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The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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



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



Quality Makes Sales

“Quality” is the standard by which all phonographs are judged by the purchasing public.

“Quality” in TONE—DESIGN—FINISH—and MECHANICAL DEVICES.

The International Reputation of

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

acknowledged “The Highest Class Talking Machine in the World” is a valuable asset for you and establishes your prestige on a basis of the highest artistic standards.

With the revival of normal business conditions, a Sonora agency is of GREAT VALUE to you. There are some new dealers being added now— You may be able to secure a valuable agency if you will write for further information.

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, *President*

NEW YORK CITY

FIFTH AVENUE AT 53rd STREET

279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto



The Talking Machine World

Vol. 17. No. 10

New York, October 15, 1921

Price Twenty-five Cents

VICTROLA TO HELP OPERA COURSE

Lectures on the Opera in Columbus, O., to Be Illustrated Through Medium of Victrola and Records—Local Dealers to Co-operate

COLUMBUS, O., October 5.—A new institution will be inaugurated in this city when the opera will be brought close to Columbus people this Fall at the New Southern Hotel, through the combined efforts of Prof. Thomas Scott Lowden, of the psychology and history of education department of the Columbus Normal School, and the City Federation of Women's Clubs. This will be a lecture series conducted by Dr. Lowden.

"For a long time I and other lovers of real music have striven to bring better music to the public attention. We have been particularly anxious to do this because Columbus is still not a seat of opera, and opera to me is the highest form of art, for the reason that it embodies poetry, which itself is art; music, both instrumental and vocal; dramatic action and beautiful scenic effects. In other words, opera, in my opinion, is a combination of all the arts. "Since we are not fortunate enough to have opera here we thought that the next best thing would be to have these lectures illustrated on the Victrola. We want the people to understand and appreciate better music, which is principally the purpose of this course."

In these words Prof. Lowden stated why he and the City Federation of Women's Clubs decided on this lecture series.

The program committee who will have charge of the general arrangements for this series includes Mrs. W. L. Matton, chairman; Mrs. Charles W. Lentz, Mrs. C. A. Entekin, Mrs. F. M. Stanton, Mrs. H. L. Hesse, Mrs. H. R. Markel, Mrs. Samuel Hagans, Mrs. Vernon Riegel and Mrs. T. S. Lowden. Mrs. Florence Holmes Bay is the chairman of the publicity committee.

Local Victor dealers are co-operating with the City Federation in furnishing talking machines and records. These operas will be analyzed physiologically by Dr. Lowden: On October 11 "Faust" will be discussed; "Rigoletto" is scheduled for the 25th of October; November 8 is the date on which "Aida" is to be discussed; "Il Trovatore" on the 22nd of November, and, lastly, "Carmen" on December 6.

Tickets are on sale at the various music stores. The proceeds of the course go towards philanthropic and welfare work.

NEW STORE TO OPEN IN ALBANY

ALBANY, N. Y., October 3.—On or about October 15 Pommer's Music Shop will be opened on North Pearl street, the main business and theatrical section of the city, by John J. Pommer, one of our oldest business men, who has been affiliated with the H. & J. Pommer furniture store for the past thirty-five years. The new establishment, which is now being equipped with ten record booths and a number of Selrex record listeners, will be managed by John W. Pommer, who has been connected with the talking machine industry for the past ten years. A feature of the establishment will be booths especially built for men who desire to smoke, also booths especially designed for the use of the kiddies and their folks.

OPENS EXCLUSIVE BRUNSWICK SHOP

FREEMONT, N. Y., September 19.—Chris Chapman's Brunswick Shop is the name of a new music establishment which was opened here recently by Chris Chapman, who, for the past twenty-five years, has been associated with various record manufacturing firms. Mr. Chapman handles Brunswick machines exclusively.

CARUSO'S GREAT VOICE EXPLAINED

London Throat Specialist Tells of Some of the Unusual Features of Noted Tenor's Throat—Vocal Cords Unusually Long and Thick

Dealers and salesmen who handle and admire Caruso records for the wonderful range and beauty of the great artist's voice will be interested in the fact that Dr. William Lloyd, noted throat specialist of London, England, who for many years treated Caruso, recently wrote to the Daily Mail to the effect that in comparing Caruso with other singers he found the following characteristics of the perfect singing machine:

"The most striking feature was the great length of the vocal tube; the distance from the teeth to the vocal cords in Caruso was at least half an inch more than in any other great tenor I have examined.

"A second point was the length of the vocal cords, on whose length, breadth and thickness the pitch of the voice largely depends. The average length of the relaxed vocal cords in a man is one millimeter (about three-fourth inch). Caruso's vocal cords were one-sixth inch longer than those of any other tenor I have seen.

"The capacity of vibration of the vocal cords is another most important factor, for the higher the note the more rapid must be the vibration. Caruso when singing his wonderful chest C sharp reached the phenomenal vibration for a man of 500 per second.

"Caruso's whole body seemed to have more average resonance and one of the great secrets of his wonderful voice was the formation of the epiglottis, which was thick at the base, as in bassos, but exquisitely fine and delicate at the free end. The power of his voice was so great that he often fractured glasses in my consulting room by singing their fundamental notes at the orifice."

JOHN'S MUSIC CO. OPENS

Exclusive Victor Establishment One of the Most Beautiful in Lima—Five Thousand at Opening

The accompanying illustration shows the John's Music Co., of Lima, O., exclusive Victor



Interior New Store of John's Music Co.

dealers, which was formally opened last month. This is one of the most beautiful establishments in the city and the sales organization is the equal of any in northern Ohio.

Fully five thousand people were present at the opening and a large number of Victor jobbers were also in attendance. Following the opening the out-of-town guests were tendered a banquet at the Argonne Hotel and a merry time was enjoyed until midnight.

The officers of the concern are Don G. John, president; John A. Edwards, vice-president; M. L. Clevenger, secretary-treasurer, and George S. Minter, who was formerly with the Cable Co., of Grand Rapids, Mich., sales manager.

Mr. John, who was connected with the Porter Co. as manager of the talking machine department for seven years, organized the new store with the idea of specializing in Victor products. A good line of pianos, player-pianos and music rolls is also handled.

NATIONAL PUBLICITY CAPITALIZED

How Talking Machine Men May Utilize the Advertising of the Manufacturers Whose Goods They Handle—Some Hints Worth Adopting

Retail dealers in the talking machine field might make profitable use of an idea put into execution by a retail dealer in the field of electrical merchandising. This retailer clips the advertisements of the companies whose lines he handles which appear in such national mediums as the Saturday Evening Post. He mounts these on gray or other suitable cardboard and puts them in his window for display. The mounting boards are all cut the same size, and are eighteen by twenty-two inches. If the pages are tipped on the mat board they will not warp it, and they may be replaced with later advertisements. When one thinks of the millions of dollars spent annually by national advertisers in the talking machine industry it seems possible that the retailers can go a long way further than they are at present doing to capitalize this publicity. These cards can also be used in the demonstration booths and other parts of the interior of the store.

SELL VOCALION IN NEW YORK STATE

Chas. D. McKinnon to Look After Wholesale Vocalion Interests in New York State, Working in Co-operation With Distributors

SYRACUSE, N. Y., October 3.—Charles D. McKinnon, who has had long experience in the talking machine field, having at one time operated a chain of retail stores and more recently New York State representative for a prominent line of machines and records, has been appointed to look after the Vocalion and Vocalion record interests in New York State for the Aeolian Co. He will make his headquarters in this city and work in co-operation with the newly appointed Vocalion jobbers, the Gibson-Snow Co.

Mr. McKinnon is well known throughout the territory and is expected to do some excellent work in the interests of the Vocalion.

CATERING TO THE KIDDIES

Why Not Special Envelopes or Containers for Records, Now That We Have Special Rooms?

Special rooms for the kiddies are being installed in a great many talking machine stores so as to make a direct appeal in the way of special records for children and their friends. In this connection would it not be a good idea to have special record envelopes designed with storks, animals and suitable rhymes printed on the wrapper? In other words, have the envelope or container in sympathy with the spirit of the room, thus carrying out the idea of service to children in a most complete way.

S. DAVENPORT MADE MANAGER

ARDMORE, OKLA., October 1.—Spencer Davenport, formerly connected with the local store of the Edison Phonograph Shops, has been appointed manager by H. C. Leitnaker, of Oklahoma City, president of the concern. Mr. Davenport succeeds F. W. Redsted, who died recently. Miss Juanita Whitt, a member of the office force, has been placed in charge of all office work.

TO MANUFACTURE RECORDS

The Harmony Recording Laboratories, for the making of talking machine records, has been granted a charter of incorporation, under the laws of the State of Delaware, with a capital of \$150,000. Incorporators are: Howard Burns, Sewickley, Pa.; A. A. Alles, Aspinwall, Pa., and W. Crow, of Pittsburgh, Pa.

Making Your Local Advertising and Window Displays Co-ordinate Effectively :: By R. A. Hardy

Without doubt the two most important forces for drawing business into your store are your advertising and your window displays.

It is impossible to say which of these two factors is the more important. Either advertising or window display, rightly used, will stimulate sales. If each is effective alone, when both work together, instead of their efficiency being doubled, it is multiplied.

Let's see how it works in a few typical cases. Mr. Average Man is coming home from work at the end of the day. On the trolley car he passes the "Quality Music Store." An excellent display of talking machines is in the window. It happens that Mr. Average Man has thought of buying a new talking machine. The display arouses his interest. But the car moves on and he becomes engaged in conversation for the rest of the way with Mr. Smith, whom he sees across the aisle. Temporarily he forgets all about that window display.

He might forget it for all time if no further attempt were made to keep up his interest. However, after supper, when he reads his evening newspaper, he sees an advertisement of the store featuring the same talking machines that were in the window display. The advertisement gives descriptions and prices which he could not see when he passed the store on the car. The window display, backed up by the advertising, is enough to make him stop at the store on his way home the following evening and make a purchase. Either the advertising or the window display alone would have failed to finish the job.

It might work another way. Mrs. Housewife sees some operatic selection records advertised in the newspaper. She is somewhat interested, would like to see the records, perhaps, but is not in urgent need of a new supply at the time. She puts the paper aside without making up her mind to take the trip to the store.

Later on she happens to be downtown. She passes the store in question. An attractive display is in the window of the same records that were advertised the evening before in the newspaper.

She recalls, "Oh, yes; there are the things that were advertised last night. I must see them."

A good salesman in the store completes the sale.

Instead of seeing the advertisement in the

local newspaper Mrs. Housewife might have found it in her favorite magazine. The magazine advertisement would have interested her, made her more receptive to the product, but it would not have made a sale or even induced her to come to the local store and ask to see the goods. She might never have acted on the advertisement until she saw the actual goods in a window display in one of the stores in her town.

In various ways these little episodes are being acted over and over again every day in every community. Advertising and display are working hand in hand to bring customers to the store.

The Three Chief Points

The three big points to remember about synchronizing your advertising and window displays

The Same Story Can Be Told at One Time in Advertising and Window Display With Little Effort and Expense

are: first, to feature the same goods in your window that are advertised in the newspaper; second, to have the advertisement appear at the same time as the display is in the window, and third, to put in a window display which emphasizes the same general features which are advertised in the paper.

The first two points are easy to accomplish. It's a simple matter of intelligent planning to see that the same goods get into the window and that the advertisement appears on the same day. Suppose you advertise in a weekly paper that comes out on Wednesday. Plan to change your window display, putting in a fresh trim each week to tie up with your advertising. If you advertise twice a week, say Tuesdays and Fridays, change one window Tuesday and the other Friday to conform to the advertising that

you have arranged to come out on these days.

Except under unusual conditions each window should be changed as often as once a week. The store that allows a trim to remain from two to three weeks at a time is likely to lose a large part of the value of its window display space. There is hardly a store in the United States that cannot co-ordinate its advertising and window displays with good result.

The third point is not always so easy to accomplish. This is making your advertisements look like your window displays and vice versa. Many manufacturers furnish electrotypes, lithographed cut-outs and other window display material which tie up with each other. The same motif is carried out in the magazine's advertisement that appears about the time that the window display and local newspaper advertisement are intended to be used. No more effective tie-up between advertising and window displays can be found than some of this material which is furnished without charge by leading manufacturers to assist dealers to increase their sales.

An Effective Combination

When to the tie-up between national and local advertising are added effective interior displays along the same ideas and instruction to the retail clerks for bringing out the same points that are featured in the advertising and window display we have a combination that is hard to resist.

Sometimes the dealer is not fortunate enough to have available a ready-made campaign of advertising and window displays. Now, then, shall we make our advertising and window displays tell the same story? It requires more time and thought in preparation, of course, but it can be done, and done as effectively as in the case when a complete campaign is furnished by the manufacturer.

One of the most direct ways is by showcards in your window that use the same headlines that appear in your advertisement. The same headline, repeated on the most prominent showcard in the window, immediately recalls to the mind of the prospective customer the fact that he has been favorably impressed by the same appeal in the newspaper advertisement. A good headline, therefore, serves a double purpose.

Lithographed display material makes use of
(Continued on page 6)

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.

Shipments can 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

A. W. CHAMBERLAIN, New England Factory Representative, 26 Broad St., Boston, Mass.

Victor Supremacy

The supreme qualities that make the Victrola the certain choice of a discriminating public are equally important factors in the success of Victor retailers.

