" for a period a year or so ago she counts to her credit an interesting invention in the form of a mute or tone controller. Hearny felicitations to both!

No Variation in Price of Winner Records

The recent notification of a reduction in the price of a well-known record, to take effect in October, has evidently caused a certain amount of speculation among dealers as to its effect upon the price of other makes. At least that is the inference to be drawn from a circular issued to dealers by the Winner Record Co., which takes the opportunity of denying that there will be any variation in the price of this famous record. The price reduction in question may certainly have the effect of creating a little disturbance in the minds of dealers, "rendering it advisable," as the Winner people say, "to assure the trade that there will be no alteration in the price of Winners." Continuing, the circular goes on to remind dealers that "Confidence is necessary for good trade," etc. All the way through Winner prices have remained steady. That has been of undoubted advantage to Winner dealers and we may be sure that when, if at all, the price of materials and other circumstances permit of a reduction being made in the interests of their dealers and of their world public the Winner directorate will immediately respond to such conditions.

Meanwhile the Winner record standard of quality is being maintained at a high level, very comprehensive lists of new titles are issued each month, as always, and the trade looks with every confidence to the future well-being and continued progress of this old-established all-British firm.

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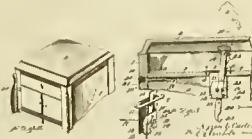
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 8.—Reproducer for Talking Machines. Otto H. Waudeser, Rochester, N. Y., Patent No. 1,380,445.

The present invention relates to reproducers for talking machines and more particularly to the mounting of the stylus lever, an object of this invention being to provide a mounting which may be readily changed to obtain different tones from the reproducer.

Figure 1 is a plan view, partially in section, of a reproducer embodying the present invention; Fig. 2 is an edge view of the reproducer partially in section; Fig. 3 is a section through one of the blocks employed for supporting the stylus lever, the section being taken on the line 3-3; Fig. 4; Fig. 5 is a bottom view of one of the blocks; Fig. 5 is an end view of one of the blocks; Fig. 6 is a fragmentary enlarged view showing the stylus lever connected to one of the

In the accompanying drawings Figure 1 is a perspective view of a graphophone, showing the position of the releasing mechanism in respect to the cover; Fig. 2 is an enlarged vertical sectional view showing the cover in full lines locked



in the closed position, and, in dotted lines, in its raised locked position; Fig. 3 is an enlarged perspective view of the lock-carrying plate and its locking member.

Reproducer for Talking Machines. J. W. Kaufmann, Baltimore, Md. Patent No. 1,381,201.

This invention is an improvement in reproducers for talking machines, and has for its object to provide a new and improved connection between the needle and the diaphragm controlling lever, for improving the tone, making the reproduction more faithful and distinct, and eliminating the disagreeable machine element of the tone.

In the drawings: Fig. 1 is a front view of the improved reproducer. Fig. 2 is a section on the line 2-2 of Fig. 1. Fig. 3 is a partial plan view of the spring. Fig. 4 is a front view of the needle holder and support. Fig. 5 is a plan view of a modified form of needle holder.

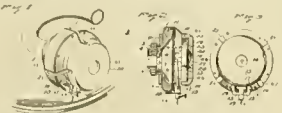


Fig. 6 is an edge view of a modified form of spring before bending. Fig. 7 is a partial front view, showing a modified mounting for the reproducer lever. Fig. 8 is a section on the line 8-8 of Fig. 7.

Sound Box. Fredrick N. Green, Willimantic, Conn. Patent No. 1,372,018.

This invention relates to improvements in sound boxes for talking machines, and particularly pertaining to talking machines of the well-known Victor and the Columbia type. One object of the invention is to provide a sound box composed of wood, whereby a more natural and accurate reproduction of the sound waves on the record is produced, and also for the purpose of materially reducing the scratching noise common to metal sound boxes, and to thereby reduce the weight of the sound box, which reduces the wear on both the record and the needle, whereby both are longer lived.

A further object is to provide a sound box having a main or needle diaphragm and an outer auxiliary diaphragm carried by an auxiliary sound box which is connected to the



on the line 2-2 of Fig. 1; Fig. 3 is a detail side view on a still larger scale of a feed shaft, and a sleeve thereon, broken away.

Dome Support. Nixon L. Carter, Newport News, Va. Patent No. 1,380,946.

This invention relates to new and useful improvements in hinged cover supports. The object of the invention is to provide a support of this character adapted to hold a cover of any character in a raised position, so that access may be had to the receptacle, and also provide means whereby said support may be readily released for closing the cover as well as means for locking the cover closed. Another object is to provide a cover support in which the whole mechanism is contained within the receptacle and has a neat appearance.

also serves to modulate the tone of the main diaphragm to a more natural voice tone, preventing the common unnatural high pitch of certain sound waves and materially, if not entirely, preventing what may be called blasting sound waves, which are common with metal sound boxes when reproducing certain sound waves.

In the accompanying drawings Fig. 1 is a perspective view of the improved sound box, showing it supported in relation to a disk record and a part of the tone arm. Fig. 2 is a central transverse sectional view through the improved sound box. Fig. 3 is a front elevation of Fig. 2.

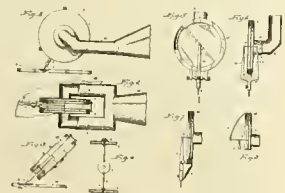
Sound Reproducer. Jose Hloffay, New York. Patent No. 1,382,086.