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

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

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

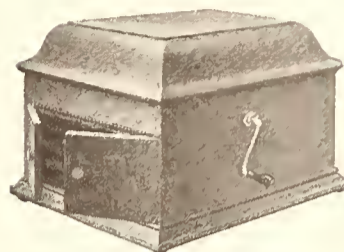
Victor Wholesalers

Albany, N. Y. Gately-Haire Co., Inc.
 Atlanta, Ga. Elyea Talking Machine Co.
 Phillips & Crew Piano Co.
 Baltimore, Md. Cohen & Hughes
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
 Birmingham, Ala. Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 The M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Mach. Co.
 G. T. Williams Co., Inc.
 Buffalo, N. Y. Curtis N. Andrews
 Buffalo Talking Machine Co.,
 Inc.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Bros.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 Chicago Talking Machine Co.
 Cincinnati, O. Ohio Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cleveland, O. The Cleveland Talking Ma-
 chine Co.
 The Eclipse Musical Co.
 Columbus, O. The Perry B. Whitsit Co.
 Dallas, Tex. Sanger Bros.
 Denver, Colo. The Knight-Campbell Music
 Co.
 Des Moines, Ia. Mickel Bros. Co.
 Detroit, Mich. Grinnell Bros.
 Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Houston, Tex. The Talking Machine Co. of
 Texas.
 Indianapolis, Ind. Stewart Talking Machine Co.
 Jacksonville, Fla. Florida Talking Machine Co.
 Kansas City, Mo. I. W. Jenkins Sons Music
 Co.
 The Schmelzer Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Memphis, Tenn. O. K. Houck Piano Co.

Milwaukee, Wis. Badger Talking Machine Co.
 Minneapolis, Minn. Beckwith, O'Neill Co.
 Mobile, Ala. Wm. H. Reynolds
 Newark, N. J. Collings & Co.
 New Haven, Conn. The Horton-Gallo-Creamer
 Co.
 New Orleans, La. Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Mach. Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 Charles H. Ditson & Co.
 Knickerbocker Talking Ma-
 chine Co., Inc.
 Musical Instrument Sales Co.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Omaha, Nebr. Ross P. Curtice Co.
 Mickel Bros. Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. Louis Buehn Co., Inc.
 C. J. Heppe & Son.
 The George D. Ornstein Co.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa. W. F. Frederick Piano Co.
 C. C. Mellor Co., Ltd.
 Standard Talking Mach. Co.
 Portland, Me. Cressey & Allen, Inc.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. The Corley Co., Inc.
 Rochester, N. Y. E. J. Chapman.
 Salt Lake City, U. The John Elliott Clark Co.
 San Francisco, Cal. Sherman, Clay & Co.
 Seattle, Wash. Sherman, Clay & Co.
 Spokane, Wash. Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 St. Paul, Minn. W. J. Dyer & Bro.
 Syracuse, N. Y. W. D. Andrews Co.
 Toledo, O. The Toledo Talking Machine
 Co.
 Washington, D. C. Cohen & Hughes
 E. F. Droop & Sons Co.
 Rogers & Fischer



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola No. 90, \$125
Mahogany, oak or walnut



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

Victor Talking Machine Co.
Camden, N. J., U. S. A.



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

COMBINE PUBLICITY AND WINDOWS

(Continued from page 4)

similar illustrations for the window displays as are used in the advertising. This effect can be accomplished to some extent by window backgrounds which the display man himself can make. It is not a difficult matter for the average window trimmer to prepare an effective background, using the wall-board and cold-water paints. Such a background need not be a finely executed drawing. It is seen at a distance of several feet and is partially covered up by the merchandise in front. A rough, impressionistic background will often prove as effective in a window display as one on which infinite time and labor have been spent.

The layout for your newspaper advertisement might feature a large circle. The same circle forms the keynote of your window display background—a spot of color that attracts from a distance. A window display man who can draw, even roughly, can copy illustrations in larger size from magazines and newspapers. It is easy

to make these tie up in general idea and purpose with the advertising illustrations used in your newspaper.

In each advertisement it is a good plan to add the line, "See these goods in our window display this week." Sticking the advertisement on the inside of the plate-glass of your window is another method of getting a direct tie-up. Some stores do not favor sticking paper to the glass. In this case the advertisement can be mounted on a showcard and placed in the center of the window toward the front, where it will usually be read if the type is not too small.

Using Reprints of Advertisements

You can secure reprints of your newspaper advertisements at small cost to feature in this way. If you can get them printed on coated paper instead of the regular newspaper they will be more suitable for display work. It may be possible to get blueprints or photostats, which will show your advertisements in enlarged size. In any form the display of your advertisements in your window adds materially to their circulation.

Other copies of your advertisements may be

used to connect up your interior displays with the rest of the campaign. Reprints should also be distributed among your salespeople so that they will be fully informed about the merchandise that is being promoted.

The Value of Price Tickets

Of course, the same prices should be featured in the window as well as in your advertising. A window without price tickets is like a letter without a date. The thing that the spectator most wants to know is left out. As a general proposition the first thing a window display man needs to do in preparing a window is to get ready an adequate supply of price cards which should be used liberally. It is a good plan to make price cards tell a story besides simply the prices. For instance, a few lines describing the selling features of the product followed by the price will prove more effective than the price alone. Price tickets that show the supposed former price neatly crossed out and the reduced price below have been used so often that the public places little reliance in them.

If the same man handles both your advertising and window display you will be likely to get co-operation between these two branches of publicity. In many stores this is possible and provides a real job for the advertising display man, a job which he will take interest and pride in doing well.

There is nothing particularly new about the idea of tying up your advertising with your window displays. But there are many dealers who do not realize the power that is to be gained by making their advertising and window displays work together. At no extra expense and with little labor and effort any dealer can tell the same story at the same time in both his advertising and his window display. The association will give increased efficiency to both.

SALES MEETINGS AT LOESER'S

W. H. Bishop, Manager of the Talking Machine Department, Increases Efficiency of Staff by Teaching Salesmanship

BROOKLYN, N. Y., October 6.—W. H. Bishop, wide-awake manager of the talking machine department of the Frederick Loeser & Co. store, has adopted a system of education for the saleswomen in his department which is proving most profitable. About once each week he calls a meeting of the sales staff, gives a talk on salesmanship, the proper and most effective method of approaching a customer, courtesy, and makes it a point of cultivating the friendship of his staff. During the meetings the members are requested to offer any criticism of the service and suggestions for increasing efficiency that may occur to them.

The staff is also requested to study closely the Victor booklet on Red Seal records and to become familiar with the talking points of each. While the meeting is in progress Red Seal records are played and the selling points discussed.

Mr. Bishop is contemplating additions to the sales staff in the near future, due to the fact that business is steadily increasing.

LIBERTY PHONOGRAPH CO. FORMED

The Liberty Phonograph Co., McKeesport, Pa., has been granted a charter of incorporation in that State, with a capital of \$10,000. The new firm will engage in buying and selling talking machines. Those interested in the business are: S. H. Hirshberg, J. H. Hirshberg and G. H. McNutt.

NEW GRANBY AGENCY IN ALLIANCE

J. Johnson, well-known music dealer of Alliance, O., recently announced that he has secured the agency for the Granby phonograph. To give the news the widest publicity Mr. Johnson arranged for the parade of a band through the city streets. Banners and literature were distributed en route, setting forth the Granby qualities in detail.



LABELS THAT WILL SELL RECORDS

Classification labels made of cloth; the same material and color as the albums—will sell records and albums.

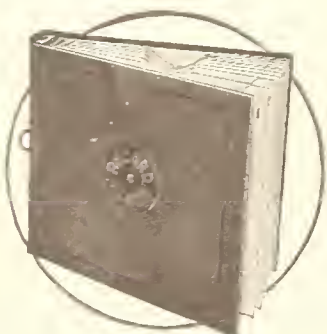
CARUSO—now among the immortals—leaves more than a mere collection of records.

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 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. 90, \$125
Mahogany, oak or walnut



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



Victor Supremacy

The supremacy of the Victrola is as evident in the prosperity of Victor retailers as in the great musical accomplishments of the instrument itself.

Victor supremacy means retailer success.

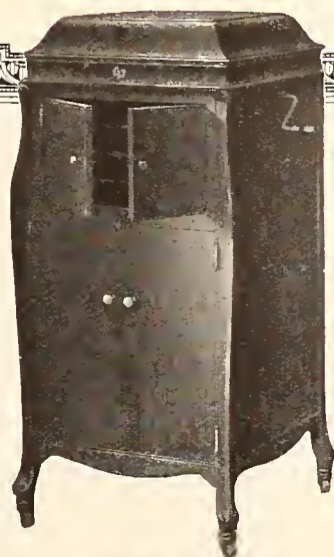
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Victor Talking Machine Co.

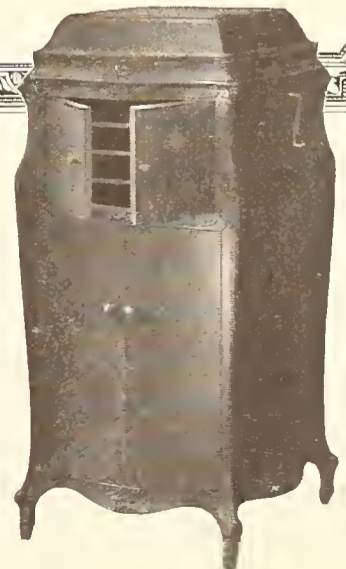
Camden, N. J., U. S. A.



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



Victrola No. 120, \$275
Victrola No. 120, electric, \$337.50
Mahogany or oak



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

The TALKING MACHINE WORLD

For the makers & 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: "Elbill," New York.

NEW YORK, OCTOBER 15, 1921

MARKED IMPROVEMENT EVIDENT IN BUSINESS

AS the Fall progresses business conditions, so far as they affect the talking machine industry, continue to improve steadily, although in some cases slowly. There are some sections of the country, of course, where things are not as rosy as they might be, but in the majority of districts not only is the outlook bright but the actual business being handled now is of very substantial volume.

The wisdom of certain prominent manufacturers in understanding conditions and seeing to it that the situation was not complicated by overproduction, without question has much to do with the satisfying position in which the average talking machine dealer or jobber finds himself to-day.

This regulation has tended to keep things balanced. It has put a check on sensationalism and has served to discourage to a large extent those methods to which retailers are frequently put in a wild effort to clear their shelves and warehouses of surplus stock.

There has been more or less criticism of retailers who are not putting forth proper effort to get business under existing conditions, but a survey of the field would indicate that a great majority of the dealers are working hard, a fact proved not alone by the demands upon the wholesalers for stock to take care of current orders, but by reports from various sections of what this or that dealer is doing personally to get his share of such business as may be available.

As has been pointed out before, retailers are not inclined to put thousands of dollars into enlarged quarters and new fixtures simply because somebody told them business was going to be good some time. When such men are willing to make a contract for elaborate installations it means they are not only doing business right now but contemplate doing a great deal more later.

The Fall has progressed sufficiently to indicate that the retailer who really goes after business, who adopts new methods, and lets it be known in his section of the world that he has talking machines and records to sell, is going to do a very substantial volume of business. He may not break all previous records, but he will be able to show a very substantial business total by January first.

AGRARIAN FIELD NOT PROPERLY DEVELOPED

A SURVEY recently conducted by the University of Wisconsin covering Dane County, Wis., indicated that of the 6,217 farm houses in the county only 1,027, or 13.6 per cent, are supplied with

talking machines. The survey also showed that machines owned were of many different makes, the largest percentage of the business secured by one manufacturer being 28 per cent.

The point made is that in this one county 87 per cent of the homes are open for the installation of talking machines, and other surveys conducted by different interests at various times serve to indicate that a similar percentage of prospects exists in many other localities, especially in farming districts.

A World representative recently had called to his attention the fact that in a northern New England village, where practically everybody is what is termed "well fixed," there were only three talking machines in forty homes. In other words, over 92 per cent of the homes in that particular village were prospects for talking machine sales. All these figures indicate that the point of absorption of talking machines is so far in the future that there is little reason for the present generation to worry itself about having no outlet for sales effort. No one product, perhaps, can be sold to everybody in the country, but there is probably no one product that has a more universal appeal than the talking machine, and the possibilities for the development of the business appear unlimited. These facts should serve to encourage the retailer who is at all pessimistic regarding the future.

WHY NOT CAPITALIZE THE RECORD ARTIST?

IT has been very frequently remarked that even in the larger towns of the country, where the citizens are to be considered more or less blasé, the talking machine artists, at least the better-known members of the fraternity, are regarded practically in the same light as personal friends. Having become acquainted with the artist's work through records, the talking machine owner really feels that he knows the artist and will go out of his way for the opportunity of hearing that artist, or group of artists, in the flesh.

The trouble seems to be that not enough dealers take advantage of the opportunity to connect up their establishments with the appearance of some particular artist in their own home towns. Not only are many concert artists closely identified with talking machine records, but various orchestra groups, and particularly vaudeville and musical comedy stars, are also becoming well known through their recordings. The dealer in a city of 25,000 or more will, upon investigation, find that hardly a month passes without one or more of the record artists coming to his particular city in the course of a professional tour. The big companies send out advance lists of dates on which their concert artists will appear in various cities, but by going after the vaudeville people and recording artists of that type the dealer will find his field much broadened.

A motion picture theatre owner who desires to offer a special attraction at his house to get patronage away from competitors endeavors first of all to have some well-known screen artist appear in person on the stage during the showing of a film in which that artist is featured. The effect is immediate and always satisfactory so far as the cash box is concerned.

It will be found that in many cases record artists are only too glad to appear at the stores of local dealers to feature the records they have made, for such an appearance is sure to mean increased record sales which revert to the benefit of the artist whether or not he records on a royalty basis. If on a royalty basis it means more income. If he records at so much per record the popularity of his records will mean more recording and more profitable terms.

In these days of strong competition anything that will attract the public legitimately to the retailer's store is to be considered carefully, and a popular artist appearing in a local theatre can draw more people to a dealer's store in five minutes than could be drawn to the store by other means in a week.

The fact that the Eight Famous Victor Artists can go to a town and pack a theatre at top prices is in itself proof of the fact that the public not only wants to see its favorite talking machine artists in the flesh, but is willing to pay generously for the privilege.

SOME SELLING POINTS OF PRACTICAL VALUE

IN The World this month is reproduced a paper read before the Music Merchants' Association of Ohio at the convention of that body in Columbus last month by C. C. Baker, recognized as the most successful exclusive music roll dealer in the country, and who more recently has been handling records. Mr. Baker confines himself to

rolls and records alone and does not handle player-pianos or talking machines. Though his remarks concern music rolls particularly, the same selling rules apply to records and a study of his methods will go far to help the average dealer in solving the problem of the unused talking machine, the instrument of which the owner has become tired through lack of interest in records.

One point that is particularly emphasized by Mr. Baker is that his best selling roll is "Turkey in the Straw," with such numbers as "When You and I Were Young, Maggie," "Down by the Old Mill Stream," and various old-time sacred selections standing high on the list. He declares that every player-piano or talking machine sold should have these old-time selections, including Uncle Josh and similar records, in the initial library to please the old folks, even though the younger element demands jazz or lighter numbers.

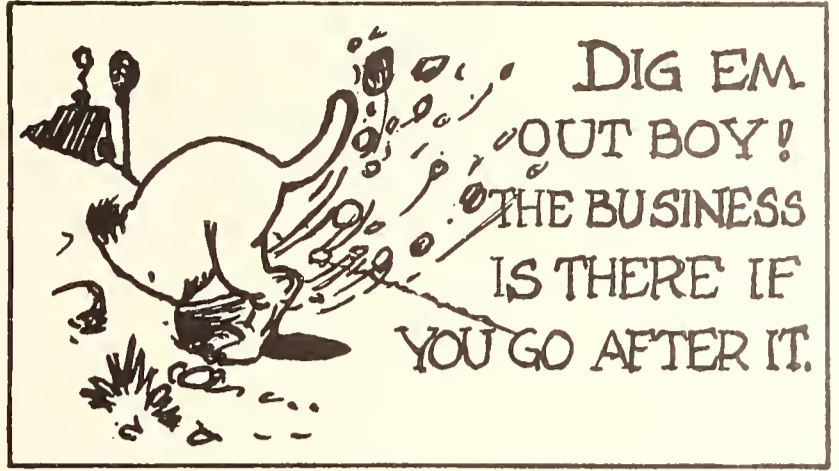
Another point made is that none of Mr. Baker's sales people are permitted to feature the coming hits when a customer demands new rolls or records. If he buys a current success the plan is to sell him some standard numbers to go with it, for when the coming hit arrives he will come in a second time voluntarily to get the new number. "Selling a customer a coming hit," declares Mr. Baker, "is to kill a future sale by heading off the second voluntary visit to your store."

The selling points offered by Mr. Baker are practical and are based upon actual and successful experience. They are well worthy of consideration.

COMBINED EFFORT IN SALES PROMOTION PAYS

To succeed under modern conditions concentration is necessary. And this means well-directed effort—ergo results. The day of random effort is past, and concentration on sales promotion can be brought about through co-operative effort most effectively. In union there is strength, and the efforts of the distributor and dealer combined means much for the success of all interested.

The closer co-operation between the distributor and the dealer in the matter of sales promotion—one of the several progressive plans recently inaugurated by a number of talking machine jobbers—is a move distinctly in the right direction. Experts have been engaged to visit dealers for the purpose of showing how to work up



prospect lists, supply them with suitable sales literature, including special letters to fit the dealer's local requirements, and other sales suggestions and aids are furnished and arranged so simply and effectively that they can be utilized along the most logical channels for distribution.

This advanced type of sales service is not only particularly pertinent just now, but it is a progressive move that will do much to stimulate dealers into new lines of activity—a move that will give them a larger vision in the development of their business. From reports received by The World this good work is already bearing fruit, and a great many dealers are realizing that there is a veritable mine of business at their doors which was never properly developed.

The dealer who succeeds to-day must realize that we are facing new conditions—that the man who wins must be prepared to work his territory intelligently and persistently. A great many dealers have the brains and inclination to achieve this end successfully, but there are many others who may have the will, but who lack the directing force which means so much in attaining the desired end. It is in this case that the plan now being pursued by a number of prominent talking machine distributors is proving most advantageous. The dealers are supplied with vital information on how to inaugurate and win a campaign for more business. Thus positive means for enlarging the volume of their sales is provided which they cannot afford to overlook.

ONE PEARSALL DEALER writes:

Gentlemen:

I feel we must pause in the rush of the day to give you a few words of approbation relative to your shipment of records received this week. The order left Binghamton Monday night and on Wednesday noon the goods, which came by freight, were in our store.

So as a believer in more "taffy" and less "epitaphy" I am sending this expression of my feelings in the matter.

but

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

Announcing REDUCTIONS of Commanding Importance on Entire Cheney Line

THE Cheney Talking Machine Company, desiring to dispel at one stroke any hesitancy that may exist in the public mind as to the stability of prices on Cheney phonographs, has made sweeping reductions in prices of all models.

Built to an ideal—new and scientific principles of construction, co-ordinated supervision of manufacture, control of all operations, and exacting inspection, make Cheney instruments the acknowledged standard of quality.

This supreme quality at retail prices that will immediately attract purchasers, and increased profits to dealers, make the Cheney line of commanding importance to you.

CHENEY TALKING MACHINE COMPANY, Chicago

The
CHENEY
The MASTER INSTRUMENT

Jobber Should Take Dealer Into Partnership in Joint Effort to Sell Goods :: By Hayward Cleveland

[Hayward Cleveland, the writer of this article, has had many years of personal experience in practically every department of the talking machine industry—management, promotion of concert and educational work. He has been closely in touch with the retailer's viewpoint and knows whereof he speaks.—EDITOR.]

The talking machine jobber should take the dealer into partnership with him in the joint effort to sell goods. "Co-operation" and "team work" should be their watchwords, and absolute confidence established between them.

A selling policy that is based on a "beat-yesterday" plan, regardless of all other considerations, will fail. It induces overproduction by the manufacturer, overstocking by the jobber and the consequent loading up of the dealer beyond his ability to market. Thus in dull times or those of reaction from boom times a condition is created that works out disadvantageously, if not disastrously, for all. The retailer, finding himself "stuck" with a slow-moving product, seeks an extension of time on his bills, the exchange of excess for more salable goods or rebates on prices. The jobber finds it difficult or impossible to accede to these requests and the manufacturer, in turn, gets the shock of the recoil and must, perforce, put a check upon his activities, and this is a thing not so easy to do without entailing loss.

Any plan for pyramiding sales that presumes upon the unlimited extension of good times beyond the inevitable day of reaction—that calculates upon a larger market yet to be created, and this quite beyond that which all reason would dictate as possible, or at all probable, and the whole fostered by a commission system abortively stimulating to the salesman, in that greatly enlarged prospective returns are dangled before

his eyes—forwards the day of reckoning that the unsoundness of the proposition invites.

The road salesman, in his eagerness to sell, should be carefully schooled against any overstatements as to the merit or popularity of his wares or prospective shortage in machines and records. Otherwise he, his house and the manufacturer are going to get in bad with the dealer, for the consequent overstocking will produce a

A Timely Discourse on Wholesaling Methods; Correct Selling Policy and the Preferable Way to Train a Sales Force

state of mind in the dealer difficult to eradicate. This is all so short-sighted.

The preferable way is to train the salesman in the way he should go along broad, constructive lines. The reaction from such a policy upon the jobber and through him upon the manufacturer will be wholesome, effective and enduring.

The road salesman should not merely sell goods. He should study his client, that client's territory, store, sales and display methods and

maintain an attitude of helpful suggestiveness that will win his heart and confidence. He should seek and point out to him opportunities for increasing his trade. From his storehouse of experience he should draw forth thoughts and advices that, unostentatiously conveyed, will help his client in many ways. There is so much to this idea that it cannot be expressed in a few lines. It is infinite in its possibilities and will well repay exhaustive study.

Certain it is that when a salesman shall have gained the confidence of the dealers to such an extent as to permit of his own free inquiry into the amount and character of their recent sales, allow of his inspection of their stocks of machines and records and permit him to make up the necessary stock orders which he finds advisable after these two inquiries then he shall have reached that exact relationship with them that spells success to all concerned, for the dealers thus advised, coached and fathered are bound to have clientages that will stick to them in bad times and prosper them in good times; and what is true of the dealers should be doubly true of their jobber and the manufacturer. The above is one of the supreme tests of successful merchandising.

THE APPEAL TO THE WOMAN

Women are the greatest buyers of talking machines and records; therefore, the wise merchant will try and make his establishment particularly attractive to the fair sex. Women have a natural love for harmony and beauty, and even trifles of this character find favor in their eyes.

ROOM FOR BETTER ADVERTISING

Attention-getting Value of Publicity Well Developed, but Reading Value Has Been Neglected, Declares an Authority on This Trite Subject

In a recent article which appeared in Printing Art, Robert Ruxton made some very interesting comments along the line of how there still remains a great deal of room for improvement in the advertising effort made by most concerns. He said in part:

"As a matter of fact, most advertising has developed attention-getting value, but not reading value. By making attention factors strong and message short, the message is literally 'punched' in, through the reader's eye, to his brain. Thus the reader 'gets' it. This seems to be the philosophy of to-day's advertising. But what does he get? First, a caricature of literature, and, second, a travesty on selling words. The modern advertisement is the eunuch of literature—something incapable of generative force. Examine ninety-five out of a hundred typical ads and you will find that because they have been emasculated they have necessarily become assertive in character. They inevitably take one of several forms. They either (a) boast, (b) claim, (c) assert or (d) postulate. We all know the boasting, bragging, vainglorious advertiser, who claims everything and proves nothing. He ramps over the pages of our favorite magazine, shouting 'Best!' with the persistence of a swamp full of croaking frogs. The 'assertive' and 'postulating' type are a little different, and entitled to somewhat more respect. The trouble with it is that it demands faith when it should prefer truth that commands conviction."

Catholic churches, colleges, convents and seminaries have discovered a new use for talking machine records. The Gregorian chants are now being taught in these institutions with the aid of talking machines and is proving most successful.

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 Biggest Season for in the World—

Exclusive Columbia Artists

Grand Opera

Jeanne Gordon
Charles Hackett
Hipolito Lazaro
Florence Macbeth
José Mardones
Alice Nielsen
Rosa Ponselle
Margaret Romaine
Riccardo Stracciari
Cyrena Van Gordon

THIS coming season will be the biggest of all for the world-renowned artists of concert and grand opera, for the stars of Stageland who make Columbia Records *exclusively*.

Concert

Lucy Gates
Louis Graveure
Hulda Lashanska
Barbara Maurel
George Meader
Carmela Ponselle
Oscar Seagle

These artists will appear hundreds of times in cities all over the country. They will entertain millions of people. Their name and fame will go before them.

Instrumentalists

Eddy Brown
Pablo Casals
Percy Grainger
Josef Hofmann
Sascha Jacobsen
Duci di Kerekjarto
Toscha Seidel
Raoul Vidas
Eugen Ysaÿe



COLUMBIA

the Biggest "Circuit" COLUMBIA



Each appearance of each artist will help Columbia dealers sell Columbia Grafonolas and Columbia Records.

Combined, they will spread the impetus to buy to every nook and corner of the land.

This will be the biggest season for the Columbia Circuit, the biggest circuit in the world.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK



Exclusive Columbia Artists

Popular

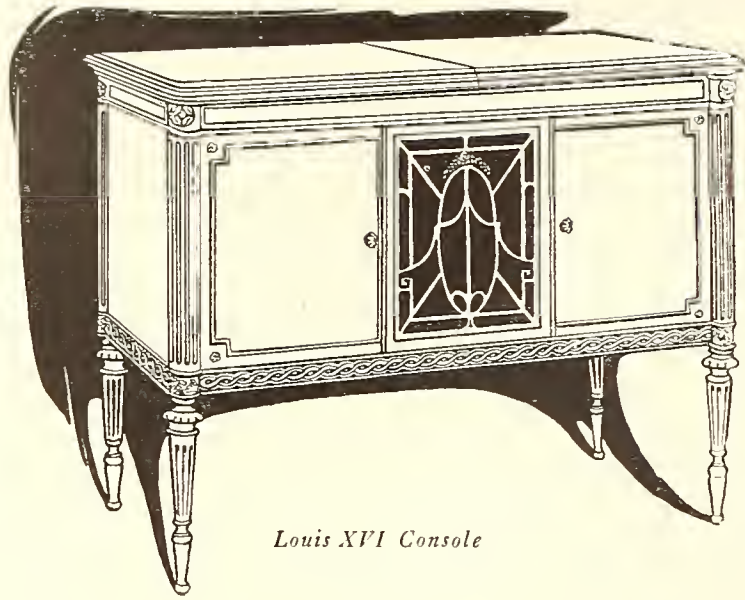
Nora Bayes
Harry C. Browne
Frank Crumit
Guido Deiro
Furman & Nash
Marion Harris
Al Jolson
Van & Schenck
Bert Williams

Dance Orchestras

Paul Biese Trio and College
Inn Orchestra
Columbia Dance Orchestra
Columbia Saxophone Sextette
The Happy Six
Art Hickman's Orchestra
and Trio
Ted Lewis and His Band
Prince's Dance Orchestra

GRAFONOLA





Louis XVI Console

The Time Is Ripe Right Now for Big Granby Sales

You are on the threshold of the most active selling season of the year. Fall and Winter are the leading sales months. Then there is the Holiday business which adds to the total.