This invention relates to improvements in sound-reproducing devices, and has for an object to provide an improved structure wherein the sound-reproducing element is connected with the stylus by a non-metallic substance, whereby the metallic sound or scratching of the stylus will not be reproduced.

Another object of the invention is to provide a reproducing device arranged with a pair of diaphragms connected up with a single stylus through a non-metallic member arranged in such a manner that when the stylus is operated both of the diaphragms will be operated according to the direction of movement of the stylus, and will by their own action return to their original positions, causing the vibrations necessary for the productions of sounds.

Another object of the invention is to provide a reproducing device formed with one diaphragm connected with a single stylus bifurcated into two transmitting levers through a non-metallic member so that the diaphragm will be operated from each side.

Another object of the invention is to provide a bifurcated stylus lever straddling the diaphragm and connected with opposite sides thereof by means of articulating elements arranged substantially perpendicular to the plane of the diaphragm and the longitudinal axes of the forks of the lever whereby the diaphragm will be positively vibrated by the undulations in the groove of a record and also whereby the molecular vibration set up in the stylus and lever by the surface inequalities in the groove will be neutralized and not transmitted to the diaphragm to distort a true note. The high "C" of a tenor vibrates 512 times a second and, if in the record reproduction 1,000 supplemental vibrations should be set up during this second



by the surface inequalities in the record groove, the note is thinned and reproduced at a higher pitch, but the invention overcomes this by permitting this molecular vibration to pass to the ends of the tines without effect on the elements joining the same to the diaphragm for the reasons that the line of direction is changed by the perpendicular arrangement of the said elements with respect to both the lever tines and to the diaphragm and that the said elements have an articulating connection with said tines and with said diaphragm whereby the lever may have longitudinal molecular vibratory movement without effect on the diaphragm and the tines

main sound box, which materially increases the sound waves or vibrations made by the main diaphragm by forcing the sound wave or vibrations in increased volume through the tone-arm connection. This auxiliary diaphragm and sound box, in addition to increasing the volume,

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 164)

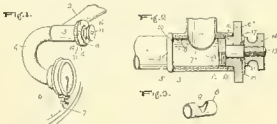
of the lever counterbalance each other in the molecular vibration.

Fig. 1 is a side view of a reproducing device embodying the invention. Fig. 2 is a section through Fig. 1 approximately on line 2—2. Fig. 3 is an edge view of the device when turned so as to use a record having vertical indentations. Fig. 4 is an enlarged fragmentary sectional view approximately on line 4—4 of Fig. 2. Fig. 5 is a front view of a slightly modified form of the invention. Fig. 6 is a sectional view through Fig. 5 approximately on the line 6—6. Fig. 7 is a view similar to Fig. 6, but showing a further slightly modified form of the invention. Fig. 8 is a fragmentary sectional view showing a slightly modified form of the invention to that shown in Fig. 7.

Sound Regulator for Talking Machines. Wm. A. Lomas, Detroit, Mich. Patent No. 1,382,297.

This invention has relation to a sound regulator designed for use with talking machines of the "Victor" type, wherein the sound box or reproducer is mounted at the free end of a pivoted arm or goose neck.

In order to soften the tone or reduce the volume of sound of a talking machine it is now necessary either to reduce the speed of rotation of the record, which takes time for adjustment and results in the record being played in a different or lower pitch or scale, or to change



to a wooden or soft-tone needle, which also takes time to remove and replace the needle and requires that such needles be purchased, whereas applicant finds that he can accomplish an equally good or better result by the invention referred to.

Fig. 1 is a perspective view of the invention as applied. Fig. 2 is a central longitudinal section of the same, partly broken away. Fig. 3 is a detail perspective view of the controlling sleeve.

Modulator. Fred H. Ferris, Wilmington, Del. Patent No. 1,382,493.

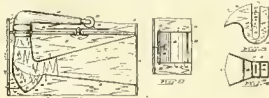
This invention relates to talking machines and has for an object to provide a talking machine and modulator for varying or modulating the tones or sounds produced in the operation of the machine.

The invention comprehends, among other features, a modulating device which is so arranged and incorporated with the construction of the tone conveyor and amplifier that the tones and sounds produced can be increased or decreased in volume by the mere operation of a suitable lever or other operating element provided, in conjunction with a pallet, to bring about an increase or decrease of the area of the throat of the tone or sound conveyor.

Various kinds of modulating devices have been employed heretofore in connection with talking machines, for the purpose of modulating the tones and sounds produced, but in a majority of these instances the pallet, or modulating device, consists of a flat disk or plate disposed in the sound conveyor or amplifier in such a man-

ner that when it is desired to diminish the volume of sound or tone the disk or plate is arranged to choke, or partially choke, the tone conveyor or amplifier. Similarly, the modulation of the tones of a talking machine has been carried out by partially or entirely closing the larger end of the amplifier, through the medium of doors or slides. This latter form of arrangement, however, again, is but a choking off of the sounds and tones produced.

In this construction it is aimed to provide a modulating device which is so arranged that the modulation of the tones produced will be accomplished without the interposition, in the path of

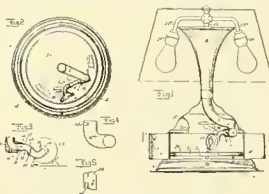


the sound, of any kind of an obstruction, the design, construction and arrangement of the apparatus being based somewhat upon the principle of the restriction or modulation of the human voice, as it would issue from the throat and mouth of the producer.

Fig. 1 is a fragmentary vertical sectional view taken through a talking machine, showing the construction applied thereto, parts being broken away to disclose the underlying structure with the modulator plate or element shown in full lines in one position and dotted lines in another position. Fig. 2 is a fragmentary horizontal sectional view taken substantially on the line 2—2 in Fig. 1, looking in the direction of the arrow. Fig. 3 is a fragmentary vertical sectional view taken through a slightly modified form of the invention. Fig. 4 is a horizontal sectional view taken on the line 4—4 in Fig. 3.

Phonograph. Walter W. Thorpe, Pelham, N. Y., assignor to Electric Phonograph Corp., New York. Patent No. 1,382,692.

This invention relates to talking machines or phonographs, the object being to provide various improvements in the mechanical construction thereof. In the accompanying drawings Fig. 1 is a view in side elevation, partly broken away, of the improved phonograph showing the



doors in open position. Fig. 2 is a section on the line 2—2, looking down. Fig. 3 is a detail view, partly in section. Figs. 4 and 5 are relatively enlarged views of detached details.

Phonograph Repeat Mechanism. Wm. B. Benham, Washington, D. C. Patent No. 1,384,034.

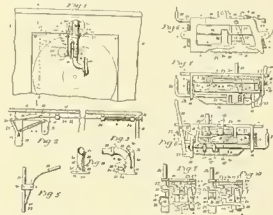
This invention relates to phonographs, and has for one of its objects to provide an attachment whereby the reproducer device, after passing over a record, may be returned to the starting point, or disposed in position to repeat the record, without stopping the movement of the motor or injuring the record.

Another object of the invention is to provide a device of this character which may be adapted without material structural change to the various makes and constructions of talking machines.

Another object of the invention is to provide a device of this character which may be applied to the instrument without structural change therein and without disfiguring or changing the cabinet or casing.

Another object of the invention is to provide a device of this character which may be operated by a simple pull button, or knob, or similar device, from the exterior of the cabinet.

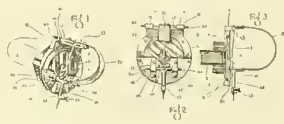
Fig. 1 is a plan view of a portion of a conventional phonograph cabinet, including a portion of the motor board, the turntable, the tone arm and sound box. Fig. 2 is an enlarged detail in section on line 2—2 of Fig. 1. Fig. 3 is a side elevation of the base and a part of the needle arm or tone arm, with a part of the controlling mechanism attached. Fig. 4 is a front elevation of the parts shown in Fig. 3, with the tone arm in section on the line 4—4 of Fig. 3. Fig. 5 is an enlarged detail of a portion of the supporting post or standard and a part of the supporting arm. Fig. 6 is a plan view, enlarged and partly broken away, of the part of the device which is attached to the motor board or platform. Fig. 7 is a front elevation of the parts shown in Fig.



6. Fig. 8 is a rear elevation of the parts shown in Figs. 6 and 7. Fig. 9 is a transverse section on the line 9—9 of Fig. 8, looking in the direction of the arrows. Fig. 10 is a transverse section on the line 10—10 of Fig. 8, looking in the direction of the arrows.

Reproducer for Talking Machines. John W. Kaufmann, Baltimore, Md. Patent No. 1,381,998.

This invention is an improvement in reproducers for talking machines, and has for its object to provide a new and improved connection between the needle and the diaphragm controlling lever for transmitting in as perfect a manner as possible the movement for the needle to the diaphragm, to provide for a softening of the tone and diminution of mechanical elements therefrom, as well as for increasing the



volume of tone. In the drawings Fig. 1 is a perspective view of the improved reproducer. Fig. 2 is a front view. Fig. 3 is a section on the line 3—3 of Fig. 2.

WHY THE "DALION" IS POPULAR

MILWAUKEE, Wis., September 8.—The Milwaukee Talking Machine Co., maker of the Dalion phonograph, is entering the Fall campaign for trade, following a busy Summer, with distinct assurances from retailers that its product will play no unimportant part in the trade field during the next four or five months. The beautiful cabinet designs, the individual constructive features of these instruments and their most convenient auto-file system, have helped to make these phonographs extremely popular.

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dries in 10 seconds, flows without showing the lap. With it damaged varnish can be repaired invisibly and permanently. Complete Repair Outfit, \$3.50; 1 quart, \$1.90; 1 pint, \$1.00.

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REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN

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TELEPHONE, SPRING 1194

ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 166)