Make the Granby Your Leader

as hundreds of other Dealers are doing. Profits, Prestige and Satisfaction will follow.

The beautiful Granby Period models, the effective Granby Selling Helps and a Local Newspaper Advertising Campaign in which we will co-operate, mean real business for you.

Be the Granby Dealer of *your* community—don't wish you were—later.

Write or wire for the Granby Proposition. Do it *today*.

GRANBY PHONOGRAPH CORPORATION

LEVY BUILDING

☒ N O R F O L K - V I R G I N I A ☒

Thanksgiving Talking Machine Publicity as a Means of Stimulating Business :: :: By W. B. Stoddard

With the approach of the harvest season, "when the frost is on the pumpkin and the fodder's in the shock" and everyone is thinking of Thanksgiving, comes the opportunity of the dealer in talking machines to largely increase his sales by suggesting the purchase of a "talker" or a supply of new records for entertainment during the holiday season.

Timely advertising will greatly assist, such, for example, as that of Reynolds, Mobile, Ala., topped with a big turkey:

MUSIC FOR THANKSGIVING

Three hundred years ago, the sturdy Pilgrims planted their standard on the New England shores and dedicated themselves to freedom, both political and religious.

A few years later the little colony, in dire need, devoutly prayed that relief might come. When, just at harvest time, a sailing vessel from England appeared, laden with provisions and clothing, the day was consecrated to God for the blessings He had sent.

In this day, the greatest blessing of the home is music, with its power to comfort, cheer and refresh mankind.

HAVE MUSIC IN YOUR HOME ON THANKSGIVING DAY.

The ad then went on to specify the kind of talking machine to purchase and gave a number of good points about the machine.

Another Striking Advertisement

Another striking ad was run by the Rhodes-Burford Co., St. Louis, Mo. It was of the one-column variety, headed with a group of people gathered about a phonograph, and the printing was in the form made famous by the humorist, "K. C. B."

AN IDEAL THANKSGIVING

GOODNESS! HOW we ARE LOOKING forward TO OUR next visit TO THE Smiths' house! EACH YEAR it has been OUR CUSTOM to spend THANKSGIVING WITH them AND HOW well DO I remember THAT WONDERFUL turkey WITH GRAVY and all THE DELICIOUS trimmings THAT GO with it!

BUT, BEST of all, AFTER EVERYONE is STUFFED TO the gills WE JOYFULLY repair TO THE music room AND SIT and listen TO BEAUTIFUL strains of MUSIC FROM their VICTROLA, WHICH I vow is THE BEST I've heard IN ALL my life. I'M SURE of that Because it came from

THE RHODES-BURFORD CO.

This unique ad was complemented with a Harvest window that attracted the attention of all who passed. In the background were branches and vines, turning to red and brown, while the floor was covered with corn stalks and dead

leaves, among which were a dozen large pumpkins, each having painted on it in black an advertisement of the talking machine handled. In the background was a scarecrow, with a jack o' lantern, lighted at night, for a head. At one side was a shock of corn stalks with a big, lighted jack o' lantern in the center. Scattered over the field were three phonographs, while records were set against each of the pumpkins.

Hold Harvest Festival

One of the large department stores on the Pacific Coast, which handles a large line of talking machines, greatly increased its sale last Fall by its November Harvest Festival. It did not even call it a sale, as there were no price reductions, but, by means of attractive displays and signs, interesting programs and intensive salesmanship on the part of the members of the talking machine department, a large number of sales was recorded. Shortly before November 1 cards, in the shape of pumpkins, were sent to all the regular customers and a large list of prospects. On the yellow pumpkins were printed:

You will, of course, want some new records with which to entertain your friends on Thanksgiving, so we invite you to a special

HARVEST-HOME CONCERT

each Friday evening in November, commencing at seven o'clock.

Here you will have a chance to hear all the new and many of the old records, and a part of each concert will be given over to "request" numbers.

These concerts proved very entertaining. To add to the interest a big pumpkin was given away each evening, the efforts of the owner to carry it away resulting in much merriment and giving much extra publicity to the store. There was an intermission of half an hour in the midst of each concert, when guests had a chance to promenade about the department and examine at their leisure the quantities of records placed in long racks along the wall. The last concert drew the largest crowd of all, as it was announced as Apple Night. Quantities of great red and yellow apples were added to the decorations and girls in sunbonnets and gingham aprons with big baskets of apples stood at the entrance and handed out one to each adult in the audience. The concert featured many "apple" selections, including "Apple Blossoms," "O, That We Two Were Maying," "Apple Blossom Time

in Normandy," "Apples of Boyhood Days," and other suitable numbers.

Provides Music for Thanksgiving

The majority of people have but a faint conception of the great variety of records that are being produced, and the Home Music Co., Lancaster, Pa., by informing them in a striking manner, served to greatly increase its sales of Thanksgiving music. It took an entire page in the newspapers, in the center of which was placed the cut of a fine Victrola. The ad was captioned in large letters:

WHAT MUSIC DO YOU WISH FOR THANKSGIVING?

Above, below and on either side of the phonograph were little boxes, at the head of which were printed the words: Concert songs, sentimental ballads, comic, Italian gems, patriotic, Scotch airs, revival hymns, musical comedy gems, church hymns, popular songs, marches, transcriptions, Hawaiian airs, folk songs and descriptive, as well as jazz, mazurka, fox-trot, waltz, one-step and two-step. Under these heads were listed a dozen of the best songs of their class, and among such a wide diversity of records there was something to suit every taste. In order to give further publicity to the wide range of records they arranged a window that was almost a duplicate of the ad, with a Victrola in the center and racks of records above, below and on either side, holding records of all classes of music.

GENNETT RECORD A SOUVENIR

Special Record Distributed at Banquet of Music Merchants' Association of Ohio

The Starr Piano Co., which had an interesting exhibit of Starr phonographs and Gennett records at the convention of the Music Merchants' Association of Ohio in Columbus last month, provided as a souvenir at the Association banquet a special Gennett record bearing on one side a sales talk on Starr Co. products by John Martin, sales manager of the company, and on the other a recording of the new song, "Honolulu Honey." The record made quite a hit.

L. J. Shover, of Utica, N. Y., opened an exclusive Victrola shop in that city recently.



SUPERIOR

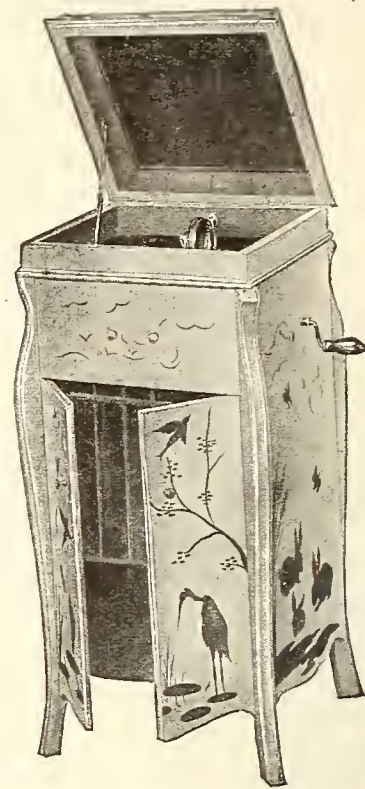


THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio

GILBERT Bobolink



Height 26½ Inches
12½ Inches Square

THE only claim the Gilbert Bobolink has to the Toy World is its appeal to children. It is more than a toy—a practical phonograph delicately proportioned to child size. Truly a thing of beauty with an irresistible appeal to men, women and children.

The best of workmanship has been put into the motor and cabinet to produce the most beautiful and highly practical child's instrument. Carefully designed and constructed by phonograph experts, it comprises the happy combination of a truly musical, practical phonograph and a child's machine. It is built particularly for children to play, not only Bobolink records, but other standard makes up to 8 inches diameter. It comes in two finishes. One, the standard mahogany, and another, a delicate ivory, beautifully decorated in blue with designs that will delight the eyes of every child.

Gilbert Bobolink Books

A unique and extremely beautiful assortment of outfits designed particularly for children. Each set contains a book on which no expense has been spared in our efforts to produce the most beautiful and practical child books on the market. Cover and inside illustrations, which are reproduced in full colors on special inserts, were made by the foremost child artists of the country. Willy Pogany, illustrating the song books, Maud and Miska Petersham the reading books. There are with each set also, two 7 inch, double faced records that can be played on the standard makes of phonographs. They are records prepared especially for children with child songs and sayings, so clearly enunciated that children do not have the usual difficulty in understanding them.

The entire outfit is packed in a folding cardboard container, beautifully printed in four colors. It has space for name and address and can be mailed without further wrapping.

Send for catalog and prices.

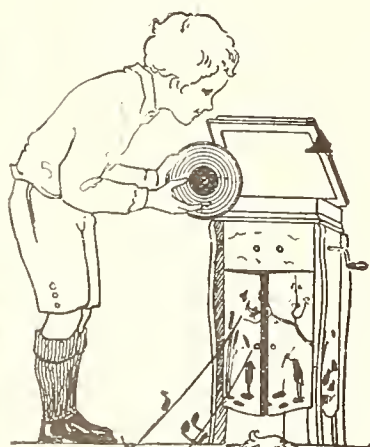
The A. C. Gilbert Company

460 Blatchley Ave., New Haven, Conn.

GENERAL SALES OFFICE
200 FIFTH AVE., NEW YORK CITY



Bobolink Books are packed in folding Mailing Wrapper with 2 double-faced Records



Securing Talking Machine Business Through Use of Uncle Sam's Postage Stamps By D. C. Baird

Direct mail is the one form of advertising in which it is possible for the merchant to pick his prospects. In direct mail the advertiser can choose the very people whom he wishes to read his advertisements and can feel sure that no others will see what he has to say or to offer.

Direct mail is the one form of advertising in which he can group all of a certain class of prospects and appeal to them directly, forcefully and intimately without wasting effort on people outside of that particular group or groups.

Merchants in every line have long since realized these advantages of direct-mail advertising and many of them have employed this form of publicity to excellent purpose.

Like all other forms of advertising, direct-mail must be properly prepared and directed, however, if it is to accomplish the results for which the advertiser hopes. We are told in treatises on the subject that an advertisement, to be successful, must do four things—it must catch the attention, arouse desire for the article or thing advertised, convince the reader that the very one advertised is the right one for him to buy, and then move him to action—start him right off to the advertiser's place of business for the purpose of buying the advertised goods.

Now, inasmuch as direct-mail advertising is still advertising, these principles apply to this form of publicity just as they apply to a newspaper advertisement or to any other form of advertising.

The difference comes from the fact that direct mail is, or at least ought to be, more personal than the general advertisement. This difference should be carefully borne in mind when preparing a letter to be sent out to one's customers or prospects. The personal element should be emphasized to the fullest possible extent.

One may, for example, prepare a letter to be sent out to all female prospects and address the circular simply to "Dear Madam," without any name whatever. Many such letters are so addressed. This, of course, saves a few cents in that it is then unnecessary to have the typist write in the name and address of the recipient of each letter.

All of us have received hundreds of such letters—letters from all manner of merchants wanting to sell us all manner of merchandise. Invariably, almost, we read the heading—"Dear

Sir" or "Dear Madam"—and toss the letter into the waste basket. Why? Because we know as soon as we see that impersonal greeting that it is an advertisement and we are not particularly interested. There is nothing about it to comply with the first fundamental principle of advertising; it does not attract the attention.

Sometimes it isn't even necessary to read the salutation of the letter. Many such efforts are sent out in unsealed envelopes, under one-cent postage, and we know what they are without the trouble of removing the sheet from its container. Very few people care to read general, unsolicited advertising matter. There is too much of it, for one thing. Someone is forever trying to sell us something, and we don't care to

methods that have at least some chance of meeting with success. A letter bearing a two-cent stamp on the envelope and addressed to one personally by name at the head of the sheet will command one's attention and will receive a respectful reading; the other kind will not.

Not only so, but if the letter is from a store where one is accustomed to trade more or less, and if it is presented in a cheerful, helpful spirit, the recipient will appreciate the dealer's interest in him. He may feel just a little flattered to think that this dealer appreciates his little patronage enough to send him a personal letter.