- ...trot for Dancing...Max Felix Della Robbia Orch.
- 50817 Honolulu Blues (Dyson-Appelhof)—Tenor, Billy Jones and Chorus
- Hamming (Love-Henderson)—Male Voices, Quartet
- "BABY IN BRAVE" AND NINE OTHER EDISON RECREATIONS
- 50821 He (Black)—Fostor for Dancing...Orlando's Orch. Sherry Heer (Intro. "Twilight Time") (Brown-Hill-Levine)—Waltz for Dancing...Orlando's Orch.
- 50822 Let's Go to Sleep (The O'Brien Love Conversation Step) (Hirsch)—Melody Fostor for Dancing...Orlando's Orch.
- 50823 Siren Kisses (Snyder)—Fostor for Dancing...Harry Rademans's Jazz Orch.
- 50824 One Kiss (Burnett-Arnheim)—Fostor for Dancing...Orlando's Orch.
- 50825 Choo-choo (Frazier)—Waltz for Dancing...Orlando's Orch.
- 50827 Waltz for the "Honey"—Waltz for Dancing...Orlando's Orch.
- 50828 Baby in Love ("Last Waltz") (Goodman-Bruce)—Fostor for Dancing...Orlando's Orch.
- 50829 I Know Why Your Mother Called You "Baby" (Bright-Allen)—Fostor for Dancing...Club de Vingt Orch.
- 50836 My Galway Rose ("Irish Eyes") (Kerlan-Scanlan)—Tango for Dancing...Walker Scanlan Mavourneen ("Irish Eyes") (McDonough-Scanlan)—Voices...Criteria Quartet

- 520856 (Title) Shall We Gather at the River?—Cathedral Male Quartet
- Abide With Me—Unaccomp.
- 520859 NEW INSTRUMENTALS
- (Pallie) Six Men Versus A Giant Des Altes (If You've Never Had What I Have)—Longo Trio
- 520900 (Title) Beautiful—Longo Trio
- 520901 (Pallie) March, Jolly, Jolly, Brass Quartet
- 520902 (Pallie) Funeral March of a Marching Band—Basson Solo...Leopold Bucci and Herold Duo
- 520903 (Pallie) Legend Band and Nicholas Leuchli
- 520904 (Pallie) Lazy Male (Lewie)—Saxophone
- Where the Vase Missed—Nathan Grintz
- Freeds—Violin Solo, with Piano
- Notice—Records marked "A" may be obtained as Actual (unreel) records.

GENNET LATERAL RECORDS

- 4746 In the Sweet Bye and Bye (Bennett-Webster)—Vocal Quartet, Unaccomp...Criteria Quartet
- 4747 The Church in the Wildwood...Criteria Quartet
- 4748 Drowsy Head (Berlin-De Lenth)—Waltz
- In My Tippy Canoe (Fisher)—Gennett Dance Orch.
- 4748 Juliette (Turk-Robinson)—Franco-American Quartet
- Sweetheart (Davis-Jones)—Fostor
- 4750 Oh, Mel, Oh, My (Intro. "Dolly") (Kussner)—From "Two Little Girls in Blue" (Helen Clark)
- 4751 Bessie Street Blues (Henderson)—Franco-American Quartet
- 10034 Coming Through the Key—Soprano, Piano with Orch. Accomp.
- 4742 Pioggia di Stella (Canora)—Polka
- Una Gentilezza (Canora)—Polka
- 4752 Rialto di Veniza (Abdessa-Cano)—Orchestra Sinfonia
- Il Canto Della Sirena (Canora)—Orchestra Sinfonia
- 4753 Le Minie d'Argenta (Hefes)—Mazurka
- Flor di Primavera (Scariano)—Mazurka
- 4754 Caparella Affairata (DeLuca-Giovanetti)—Mambo
- Accomp. by Dell' Orchestra Napoletana
- 4755 O Zangunaro Nnamurante (Scotti Di Carlo)
- III Piffero di Montagna (Viviani)
- 2511 La Donna E' Capello (Wanna)—Fostor
- (From "Rigoleto")—Tenor, Signor Angelo Rossini
- Le Galba di Vercelli (Wanna) (Lombacavallo) (From "Piaçcetti")—Tenor, Signor Angelo Rossini

EDISON AMBEROL RECORDS

- 4328 Peggy O'Neil (Peeas-Nelson-Dodge)—Tenor, Billy Jones and Male Chorus
- 4329 Moonlight (Contra)—Fostor for Dancing...Max Felix Della Robbia Orch.
- 4330 Paper Doll (Davis)—Waltz for Dancing...Green Bros. Novelty Band
- 4331 Down Yonder (Gilbert)—Male Voices, Premier Quartet
- 4332 Pecker Up White (Till the Clouds Part) (Franklyn-Vincent)—Fostor for Dancing...Harry Rademans's Jazz Orch.
- 4333 Idol Mine (Pollack-Franklin)—Fostor for Dancing...Green Bros. Novelty Band
- 4334 I've Danced So Long (Johnson-Biba)—Berl Harvey
- 4335 Man in Indian (R. E. Gorman-Rose)—Orlando's Orch.
- 4336 Redwing (Henderson)—Orlando's Orch.
- 4337 Drowsy Head (Berlin-De Lenth)—Waltz
- 4338 Arrah Go Long With You (Do You See Any Green in My Eye?) (Maguerite E. Farrell)
- 4339 China (Elio-Waltz)—Fostor for Dancing...Harry Rademans's Jazz Orch.
- 4340 Last Little Mile Is the Longest (When You're Longing for Home—Sweet Home) (Donaldson)—Tenor...Lewis James
- 4341 Good as Gold (Kearney-Brookman-Horton-Sherman)—Waltz for Dancing...Max Felix Della Robbia Orch.
- 4342 Lucky Jim (Horwitz-Brown-Shattuck)—Male Voices...Criteria Quartet
- 4343 Rip, Rip, Rip (Horton-Thompson)—Soprano, Piano with Orch. Accomp.
- 4344 Mabel (Miller)—Fostor for Dancing...Charles Hart
- 4345 Ray Miller and His Black and White Melody Boys
- 4346 Honolulu Honey (Dyson-Appelhof)—Tenor, Billy Jones and Chorus
- 4347 Robin Hood (John Smith)
- 4348 Look for the Silver Lining (Melody Fostor ("Humming") (Kern-Bruce-Henderson)—Male Voices...Harry Rademans's Jazz Orch.
- 4349 Two Little Girls in Blue (Intro. "Oh, Mel") (Helen Clark) (Cowan)—Fostor for Dancing...Harry Rademans's Jazz Orch.
- 4350 Foxes in Indian (R. E. Gorman-Rose)—Orlando's Orch.
- 4351 Saturday (Intro. "Daisy Day")—Melody Fostor for Dancing...Orlando's Orch.
- 4352 Old Tired So Nice (Nice People) (Brown-Walsh)—Tenor...Helen Clark
- 4353 All Myself (Berlin)—Contra...Helen Clark

PATHE FRERES RECORD CO.

- "POP" SUPPLEMENT NO. 49
- POPULAR VOCAL
- 240612 Bring Back My Blushing Rose (From "Ziegfeld Follies of 1921")...Billy Jones
- Tuck Me to Sleep (In My Old Kentucky Home)...Ernest Haro
- 240613 You (Henderson)—Belle Gayer
- 240614 Mother, I Didn't Understand...William Rees
- 240615 I'm Not Nobody (From "The Show Boat")...Anna in Indian (R. E. Gorman-Rose)
- 240616 There's Only One Pal After All...Crescent Trio
- 240617 Who Be the Next One to Go?...Lewis James
- DANCE
- 240618 Remember the Rose (Intro. "Always")—Fostor for Dancing...Merle Meloy
- 240619 One in a Billion (From "The Show Boat")—Fostor...Merle Meloy
- 240616 I've Got You Under My Skin...Merle Meloy
- 240617 Why Don't You Believe Me—Fostor...Ray Perkins
- 240617 I Call You Sunshine—Fostor...Ray Perkins
- 240618 Rosy Cheeks—Fostor...Ray Perkins
- 240618 Mac-Fostor...Cassino Dance Orch.
- 240619 Reses Down—Fostor...Cassino Dance Orch.
- 240619 Canadian Capers—Fostor...Cassino Dance Orch.
- 240620 South Sea Isles (From Goe, White's Song)—Fostor...Cassino Dance Orch.
- 240620 I Love You Wonderful—Fostor...Cassino Dance Orch.
- 240621 Near Me (Intro. "I'm Glad")...Joseph Samuels' Music Masters
- 240620 Hawaiian Chimes—Waltz-Ferrera and Franchini
- Susquahanna Cross—Waltz-Ferrera and Franchini
- Saxophone by Walter Glinzer
- Regular Pathé October List
- OPERATIC AND OTHER VOCAL RECORDS
- 54076 Ave Maria (Back-Ground)—In Latin...Gemma Call
- 54077 Nephelioses (Boito) ("Whistle Song")—In Italian...Adamo Didur
- 54078 STANFORD'S SONGS—In Italian...Charles Harrison
- 54078 (Pallie) Lasse e' Mine...Charles Harrison
- 54079 The Rose and the Rose...Charles Harrison
- 54078 (Pallie) Soldier's Farewell—Unaccomp...Shannon Four

- 4387 Love Sends a Little Gift of Roses—Tenor, with Orch. Accomp.
- "I'll Build a World in the Heart of a Rose"—Tenor, with Orch. Accomp.
- 4388 I'll Find Fast in a Baby's Hands—Tenor, with Orch. Accomp.
- 4389 Let's Go to Sleep (The O'Brien Love Conversation Step)—Tenor, with Orch. Accomp.
- 4390 Mabel (Miller)—Tenor, with Orch. Accomp.
- 4391 Gotta Home Blues (Lewie)—Tenor, with Orch. Accomp.
- 4392 Blues That Drove Man to the North Sea (Intro. "Concerto")—Tenor, with Orch. Accomp.
- 4393 I'll Find Fast in a Baby's Hands—Tenor, with Orch. Accomp.
- 4394 I'll Find Fast in a Baby's Hands—Tenor, with Orch. Accomp.
- 4395 I'll Find Fast in a Baby's Hands—Tenor, with Orch. Accomp.
- 4396 I'll Find Fast in a Baby's Hands—Tenor, with Orch. Accomp.
- 4397 I'll Find Fast in a Baby's Hands—Tenor, with Orch. Accomp.
- 4398 I'll Find Fast in a Baby's Hands—Tenor, with Orch. Accomp.
- 4399 I'll Find Fast in a Baby's Hands—Tenor, with Orch. Accomp.
- 4400 I'll Find Fast in a Baby's Hands—Tenor, with Orch. Accomp.

OLYMPIC DISC RECORD CORP.