On the same grounds, it may be said that the use of the addressee's given name, or even of his nickname, will make the communication seem all the more personal and will, therefore, produce better results. If a dealer is accustomed to address an old friend as "Jim" when the latter is in his shop, why should he not address him in the same way in the salutation of a letter?

Imagine Jim's feelings on receiving a letter from his personal friend, the village talking machine dealer, addressed merely to "Dear Sir"!

Getting Human Interest Into Letters

The heading of a direct-mail advertisement is not the only part of the letter that should be made personal, however. That is just the beginning. Advertising authorities say that the ad must first catch the attention. Very well, what will most surely catch the attention of a reader? Something that concerns him personally or something that directly concerns another human being, preferably a person or a class that commands universal sympathy. This is what is called "human interest" and it is human interest that has been responsible for the phenomenal growth of some of the biggest concerns in America to-day.

Every talking machine dealer, of course, carries a more or less complete stock of records for his machine, if not for others. Suppose a dealer should send out a circular letter for the purpose of stimulating record sales and should begin that letter with the exclamation, "Phonograph Records—The New Perfect-Tone Kind!"

What results would such a letter be likely to secure?

A large motor car manufacturer is at present sending out letters that begin just like that, with

(Continued on page 18)

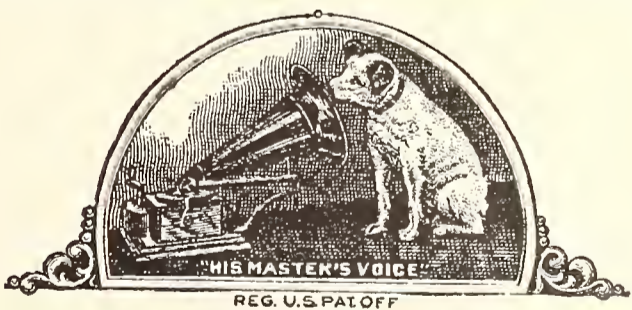
Direct Mail Is a Form of Advertising in Which a Certain Class of Prospects Can Be Appealed to Most Successfully

buy just now. We are on the defensive, and it is a very easy matter to just toss this second-class mail matter into the waste basket.

This practice of sending out direct-mail advertising, in the form of letters anyway, under one-cent postage saves the sender one cent on each letter. But if some or many of such letters are going to be therefore cast aside without a glance at their contents, isn't the advertiser wasting instead of saving by this practice? A letter that gets results is cheap at almost any price; one that does not get even a casual reading is dear at any price.

It costs more to type in the prospect's name and address and to send the letter under first-class postage, but if one is going to undertake a direct-mail campaign at all it would seem the part of reason to spend a little more and use

Ormes
Really
Means
Exceptional
Service



WE PRACTICE WHAT WE PREACH

We believe that Victor merchandise should be displayed in a superlative manner.

Our new home at

15 West 37th St., New York

to which we have just moved, will allow us to accomplish this and will provide us with the best of facilities for serving you.

ORMES, Inc. *Wholesale Exclusively*

IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

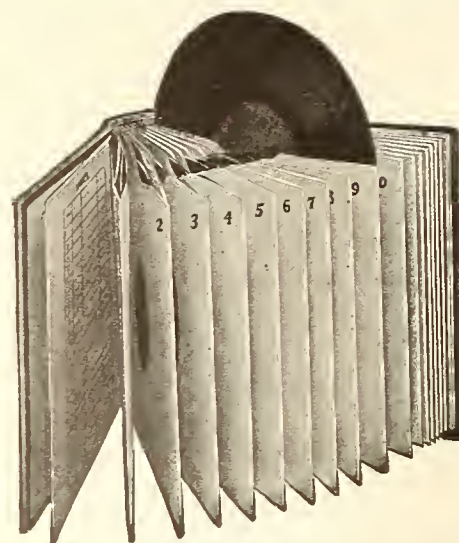
NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA

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

GETTING BUSINESS BY DIRECT MAIL

(Continued from page 17)

the exception, of course, that it names the motor car instead of records.

If the reader of such a letter happened to be already interested in motor cars or records a letter with such an opening might receive his attention, but it would do so because he was already interested and not because the opening sentence arrested his attention.

By way of contrast, take this letter, which one progressive dealer recently sent out to a list of married women in his territory:

Dear Mrs. Brown:—Have you noticed how "scratchy" John's favorite record is getting? Several little nicks in it, too, if I remember correctly.

You know they will get that way after a while in spite of our best efforts to make them indestructible. And where one is so fond of a certain number, and plays it so much, the record should be replaced now and then.

But it is the oddest thing; men don't like to meddle with such matters. I'm that way myself about my ties, for example. "The Missus" always selects my ties, and I'd wear any kind of an old string if she didn't get me a new one every now and then. Did you ever know a man to bring home a nice selection of new records of his own accord? But when "Friend Wife" brings them—

Oh, I'm not hinting. I can "lift" any selections I wish right from stock, you know. But John doesn't happen to be in the talking machine business where he can just help himself, and maybe he's waiting for someone to make him a present of some new records.

There isn't a doubt in the world that Mrs. Brown read every word of this letter, because it was of direct, personal interest to her. It was about her husband and she knew that it was about her husband before she had finished reading the first sentence.

A letter to wives immediately suggests a similar appeal to husbands. So we suggest something like this:

Dear Joe:—She was a fine little woman and a good housekeeper and she had things all shipshape from cellar to garret. But as she stood there dusting off the old piano she looked almost ready to cry.

You see, they were going to have company that night—some young folks all full of youthful energy—and she was sure that they would want to dance. Just a few nights before she had been at a little party over at a neighbor's and they had enjoyed themselves very much in dancing to the music of the phonograph.

But she didn't have a phonograph. She had a lovely piano, but she couldn't play it and dance at the same time, and besides the piano wasn't nearly so well fitted for producing dance music. And somehow she thought the company might think—well, you know how women are about those things. I wonder why men don't think more about the equipment of the home anyway.

Oh, don't mention it, old man; it was only a suggestion. We've got a dandy little wife ourselves.

While this letter does not mention the recipient's wife by name in the first sentence or elsewhere, it does mention some woman and it goes right on to make a direct appeal to the

masculine sympathy—"She" was about to cry. Such a letter will be read, no doubt about that. The friendly tone of the letter, the personal, helpful suggestiveness of it, will evoke a chuckle, maybe, but it will move the recipient to sentimental thoughtfulness, too.

Similar human interest appeals can be prepared in the form of letters in behalf of the children as well. If a parent, especially a mother, can be made to realize that other children are enjoying themselves in some way that her children are missing, or that others have advantages that hers do not have, she will provide the necessary means for placing her children on a plane of equality with the others, even if she has to cut her grocery bill to do so.

The Mailing List

While it is essential that direct-mail advertising letters be made personal and "human," it is equally important that they go to the proper persons, at the proper addresses. Much postage is often wasted in direct-mail campaigns because the advertiser does not have a correct mailing list.

Such a list may be secured in any one of many ways. The dealer in the small town or village can probably make up a list from his own acquaintance with the inhabitants of the territory. Others secure lists by promoting guessing contests or giving away prizes to the ones having tickets bearing lucky numbers. In either case tickets are provided and customers are required to fill in their names and addresses on these. Some also have the contestants write on the tickets whether or not they have a talking machine in their homes.

Dealers in large cities will probably do well to go to the offices of the compilers of their city directory, or write to them in case they have no office in the city, and ask for exactly the kind of list of prospects they wish to reach. These companies gather a surprising amount of information and are prepared to furnish scores of different lists of names for such a mailing list.

Just as an example of what may be accomplished in this way, one live Middle Western dealer is now picking his prospects entirely from salaried people such as teachers, clerks and retail salesmen, and others whose incomes have not been seriously impaired by the present business depression, while he avoids factory workers, many of whom have been unemployed for months and would not be able to buy, no matter how intensely they might desire an article.

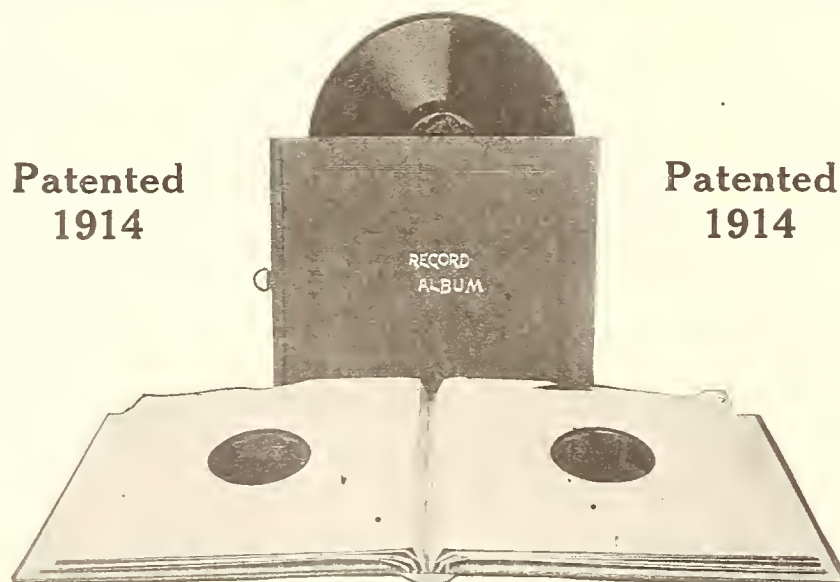
The list having been secured, the dealer must forever afterward keep making changes in it and keep it up to date. People are continually moving, dying, getting married and leaving the community, and the direct-mail advertiser who does not keep his list up to date will soon find himself wasting more postage than his advertising is worth, as well as failing to get results from his campaign.

There is no more valuable salesman, however, than a mailing list properly kept up and properly worked.

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.

OKeh Records

November Bulletin

- 50001 { I HEAR YOU CALLING ME—Tenor with Orchestra,
12-in. { John McCormack
\$1.50
- 50004 { THE GREEN ISLE OF ERIN—Tenor with Orchestra,
12-in. { John McCormack
\$1.50
- 50005 { CELESTE AIDA (From "Aida")—Tenor with Orches-
12-in. { tra John McCormack
\$1.50
- 50006 { MY DARK ROSALEEN—Tenor with Orchestra,
12-in. { John McCormack
\$1.50
- 5006 { BARBIERE DI SIVIGLIA (A Little Voice I Hear)
12-in. { (Rossini)—Soprano (in Italian) with Orchestra,
\$1.75 { Marina Campanari
- 70203 { LOHENGRIN (Dost Thou Breathe the Incense?) (R.
10 3/4-in. { Wagner)—Tenor (in German) with Orchestra,
\$1.25 { Hermann Jadowker
- 2001 { MINUET (Boccherini) La Scala Orchestra
10 3/4-in. { CAVALLERIA RUSTICANA (Mascagni)—Intermezzo,
\$1.00 { La Scala Orchestra
- 72302 { VISION (Drdla)—Violin Solo, Piano Accomp. Jan Kubelik
10 3/4-in. { \$1.25
- 52302 { ZAPATEADO (Sarasate)—Spanish Dance—Violin Solo,
12-in. { Piano Accomp. Jan Kubelik
\$1.50
- 72402 { LE LUTHIER DE CREMONE (Hubay)—Violin Solo,
10 3/4-in. { Franz Von Vecsey
\$1.25
- 6010 { AL FRESCO (Victor Herbert)—Intermezzo,
10-in. { Henry Hadley's Symphony Orchestra
\$1.25
- 6010 { BALLET OF THE FLOWERS (Henry Hadley)—Suite-
Heather Henry Hadley's Symphony Orchestra
- * * * *
- 4419 { WHEN THE HARP THAT ONCE THROUGH
10-in. { TARA'S HALL RINGS AGAIN WITH FREE-
85c. { DOM'S GLORY—Tenor with Orchestra... Gerald Griffin
- 4400 { I HOPE I MAY JOIN THE BAND—Negro Spiritual,
10-in. { Norfolk Jubilee Four
85c. { WHO BUILT THE ARK?—Negro Spiritual,
Norfolk Jubilee Four
- 4402 { I'M LOOKING FOR A BLUEBIRD—Contralto with
10-in. { Rega Orchestra ... Vaughn De Leath
85c. { MY DADDY—Contralto with Rega Orchestra,
Vaughn De Leath
- 4408 { BRING BACK MY BLUSHING ROSE—Tenor with
10-in. { Orchestra Sam Ash
85c. { LEARN TO SMILE—Tenor with Orchestra..... Sam Ash
- 4409 { I WANT MY MAMMY—Contralto with Rega Orches-
10-in. { tra Aileen Stanley
85c. { TUCK ME TO SLEEP IN MY OLD KENTUCKY
HOME—Tenor with Rega Orchestra..... Billy Jones