- POPULAR SONGS
- 14113 Mabel (Miller)—Billy Jones
- 14114 Tuck Me to Sleep—Billy Jones
- 14115 Mabel (Miller)—Billy Jones
- 14116 Tuck Me to Sleep—Billy Jones
- 14117 Mabel (Miller)—Billy Jones
- 14118 Tuck Me to Sleep—Billy Jones
- 14119 Mabel (Miller)—Billy Jones
- 14120 Tuck Me to Sleep—Billy Jones
- 14121 Mabel (Miller)—Billy Jones
- 14122 Tuck Me to Sleep—Billy Jones
- 14123 Mabel (Miller)—Billy Jones
- 14124 Tuck Me to Sleep—Billy Jones
- HAWAIIAN SELECTIONS
- 16066 Drowsy Head (Berlin-De Lenth)—Waltz
- 16067 Shadow Waltz—Hopiulu Hawaiian Orchestra
- 16068 Hawaiian Selections—Hopiulu Hawaiian Orchestra
- 17100 Just That One Hour—Chas. Hart
- 17111 When in Tippy Valley—Chas. Hart
- 17112 You're a Good Fellow—Elliott Shaw
- 17113 Forever and Forever—Elliott Shaw
- SACRED SELECTIONS
- 20020 Holy City—Elliott Shaw
- 18112 Kites on the Keys—Piano Solo for Dancing, Lindy Howard
- 18113 Valse Classique—Xylophone Solo, with Orch. Green
- 18114 Coconut Dance—Banjo and Orch. Fred Van Eps
- 18115 Southern Dixie Melody—Banjo and Orch. Fred Van Eps

AMERICAN ODEON CORP.

- LATEST DANCE RECORDS
- OD 20601 Sale-May (Salome) (Robert Solari)—Fostor...Green Bros. Novelty Band
- Peggy O'Neil (Peeas-Nelson-Dodge)—Waltz...Green Bros. Novelty Band
- OD 20601 All by Myself (Irving Berlin)—Fostor...Green Bros. Novelty Band
- Fancies (Herbert Spencer)—American Odeon Orch.
- OD 20602 You, Joe, Kinchel's Waldorf Astoria Dance Orch. (Marion Stanford)—Fostor...Green Bros. Novelty Band
- Joe, Kinchel's Waldorf Astoria Dance Orch. (When the Sun Goes Down (Stoncham Mary Home)—Fostor...Green Bros. Novelty Band
- OD 20603 Maybe (I'm Coming Back to You) (Levin-Gold)—Fostor...Green Bros. Novelty Band
- Crossing (William E. Condon)—Fostor...Green Bros. Novelty Band
- Joe, Kinchel's Waldorf Astoria Dance Orch.
- OD 20607 Chow Mein (Jimmy Clark)—Fostor...Green Bros. Novelty Band
- Three O'Clock in the Morning (Julian Rodel)—Waltz...Green Bros. Novelty Band
- OD 20608 Moon River (Lec-David)—Waltz...Green Bros. Novelty Band
- Just Like a Rainbow (Walter Donaldson)—Fostor...Green Bros. Novelty Band
- OD 20604 Love Me (All of the Time) (A. Macintosh)—Fostor...Green Bros. Novelty Band
- Sweetheart (Benjamin Davis-Jones)—Contra...Green Bros. Novelty Band
- OD 20605 In the Valley Near Sheverson (Daniel J. Sullivan)—Fostor...Green Bros. Novelty Band
- OD 20606 Danny Boy (Old Irish Air, Lyric by Fred Waller)—Fostor...Green Bros. Novelty Band
- My Dark Rouselen (J. C. Marston-A. Needham)—Baritone with Orch. Elliott Shaw

EMERSON GRAPHOP CO., INC.

- DANCE
- 10419 Just Like a Rainbow (Earl-Foster)—Fostor...Green Bros. Novelty Band
- Choo-Cho-San (Hugo Fretz)—Fostor...Green Bros. Novelty Band
- 10420 Wang Wang Blues (Mueller-Johnson-Buse)—Fostor...Green Bros. Novelty Band
- Home Away Home (Berlin-Allen)—Fostor...Green Bros. Novelty Band
- 10421 Oh, Joy! (Billy Schroeder)—Fostor...Green Bros. Novelty Band
- 10422 In My Tippy Canoe (Fred Fisher)—Fostor...Green Bros. Novelty Band
- 10423 You're the Sweetest Girl in All the World (Sandford-Robinson)—Melody Fostor...Green Bros. Novelty Band
- I've Lost My Heart to the Meanest Gal (Kern-Cruger's Orchestra) (Continued on page 168)