- 4410 { MELON TIME IN DIXIELAND—Male Quartette with
10-in. { Orchestra Shannon Four
85c. { WHEN THE AUTUMN LEAVES BEGIN TO FALL
—Tenor and Male Quartette with Orchestra,
Lewis James-Shannon Four
- 4411 { JANE—Male Trio with Orchestra..... Crescent Trio
10-in. { I WONDER IF YOU STILL CARE FOR ME—Tenor
85c. { with Orchestra Lewis James
- 4414 { FRANKIE—Tenor with Rega Orchestra..... Billy Jones
10-in. { DAISY DAYS—Male Quartette with Orchestra,
85c. { Shannon Four
- 4415 { 'TAINT NOTHIN' ELSE BUT JAZZ—Contralto with
10-in. { Rega Orchestra Aileen Stanley
85c. { MANDY 'N' ME—Contralto with Rega Orchestra,
Aileen Stanley
- 4416 { DADDY, YOUR MAMA IS LONESOME FOR YOU—
10-in. { Popular Blues Mamie Smith and Her Jazz Band
85c. { SAX-O-PHONEY BLUES—Popular Blues,
Mamie Smith and Her Jazz Band
- * * * *
- 4401 { ON THE CAMPUS—March..... Conway's Band
10-in. { DAUGHTERS OF THE AMERICAN REVOLUTION
85c. { —March Conway's Band
- 4403 { HONOLULU HONEY—Hawaiian Guitars-Marimba,
10-in. { Ferera-Franchini-Green
85c. { SWEET HAWAIIAN GIRL OF MINE—Hawaiian
Guitars-Marimba Ferera-Franchini-Green
- 4412 { CHAIN GANG BLUES—Octo-Corda Solo..... Sam Moore
10-in. { LAUGHING RAG—Octo-Corda Solo..... Sam Moore
85c.
- 4404 { OH JOY!—Toddle Dance,
10-in. { Harry Raderman's Jazz Orchestra
85c. { ILO—Fox-trot..... Harry Raderman's Jazz Orchestra
- 4405 { MULE BLUES—Fox-trot Tampa Blue Jazz Band
10-in. { BAD LAND BLUES—Fox-trot.... Tampa Blue Jazz Band
85c.
- 4406 { BRONCHO TROT (Tom Mix)—Fox-trot,
10-in. { Hager's Dance Orchestra
85c. { OLD BLUE (Tom Mix)—Waltz.. Hager's Dance Orchestra
- 4407 { WHY, DEAR?—Fox-trot. Harry Raderman's Jazz Orchestra
10-in. { HARDINGO—Persian Fox-trot..... Rega Dance Orchestra
85c.
- 4413 { WHEN THE SUN GOES DOWN—Fox-trot,
10-in. { Green Bros.' Novelty Band
85c. { UP IN THE CLOUDS—Medley Fox-trot,
Rega Dance Orchestra
- 4417 { FOOLING ME—Fox-trot..... Markel's Orchestra
10-in. { SOUTH SEA ISLES—Medley Fox-trot.. Markel's Orchestra
85c.
- 4418 { AMONESTRA—Fox-trot Rega Dance Orchestra
10-in. { TI-O-SAN—Fox-trot Rega Dance Orchestra
85c.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street

New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.
Branch Offices: Chicago, Ill. Toronto, Can.





**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

EXTENDS ACTIVITIES IN THE SOUTH

Granby Corp. Appoints J. H. Stiff, With Headquarters in Atlanta, to Cover Wide Territory

NORFOLK, Va., October 3.—The Granby Phonograph Corp., of this city, is extending its activities in the South: J. H. Stiff has joined the sales staff of the company and will make his headquarters in Atlanta, Ga., covering South Carolina, Florida, Georgia, Alabama and Tennessee.

E. C. Howard, who was connected with the Granby organization for a year and a half and who recently resigned, left Norfolk on October 1 with his family. They motored to Grand Rapids, where they will remain for about a month with their ultimate destination San Francisco. Mr. Howard states that he expects to remain on the Coast for some months and that it is possible that he may handle the Granby line in that territory.

DUNCAN-SHELL ADDS VICTOR LINE

The Duncan-Schell Furniture Co., Keokuk, Ia., which opened a large store last month, has added a complete Victor department. The stocks of two retired Victor dealers at Fort Madison, Ia., were purchased by the new company. The department contains six booths and a large record room.

NEW DEPARTMENT IN COLUMBUS, O.

Elaborate Quarters Provided in Moorehouse-Martens Department Store for Talking Machines and Records—Has Sixteen Booths

COLUMBUS, O., September 20.—The completion of the talking machine department of the new Moorehouse-Martens Department Store is announced by the officials of the company, and the department, wherein are handled the Victor and new Edison lines of machines and records, is said to be second to none in the State. The department is located on the lower floor, set off from the bustle of the store and the street noises, and the equipment includes sixteen sound-proof and elaborately furnished booths. The Moorehouse-Martens Co. only recently moved into its modern new building here.

VICSONIAS FOR EXPORT TRADE

Reproducers Being Shipped in Large Number to Australia and South American Countries—Domestic Demand Reported on the Increase

The Vicsonia Mfg. Co., New York, manufacturer of the Vicsonia reproducer playing Edison records on other types of talking machines, reports that there is a steadily growing demand for its products from foreign markets, particularly from Australia, where the Vicsonia appears to be very popular, judging from the number of orders received for it. Export shipments have also been made recently to various South American countries, and also to Trinidad. Meanwhile the domestic demand for the Vicsonia is increasing steadily as general business conditions improve, according to M. J. Sess, head of the company.

Mentioning the condition of the weather to a customer is poor business as well as a waste of time. The customer will appreciate it much more if you offer a courteous greeting and then get down to business. A salesman can be courteous and still be businesslike.

BORROW MONEY FROM YOUR BANK

The Best Way to Insure the Ability to Obtain Money From Banks in Hard Times Is to Borrow in Times of Prosperity

When money tightens up and banks refuse loans except to old customers or in cases where exceptional security is given, the talking machine dealer, in common with other business men, often finds it impossible to borrow from banks to tide over the period of depression or to use for needed improvements. In either case the merchant suffers serious harm.

This is in a great measure the fault of the dealer. If he is on good terms with his banker he can usually borrow money. The time to borrow is in a season of prosperity, whether the money is needed or not. Do business with your banker and meet your notes promptly. The prompt payment of notes will build up your reputation for integrity with the bank, and when hard times come and you really need the money there will be little trouble in obtaining it.

A prominent merchant once made the statement that he borrowed regularly from the bank whether he needed the money or not. He considered the interest paid on the loan in the nature of an investment, since it practically insured his ability to borrow should he really find it necessary.

If a well-known merchant has been doing business with a bank for a number of years and never borrowed he will find it extremely difficult should the necessity arise. As a rule the banker will look askance at a request in such a case. The thought will probably enter his mind that the merchant must be in a bad way indeed if his need for a loan is urgent, and in all probability he may gracefully refuse the favor.

The Robinson Phonograph Corp., of Vernon, Cal., was recently granted a charter of incorporation under the laws of that State to manufacture and deal in talking machines, with a capital stock of \$200,000.

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.



Full Tone

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

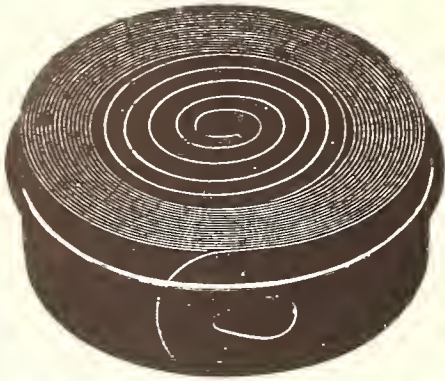


Medium Tone

Three for 30 cents (40 cents in Canada)

MAIN SPRINGS

FOR ANY PHOTOGRAPH MOTOR



Order
Right
From
This
Ad

48 Hour Delivery! Reduced Prices!

Dependability is tempered right into C. & D. crucible main springs. Our main springs are made under one roof—from the rolling of the steel to the winding 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 to both you and your customers.

CRUCIBLE STEEL—ALL SIZES

FOR VICTOR MOTOR

No. MS1—1 inch wide, .023x12 feet long, marine end...50c
No. MS2—1 1/4 inch wide, .023x18 feet long, marine end...75c
No. MS19—New style, 1 inch x .023 x 12 feet long, crimp end on inside...55c
No. MS20—New style, 1 1/4 inch x .023 x 16 feet long, crimp end on inside...75c

FOR COLUMBIA MOTOR

No. MS21—25/32 inch wide, .025 x 10 feet long, marine end...40c
No. MS22—29/32 inch wide, .023 x 11 feet long, marine end...40c
No. MS3—1 inch wide, .028x10 feet long, marine end...45c

FOR HEINEMAN MOTOR

No. MS21—25/32 inch wide, .025 x 10 feet long, marine end...40c
No. MS6—1 inch wide, .025x12 feet long, marine end...50c
No. MS23—1-3/16 inch wide, .026 x 19 feet long, marine end...80c

FOR BRUNSWICK, KRASBERG, SAAL, SONORA, STEPHENSON, SILVERTONE, MEISSELBACH OR THOMAS MOTORS

No. MS8—1 inch wide, .026x13 feet long, square hole...50c
No. MS9—1 inch wide, .026x16 feet long, square hole...60c

OTHER STANDARD MAKES

No. MS17—3/4 inch wide, .025 x 10 feet long, marine end...35c
No. MS18—7/8 inch wide, .025 x 10 feet long, marine end...40c

NOTE—Every main spring for which there is a consistent demand is listed here on this page. Many of these springs are interchangeable; for example, springs that are listed for Victor and Columbia motors can be used for Pathé, Swiss and many miscellaneous motors, etc.
These prices are F. O. B. Chicago. Send enough to cover postage if wanted by parcel post or we will ship by express.

COLE & DUNAS MUSIC CO.

50-56 W. LAKE ST. :: CHICAGO

Write for Bulletin Our new fall bulletin shows everything 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.

NEW BRUNSWICK DEALERS

R. F. Perry, of the phonograph division of the Brunswick-Balke-Collender Co., Salt Lake City, Utah, announces the following new Brunswick dealers: Lundstrom Furniture & Carpet Co., Logan, Utah; Pix Co., Kemmerer, Wyo.; Peckham Furniture Co., Caldwell, Idaho; Payette Pharmacy, Payette, Idaho; E. R. Miles Co., Smithfield, and T. Hansen & Co., Ephraim, Utah.

A. C. GILBERT CO. ENTERS FIELD

Producer of Gilbert Bobolink Talking Machine and Bobolink Books Inaugurates Great Holiday Campaign on These Products

NEW HAVEN, CONN., September 20.—The A. C. Gilbert Co., producer of the Gilbert Bobolink talking machine and the series of Gilbert Bobolink books, has inaugurated an intensive Fall and holiday campaign on these particularly appropriate numbers, which are manufactured at its large plant in this city. The A. C. Gilbert Co. has earned for itself an excellent reputation and a decided prestige in toy circles through its production of the well-known Gilbert mechanical toys.

In a recent issue of Printer's Ink Monthly an interesting article was printed describing the success of the Gilbert Co. in this field and of the correct principles upon which Albert C. Gilbert, president of this company, has built this great industry. The policy of this company has always been to thoroughly investigate and try out a market before placing an extensive campaign behind any one of its products. Thus the sales popularity of the Bobolink talking machine, record and books has been well tried out through its various agencies.

The Bobolink talking machine measures 26 1/2 x 12 1/2 x 12 1/2 inches and is finished either in mahogany or in an attractive blue and white nursery design. The Bobolink set of books consists of four numbers, two song books and two reading books. The two song books are unique in thought and arrangement and each outfit contains one book with a series of children's stories as well as music scores for the piano and words of four delightful folk songs. Each song, sung by the eminent tenor, Charles Harrison, is reproduced on a seven-inch, double-faced talking machine record. The two reading books are equally attractive, although presenting an entirely different thought. Each book contains delightful child's verses as well as stories and attractive colored illustrations, and is equipped with the same number of double-faced records.

The A. C. Gilbert Co. has realized the popularity of both the talking machine and record books for the holiday trade and is, therefore, presenting them to the talking machine trade at this time.

A KANSAS INCORPORATION

The Turner Music Co., of Wichita, Kan., has been granted a charter of incorporation under the laws of that State, with a capital of \$100,000. Musical instruments will be handled.

NEW VICTOR DEALER IN VIRGINIA

A. H. Goodman & Bro. Take Over Victor Department of Hutchins Bros. at Portsmouth

PORTSMOUTH, VA., October 1.—A. H. Goodman & Bro., Portsmouth, Va., who recently took over the Victor department of Hutchins Bros., this city, held a formal opening last week which was an unqualified success. During the course of the day concerts were given by the Evanson-Weaver Orchestra. Souvenirs, in the shape of Victor dogs and flowers, were given to the public. Crowds thronged the store during the entire day and commented favorably upon the new department, all of which augurs well for its success. H. A. Brownley has supervision over the new department, which is located on the balcony and contains a number of up-to-date demonstration rooms and a novel arrangement for taking care of the record stock. The deal was consummated by Cohen & Hughes, Inc., Victor distributors, Washington, D. C.

PERSONAL LETTER HELPS SALES

Imperial Musical Instrument Co. Boosts Sales by Sending Personal Letter Suggesting Records With Record Supplements

BROOKLYN, N. Y., October 1.—The Imperial Musical Instrument Co., which has only been in existence here for a few months, is aggressively going out after business and is making it a point to keep in close touch with people whose names are on the prospect list.

One plan which the firm has adopted consists of sending a personal letter suggesting the records which will probably appeal to the particular prospect with the usual record supplement. Of course, this involves a close study of the customer's choice in music, and the plan has proved very successful. The firm handles Sonora, Columbia and Brunswick machines.