OKEH RECORDS

- 70401 Lohengrin (Elio's) Sang on die Luffe (Ye Vangering Brezecs) (Wagner)—Soprano, in German, with Orch. Accomp. 10x2
- 72501 Megafote (Son to Spirito) (Boito)—Bass, in Italian, with Orch. Accomp. 10x2
- 72601 Norma (Casta Diva) (Queen of Heaven) (Bellini)—Soprano, in Italian, Accomp. by the Orchestra of the La Scala Opera, Giannina Russ 10x2
- 72602 March of Seville (Largo al Focomp) (Room for the Ecotourist) (Rossini)—Barritone, in Italian...Ricardo Stracardi
- 5005 I'll Find Fast in a Baby's Hands (Lewie) (Henderson) (Denotti)—Soprano (Arion) with Orch. Accomp. by the Italian Orchestra, with Orch. Accomp. by Maria Campanari
- 6009 Rigoletto (E' il sol dell'anima) (Sun of the South) (Verdi)—Soprano-Tenor Duo, with Orch. Accomp. by the Italian Orchestra, with Orch. Accomp. by Maria Campanari
- Rigoletto (Questa o quella) (Amongst the Fair Through the Trees) with Orch. Accomp. 10x2
- 4393 Bedouin Love Song—Baritone, with Orch. Accomp.
- Where My Caravan Has Rested—Bernard Ferguson
- 22401 Trauzener Revue (Schubert)—Fostor...Bernard Ferguson
- 4394 Romance, Part I (Rubinstein)—Violin Solo, Piano Accomp. 10x2
- 4394 Romance, Part II (Rubinstein)—Violin Solo, Piano Accomp. 10x2
- 4394 March Religioso (Ondard Christian Soldiers) (F. Adami Frades') (W. W. Midglove)—March...Cowboy's Band
- 4394 March (Victore (Father of Victory) (Victore)—March...Cowboy's Band
- 4385 The Warbler's Serenade—Bird Voices by Shirley Simpson (From "The Country Club")
- Sunflower Dance (Op. 11, No. 1) (W. E. MacClymont)—Whirling Solo, with Piano
- 4389 Kawaba—Hawaiian Guitar Duo, Ferrera-Franchini
- 4386 O' Wailing Harp (Wreath for the Hero) (Christian Science Hymn)—Contra, with Orch. Shepherd, Show Me How to Go (Christian Science Hymn)—Contra, with Orch. Neveida Van Der Veer
- 4390 Shout All Over God's Heaven (Negro Spiritual), Southland Jubilee Singers
- My Lord's Writing All the Tunes (Negro Spiritual), Southland Jubilee Singers

ADVANCE RECORDS FOR OCTOBER

(Continued from page 167)

- Town (Machyley Kortlander)—Fox Trot, Klankation Dance Orch.
- 10424 Why Dear? (Henry R. Cohen) Fox Trot, Henry Melody Men
- Second-hand Rose (From "Zueffeld Polles of (J. A. Hanley) Fox-trot, Leahy Mrs
- 10425 Bring Back My Bluebird (Rock Front), Tenor Solo, Orch. Accom., Charles Harrison
- There's a Corner Up in Heaven (Living Berlin) Tenor Solo, Orch. Accom., Sam Ash
- 10426 Tick Me to Sleep in My Old Kentucky Home (Lewis Young Meyer) Baritone Solo, Orch. Accom., Eddie Nelson
- I've Got the Japs (Young Love Man) Tenor Solo, Orch. Accom., Eddie Nelson
- 10427 My Sunny Tennessee (Kahner-Ruby Ball) Tenor Solo, Orch. Accom., Charles Harrison
- Down at the Old Swimming Hole (Wilson Broadway) Character Song, Orch. Accom., Jura Line
- 10428 Hal! (Chit Unnial) Comedy Solo, Jura Line
- 10429 I'm a Fool (Chit Unnial) Comedy Solo, Jura Line
- 10430 Angel's Serenade (G. Bages) Instrumental Trio, Longo Trio
- The Herd Girl's Dream (August Lahlberg) Instrumental Trio, Longo Trio
- 10431 Let's Lament Tenor Solo, Accom. by Violin, Cello and Piano, Walter Vaughan
- Believe Me if All These Hilarious Young Girls (Tom Moore)—Tenor Solo, Accom. by Violin, Cello and Piano, Walter Vaughan
- 10432 Love's Old Sweet Song (Clifford Mallory) Boys Quartet, Jules Levy, Jr., Bress Quartet
- Blue Bird in the Garden (Jules Levy, Jr., Bress Quartet)
- 10433 Old Folks at Home (Stephen C. Foster) Tenor Solo, in Italian, Orch. Accom., Marino Breffeli
- In the Gloaming (Fred-Harrison) Soprano Solo, Orch. Accom., Marino Breffeli

ARTO RECORDS

DANCE RECORDS

- 9087 Remember the Rose (From "Snap Shots of 1921") (S. H. Simon) Fox-trot, Artie Dance Orch.
- Baby Face (J. Hanson, J. E. Howard) Fox-trot, Artie Dance Orch.
- 9088 Sweet Lady (From "Tangerine") (C. Grant) D. Zouby) Fox-trot, Lullin's Rosebud Orch.
- Yoo-Hoo (Al Johnson) Fox-trot, Lullin's Rosebud Orch.
- 9089 Second-hand Rose (From "Zueffeld Polles of (J. A. Hanley) Fox-trot, Leahy Mrs
- Just Because (V. C. Stevens) Fox-trot, Leahy Mrs
- 9090 That Funny Waltz (Evans) Waltz, Artie Dance Orch.
- I Wonder If You Still Care for Me (Ted Snyder)—Waltz, Artie Dance Orch.
- 9091 May (S. Chase, C. Conrad)—Tenor Solo, Orch. Accom., Billy Jones
- Polyphonic's Welcome in Blue (W. T. Gray) H. K. Mohr) Baritone Solo, Orch. Accom., Billy Jones
- 9092 Turk Me to Sleep in My Old Turkey Home (Lewis Young Meyer) Tenor Solo, Orch. Accom., Sam Ash
- Ma! Ma! Conin' Thru, Almahidi) (Singing