GREAT TRIBUTE TO CARUSO

G. A. Barlow's Son Co., of Trenton, N. J., furnished a Victrola (school type) with the following Caruso records: the "Largo," "Vesti la Giubba" from "Pagliacci" and "O Sole Mio," for use at the great Caruso memorial held last month at Cadwallader Park, in that city, which was attended by more than 4,000 people. The beloved Caruso and his achievements in the domain of song were eulogized by Senator James Hammond, after which the records were played, and the audience was greatly affected by hearing the voice of their favorite singer, which is now immortalized and imperishable, thanks to the talking machine.

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



*Know them by the
"TEMPLE of MUSIC"*

HEAR

THE EXCELLENT
NEW RELEASES
BIG SELLERS

ORIGINAL DIFFERENT EXCLUSIVE DEON NUMBERS RECALL ENCHANTING CLASSIC VERTURES RECORDED DISCRIMINATELY SUPERB RECORDS

WORLD KNOWN
EXTENSIVE
REPERTOIRE
POPULAR—OPERATIC
CLASSICAL *and* ARTISTIC

SELECTED VARIETY OF OUR WELL-KNOWN

FOREIGN LANGUAGE RECORDS

- | | | | | |
|---------|-----------|---------|-----------|-----------|
| GERMAN | ITALIAN | POLISH | BOHEMIAN | DANISH |
| SWEDISH | NORWEGIAN | SERBIAN | HUNGARIAN | BULGARIAN |
| JEWISH | GREEK | TURKISH | ARABIAN | SYRIAN |

Ask for Our Catalogues of Foreign Language Records
and
CELEBRATED ARTISTS' SELECTIONS

BIG PROPOSITION FOR DISTRIBUTORS

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK





Add to the Paul Biese Trio's playing of the fox-trots "I Ain't Nobody's Darling" and "Frankie and Johnny" a dash of ginger in the solos of Frank Crumit and you have a big bid for popular appeal.

To sell it—play it. A-3459.

**Columbia Graphophone Co.
NEW YORK**

CARUSO'S LAST INTERVIEW

In a Talk With Writer for the Tribuna, of Rome, Noted Tenor Again Emphasized Fact That He Used Talking Machine to Test His Singing

What is declared to be the last interview obtained with Caruso before his death some weeks ago appeared in the Tribuna, of Rome, the interview having been obtained by Geni Sadero, well-known woman opera singer, who visited Caruso at Sorrento. The article was headed "Caruso's Last Song," and offers some interesting comments on music by the great tenor.

In his last interview Caruso emphasized again the fact that he appreciated the reproducing qualities of the talking machine sufficiently to use it for the study of his own voice, and is credited with saying:

"I, Enrico Caruso, am never satisfied with myself. It seems to me that I have not reached that technical perfection for which I have been seeking for years. You saw me yesterday on this terrace while the gramophone was executing

some songs of mine. While I was listening to them I was criticizing the tenor Caruso. I hope you heard me? I was noticing, year after year, the progress made toward that equality of voice, that intensity of vibration, that equilibrium of the respiratory dynamics and finally that spontaneity for which I wish—all those things which are necessary when you really want to sing properly. And I do not think that I have reached the limit of my desire. How, then, can I be satisfied with you, even should you be a phenomenon?"

LOANS VICTROLA TO BOY SCOUTS

The Levy Furniture Co., of Henderson, Ky., Victor dealer, with a keen eye on the business of the future, is taking advantage of every opportunity to gain the good will of the youngsters of the community. In line with this policy the firm recently loaned a new portable Victrola and a number of records to Boy Scouts, who formed a camping expedition on the Green River.

HOLCOMB MUSIC CO. MOVES

BIRMINGHAM, ALA., October 5.—The C. C. Holcomb Music Co. has moved into its new quarters at 1919 Third avenue, which have been thoroughly remodeled. Sound-proof demonstration rooms for Victrolas on the first floor are a feature of the establishment. The woodwork and furnishings are white and the store now has a decidedly attractive appearance. The company occupies two floors, the first being given over to talking machines and the second to pianos. A complete stock of machines and Victor records is handled.

HIENSELMAN CO. ENLARGES

The Hienselman Co., Brunswick dealer of Provo, Utah, is enlarging its quarters by the rearrangement of the rear of the store and the addition of five demonstration booths. The expansion is made necessary by the rapid and steady growth of the business. A fine line of Brunswick phonographs is displayed.

OKeh Records

Unequaled in

HITS - OPERAS - INSTRUMENTALS

Dance selections played by nationally famous orchestras.
Songs by popular singers—known to theatre and concert patrons.
Arias from favorite operas sung by opera singers internationally celebrated.

These Are Some of the Reasons Why

OKeh Records

Are Known As "The Record of Quality"

KENNEDY-GREEN COMPANY

(DISTRIBUTORS)

1865 Prospect Avenue

Cleveland, Ohio

Communicate with us at once for agency in open territory

The Proper Method to Pursue in Making Sales to Your New Customers :: By Frank V. Faulhaber

From the rear of his store the talking machine dealer was closely watching the new salesman. His object was to determine whether he would measure up to his requirements. Just now the salesman was surveying the music record racks in back of the counter. Three young women had entered together, one of whom wanted to buy some records. It was the salesman's opportunity.

The talking machine dealer felt sure he was noticing things, at the distance where he stood, that were unobserved by the salesman. They were things that, if put to use, should have profited the store. Certain he was, also, that the new salesman had still a lot to learn before he would turn in many sales. When he had employed him the talking machine dealer realized he was a novice at the business, yet he scented possibilities and was never averse to giving a young man a chance, if that was at all warranted.

This was the first week the young salesman was behind the counter, and until now had had not much chance to exhibit his ability. Now, however, the opportunity was present. In the talking machine dealer's eyes the three young women who entered should have proved three prospects, but he was certain the new salesman did not share his thoughts. Otherwise, he reasoned, the salesman should have displayed much keener interest.

At one point of the transaction the talking machine dealer was almost impelled to rush out from where he stood and accord the new salesman some assistance. He was dissuaded from this course, for he rightly contended the new man had begun the sale and it was his duty

to terminate it. It should have proved an unwise policy, also, had he intervened, for he would have weakened the salesman's confidence.

What chagrined the talking machine dealer most was the fact the three young women went out of the store, after considerable time had been consumed, with but one lone record. "Too much time," he thought to himself, "and not enough sales!" He thereupon strode to the front

show you how you could have made better sales had you put forth the proper effort.

"First thing," the dealer raised his voice, "you must never overlook the value of new customers! Those three young women," he jerked a thumb in the direction of the door, "I never saw before! Had I been in your place I'm sure I should have made some effort to learn their identity. Now, thanks to your lax methods, the three are out of the store and we know as much as before!

"We expect many new customers here and it is up to you to interest yourself in them to the extent of encouraging them to come here frequently. If you manifest practically no interest in them, as was the case before, they will pay you back the same way—and that's not going to pay us at all! In contradistinction to this, whenever you convince a customer you are really interested in him or her you are forming a good friendship, one that is going to repay us manifold in times to come. That is a thing you must always bear in mind!

"I didn't like that sale at all!" the talking machine dealer waved a hand synchronizing with his statement. "You should easily have sold more goods than you did! Let me show you why!"—he raised an attention-compelling hand. "To me, in the back there," he jerked his head in the direction of the rear, "it seemed as though you were out only for an immediate sale—and that as quickly as possible! You were trying to rush the sale and you found that a hard thing to do, as you yourself now will admit.

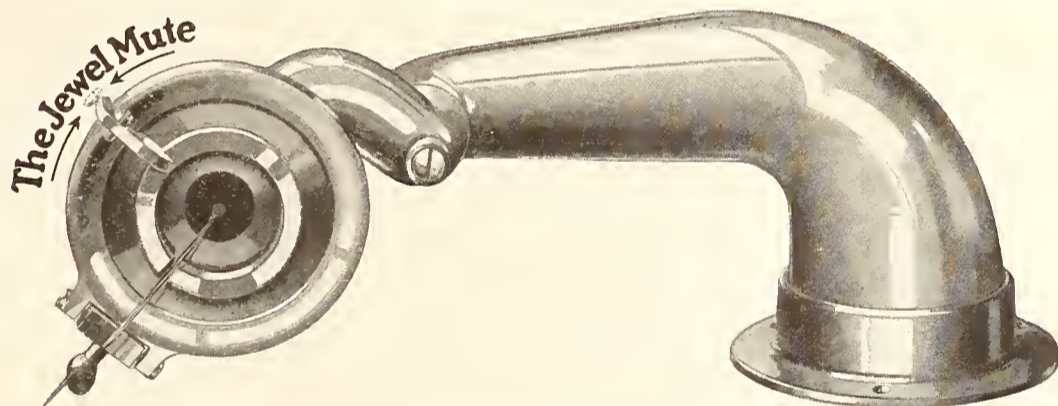
"When that young woman asked you for cer-

(Continued on page 25)

Important Pointers on Correct Salesmanship Based on Practical Experience Which Will be Read With Interest

where the salesman was now replacing the records he had withdrawn from the racks. He cleared his throat, an effort that invariably precluded an important speech. The action was rightly interpreted by the salesman, who turned about apprehensively.

"You didn't play your part any too well that time, Mr. Ripley," began the talking machine dealer. "I didn't like that transaction at all! I'm certain, had I been in your place, I should have developed different results. I want to



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



KKNOWN the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones, and its great volume. This tone arm on your machine spells success, because of its high standing in the Phonograph World.

Made only in 8 1/2-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or **NOM-Y-KA** diaphragm.

THE JEWEL MUTE

CONTROLS volume just like the human throat. Built in the reproducer and functions in such a way that the length of vibrations is minutely regulated and the tone reproduced to a softness and clearness that are remarkable.

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and 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

Gennett

RECORDS

"The difference is in the tone"



New Gennett Record Delights for October

- | | | | |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4756
.85 | { ONE KISS (Fox-trot)..... The Lanin Orch.
TI-O-SAN (Fox-trot) (Traveller-Case),
Green Bros.' Novelty Band | 4761
.85 | { SUNFLOWER DANCE (MacClymont),
Miss McKee, Whistler
LOIN OU BAL (Gillet)..... Green Bros.' Novelty Orch. |
| 4757
.85 | { OH JOY! (Schroeder)..... Falcone's Metronome Orch.
LISTENING (Fox-trot) (Bell-Solman),
Falcone's Metronome Orch. | 4762
.85 | { AUNT HAGER'S CHILDREN'S BLUES (Handy),
Ladd's Black Aces
SHAKE IT AND BREAK IT (Chiha-Clark),
Ladd's Black Aces |
| 4758
.85 | { WANA (WHEN I WANA—YOU NO WANNA)
(Friend)..... Arthur Fields, Tenor
BE YOURSELF (Mitchell-Gumble-Paley),
Billy Jones, Tenor | 4763
.85 | { SATURDAY—Intro.: Daisy Days (Mitchell-Brooks),
The Lanin Orch.
WHEN THE SUN GOES DOWN (Bloom),
Green Bros.' Novelty Band |
| 4759
.85 | { OH! BROTHER, WHAT A FEELIN'! (Cook),
Ernest Hare, Baritone
I MAKES MINE MYSELF (DeWitt-Bowers),
Ernest Hare, Baritone | 4764
.85 | { THE RAGGEDY MAN (The Bumble Bee) (James
Whitecomb Riley)..... Harry Humphrey, Recitation
OUT TO OLD AUNT MARY'S (James Whitcomb
Riley)..... Harry Humphrey, Recitation |
| 4760
.85 | { LAUTHERBACH..... George P. Watson, Yodler
HI LE, HI LO..... George P. Watson, Yodler | 4765 | { MY DAODY (Norworth-Swanstrom-Morgan),
Elliott Shaw, Baritone
DOWN YONDER (Gilbert)..... The Harmonizers, Orch. Acc. |

THE STARR PIANO COMPANY, Richmond, Indiana

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

MAKING SALES TO NEW CUSTOMERS

(Continued from page 23)

tain records you showed your impatience when you didn't find them immediately. That's a bad thing to do! You've got to get over it, the quicker the better for you and this store. You know we've got a number of booths here! Why didn't you suggest to the young women that they hear a few of the numbers? I'm sure if you had done this you should have sold more records! As it was you pulled down about fifty of them and sold but one of them! Those three young women may think we have no booths here at all, and with that in mind they're apt to switch their patronage elsewhere from now on. I can't blame them!

"I'm afraid you're not very observant. Anyone who would have used his powers of observation should have noticed that while you were showing the records one of the young women with the picture hat appeared to be quite interested in a few of the machines. To me it seemed as though she did not have one of her own, but should liked to have bought one. Perhaps she did want to buy one, but changed her mind, due to your gross indifference! Maybe she forgot about it. At any rate, had you observed her you should have reminded her of the fact. You might have made a sale.

"That is all we now know of her desires. If she does decide to buy a machine she may conclude that this is the wrong place to go to. That's a possibility, and to us a losing one! Buying our merchandise is one thing; an entirely different factor is the selling end. We've got to measure up on both, otherwise we might as well close this store and throw the key away!

"You could easily have learned the names and addresses of those three young women, whether they all own talking machines, and, if not, whether any purchases of machines were contemplated. That's the only way of doing business. Find out what kind of music they like best, and offer to play a few records of the type preferred! You will often find sales are made that way which ordinarily would never result. Keep a customer in ignorance of your goods and that customer will never be the wiser. And so long as such a condition prevails you're going to make mighty few sales—let me tell you that!