- Moran-Van Tiltzer) Tenor Solo, Orch. Accom., Vernon Dahlhart
- 9093 Sunrise and You (Arthur A. Penn)—Tenor Solo, Orch. Accom., Gerald Griffin
- Faustler (T. J. Brown, J. Spence)—Tenor Solo, Orch. Accom., Gerald Griffin
- HAWAIIAN RECORD
- 9079 Carolina Lullaby (G. Farnold)—Duet, Hawaiian Guitar—Vale, J. Peters and Franchini
- Isle of Paradise (Earl T. Foster)—Duet, Hawaiian Guitar—Vale, J. Peters and Franchini
- 10434 Little Canton Jolly (G. H. Buck, A. Gebel)—Instrumental Song, Male Voice, Unaccom., Vernon Quartet
- He Shantam (H. Poehlein)—Male Voice, Unaccom., Vernon Quartet
- 9086 Dangerous Blues (A. W. Brown, J. Records)—Trio Solo, Orch. Accom., Alice Leslie Carter
- I Want Some Lovin' (Blues (J. M. Le-Jazz Williams)—Contralto Solo, Orch. Accom., Alice Leslie Carter
- 9095 Cry Baby Blues (Lewis Young Meyer)—Trio Solo, Orch. Accom., Alice Leslie Carter
- The Avo Bar Blues (M. Gibber)—Contralto Solo, Orch. Accom., Alice Leslie Carter
- 9096 You'll Think of Me Blues (Contralto Solo, Orch. Accom., Alice Leslie Carter)
- Carolina Shout (James P. Johnson)—Foster, Louis J. Southern Serenaders
- "COLDRED INSTRUMENTAL "BLUES" RECORD
- 9097 Memphis Blues (W. C. Handy)—Fox-trot, Louis J. Southern Serenaders
- The Saint Louis Blues (W. C. Handy)—Fox-trot, Louis J. Southern Serenaders

TRIBUTE TO G. W. HOPKINS

Silver Bowl and Bound Volume of Letters of Praise Presented to Vice-president of Columbia Graphophone Co. by Advertising Club

Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., was presented recently with a magnificent silver bowl, together with a bound book of letters by his associates in the New York Advertising Club. Mr. Hopkins has just completed two terms as president of this well-known organization and his regime was noteworthy for the tremendous strides achieved by the Advertising Club during this period.

The bound book of letters contains hundreds of communications from members of the Advertising Club, all of which speak in the highest terms of praise of the success attained by Mr. Hopkins as president of the organization, constituting as a whole a remarkable personal tribute to Mr. Hopkins' efforts in behalf of the Advertising Club of New York.

CLARION RECORDS

- 1101 Wang Wang Blues—Fox-trot, Clarion Dance Orch.
- 1102 Mally Blues—Fox-trot, Clarion Dance Orch.
- 1103 Ray Miller and His Black and White Boys Without You—Fox-trot, Clarion Dance Orch.
- 1104 Remember the Rose Fox-trot, Merry Melody Men
- 1105 I'll Be Home (From "The Blue Bird") (J. A. Hanley) Fox-trot, Leahy Mrs
- 1106 I'll Be Home (From "The Blue Bird") (J. A. Hanley) Fox-trot, Leahy Mrs
- 1107 Mississippi Cradle—Waltz, Gro. Green's Bar Quartet
- 1108 One Kiss (From "The Blue Bird") (J. A. Hanley) Fox-trot, Leahy Mrs
- 1109 Come Back! (From "The Blue Bird") (J. A. Hanley) Fox-trot, Leahy Mrs
- 1110 Held Fast in a Baby's Hand—Tenor solo, Charles Harrison
- Hilting Apart—Tenor solo, Charles Harrison
- 1111 There's a Song Bird in Heaven (The Gold) (Tuck Carline) Avo)—Tenor solo, Anthony Uralo
- 1112 There's a Song Bird in Heaven (The Gold) (Tuck Carline) Avo)—Tenor solo, Anthony Uralo
- 1113 Sleeping Pretty Pretty Tenor solo, Charles Harrison
- 1114 My Tennessee—Baritone solo, Vernon Dahlhart
- 1115 Stand Up and Sing for Your Father—Duet, Fields-Kauffman
- 1116 Sunny Side Sal Tenor solo, Arthur Rights
- 1117 Sun Side Sal Tenor solo, Arthur Rights
- 1118 Blow in the Old Swimming Hole—Duet, Vernon Dahlhart
- 1119 Ernest Hare-Billy Jones

EXHIBIT AT STATE FAIRS

Sherrum, Clay & Co., San Francisco, Cal., Victor wholesalers, have arranged to have elaborate displays of Victorolas and records at the State Fairs at Sacramento and Stockton, Cal.

MEETING OF TALKING MACHINE MEN

The monthly meeting of the Talking Machine Men, Inc., the organization composed of progressive talking machine dealers of New York, New Jersey and Connecticut, was held on August 11 at Keen's Chop House, 72 West Thirty-sixth street, and over fifty members of the organization were present.

Resolutions were read by E. G. Brown, secretary of the Association, on the passing away of Enrico Caruso and M. Gorkansky, the well-known talking machine dealer of Yonkers, N. Y.

Al Downs and Richard Finch of the professional department of Waterson, Berlin & Snyder, demonstrated several songs which that firm is to feature in the Fall season. These included: "Stolen Kisses," "Simmy Tennessee" and "I Wonder if You Still Care for Me?" Charles D. Isaacson, editor of the "Music in the Home" page of the New York Globe, will, early in September, address a gathering of the retail clerks of the metropolitan district in the auditorium of the Wurlitzer Co.

Arrangements were completed by the Talking Machine Men, Inc., to join the National Association of Music Merchants.

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Gotham National Bank Building New York

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