"You must learn to be profitably inquisitive. With the use of a little tact you can find out many things that will help you to make a sale! By interesting yourself in people this way you should be enabled to sell many other kinds of instruments outside of the merchandise for which a customer enters. I've done it many times and there's no reason why you can't accomplish the same!

"Let me tell you of an incident! It should give you an idea of how sales are sometimes made. It is not a singular incident, by any means, but it happens many times on different occasions, provided the proper effort is put forth. This happened about a year ago and illustrates how sales are sometimes made in an indirect way:

"A young man came here at that time and

inquired regarding a talking machine. I soon learned that he was quite a discriminating person, but I satisfied him he did not come to the wrong place. Well, I showed him quite a few of the machines and finally sold him one of the better make. And before he went out of here he placed an order for a large number of records, too! But," the talking machine dealer at this point raised his hand, "the good thing about this sale was the way it had resulted!

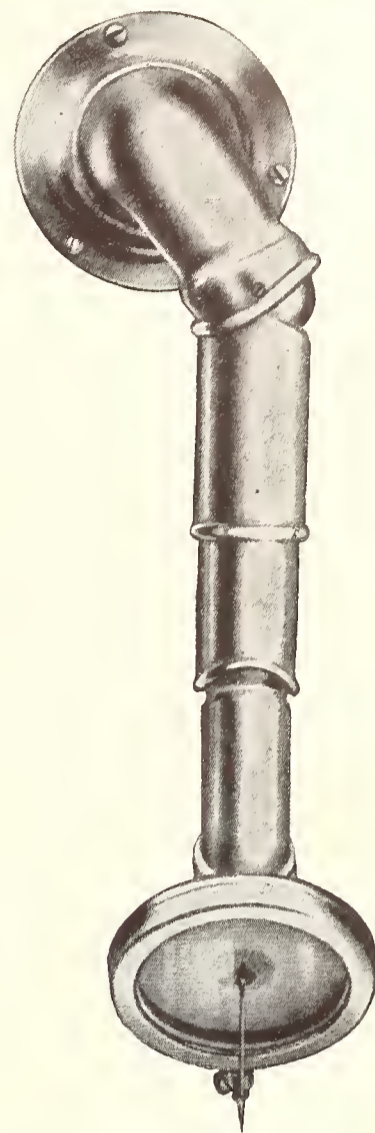
"After the entire transaction had terminated—and it was a cash sale, too—he confided to me why he had selected this store wherein to make his purchases. He told me he came from a different neighborhood—he lives about three miles from here—and that he had been directed to this place by a woman who had been here some months before. The woman he referred to, I later learned, had never made a purchase here, but on the day in question had accompanied another woman whom she had helped in making some music selections. On that very day" (the dealer became increasingly enthusiastic) "I suggested that this woman look over some of our talking machines, although she herself gave me her word she would never buy any, for reasons of her own. I had a little time on my hands and offered to show them to her, anyway, despite what she had told me. And I'm glad I did! That woman went out of here"—the dealer indicated the doorway—"without buying, but she knew something of our talking machines of which she had been in ignorance when she entered. And it was that knowledge that subsequently led to the purchase made by the young man. She had recommended our place because she was certain we had the right sort of goods, the kind that the discriminating young man was looking for!

"And, of course, the young man was not disappointed. Do you think that sale should ever have been made here if I had not offered to show that woman the assortment we had?"

The new salesman replied not, but a slight movement of the head was sufficient answer.

"And that is a thing you must remember," the talking machine dealer resumed. "Never be hesitant in showing a person our merchandise, even though the possibility of buying seems small. As I've shown, it pays many times in other ways. It doesn't happen too often, yet it happens often enough to make the policy I've suggested a paying one. If you don't take any chances you'll develop mighty few sales.

"And that young man whom I mentioned is now one of my best customers. He comes here quite frequently, and what is more, the purchases he makes are quite large, too. He comes here because he appreciates service. I'll point him out to you the next time he steps in here. He receives all our monthly catalogs and makes good use of them. I should never have had the opportunity to send them to him, as you can see, if I hadn't gone out of my way to interest that woman! That means, again, whenever a new customer pays us a visit learn his or her name and address, and whatever other valuable information he or she cares to give. It pays!



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

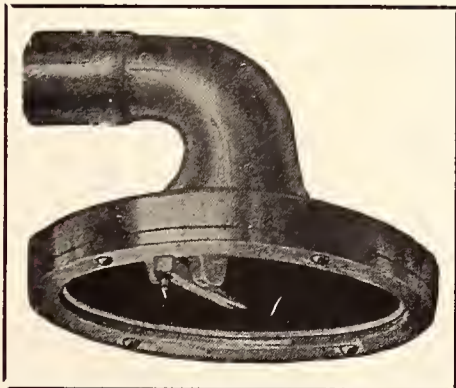
THE ORO-TONE CO.
1000 to 1010 George St. Chicago, Ill.

"Never be satisfied with the sale for which a customer enters! It's your opportunity, and your duty to both yourself and this store, always to suggest other sales. Many times your suggestions will be accepted. Sometimes they will be refused. If you win both yourself and the store profit. If the suggestions fail, nothing is lost. Anyway—here come three young men! Now let me see how you will handle them!"

Quality

The "VICSONIA" Reproducer

Distinction



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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

Sample Model "A" or "B" Vicsonia will be sent on receipt of \$4.50. Retail price \$7.50.

Note: Model "B" Vicsonia plays both Edison and Pathé records.

VICSONIA MFG. CO., Inc.
313 E. 134th STREET
NEW YORK, N. Y.



One sure way to make customers stop, look and buy is to "dress up" your windows with the new Columbia Window Strip Transparencies. They work night and day. Ask your Dealer Service Man.

Columbia Graphophone Co.
NEW YORK

CLEVER COLLECTION STUNT

Special Stationery Which Conveys a Definite Meaning in the Domain of Collections

As a means of collecting small bills an enterprising dealer recently made up a miniature letterhead, two inches by one and one-half inches, and a billhead and envelope of a size to correspond. He used this stationery in calling the attention of a delinquent customer to the fact that he had not yet paid for a certain small item.

In the letter he made note of the fact that the item due was so small that he desired to consume as little time and space as possible in bringing it to the customer's attention. The letter was closed by respectfully asking for a remittance by return mail.

The idea in practice proved productive of very good results. Hence, we pass it along.

RESS BROS. DISSOLVE PARTNERSHIP

YOUNGSTOWN, O., October 5.—The partnership existing between L. M. Ress and Joseph Ress for the past fourteen years under the firm name of Ress Bros., at 408 W. and 359 E. Federal street, handling Victor and Columbia machines, etc., has been dissolved. The store at 359 E. Federal street will be taken over by L. M. Ress, who has been manager of both stores since their opening. He will continue the business under the firm name of L. M. Ress & Sons. The store at 408 W. Federal street will be taken over by Joseph Ress, who will meet all obligations under the firm name of the Ress Music Store.

S. A. ATKINS TO BUILD

S. A. Atkins, of Pontiac, Mich., agent for Starr pianos and talking machines, has purchased property on the Robinson block for his business. Remodeling will start at once.

HARDWICK MUSIC STORE OPENS

Patrons and Friends of Establishment Throng Place at Formal Opening—Floral Pieces and Congratulations Received From Trade

UNIONTOWN, PA., September 30.—The formal opening of the new Hardwick Music Store in the Gallatin Gardens Building, on North Gallatin avenue, took place here recently. Floral greetings, letters and telegrams of congratulation were received from various music firms and local business men. The establishment was thronged with interested visitors, who received handsome souvenirs. The store was decorated with floral pieces; in the evening an orchestra played for the guests. A Magnavox, placed in the transoms over the door, carried the music to the street.

The store is modern in every way and four player-piano and talking machine demonstrating rooms have been constructed for the convenience of patrons.

NEW STORE IN GALVESTON, TEX.

Galveston Piano Co. Opens Up With Excellent Line of Talking Machines and Phonographs

The Galveston Piano Co. last month opened a handsome new store at 2009 Market street, Galveston, Tex., the company handling the Steinway, Krakauer, Cable-Nelson, Gulbransen and other makes of pianos and players, as well as the Victor and Vocalion lines of machines and records. F. A. Gutmann is manager of the piano department of the company, and A. M. Cain is in charge of the talking machine and small goods departments. A complete line of musical instruments has been installed.

A new music shop, handling a complete line of Edison phonographs and musical instruments, has been opened in Northfield, Minn., by C. A. Bierman.

VOCALIONS AT TORONTO FAIR

Scythes Vocalion Co. Has Most Interesting Display at That Important Exhibition

TORONTO, ONT., October 1.—The Scythes Vocalion Co., Ltd., manufacturer and distributor of Vocalions and Vocalion records, at 29 Alice street, this city, had an elaborate and interesting display of Vocalions and Vocalion records at the Toronto Fair recently. The display in-



Vocalion Display at Toronto Fair

cluded a railed-in space, wherein were shown various models of the Vocalion, including some elaborate period styles, and a sound-proof bungalow attractively furnished provided the opportunity for demonstrating the products without interruption or without interfering with neighboring displays. It is stated that the exhibit brought excellent results both in sales and prospects.

G. B. McALLISTER RESIGNS

G. B. McAllister, who for some time past has been assistant advertising manager of the Columbia Graphophone Co., recently resigned from that position. Mr. McAllister's plans for the future have not been determined as yet, but he will take a well-needed rest before entering into any active business.

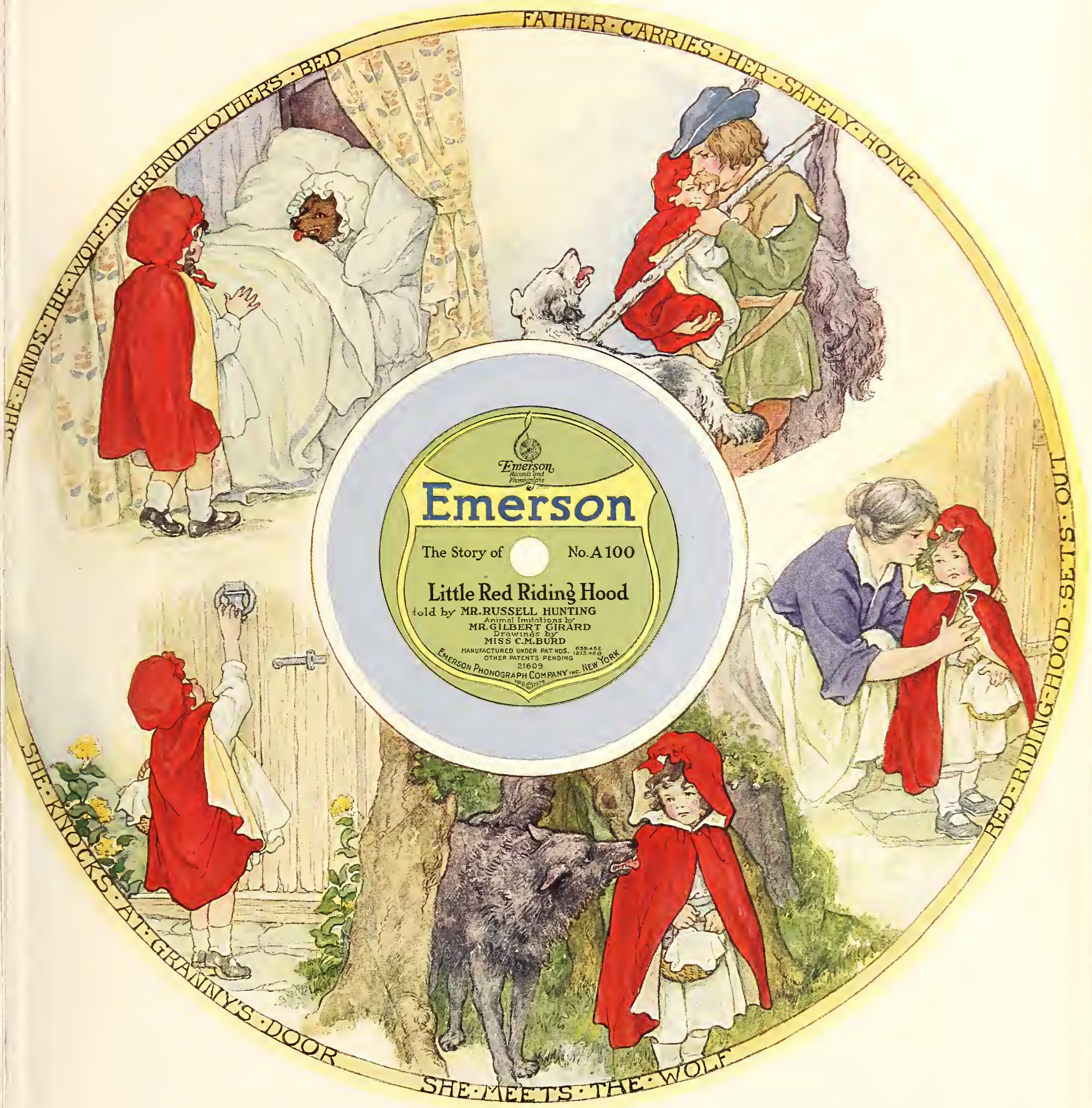
Okch Record Agencies
Are Getting the Business

Why not take your share?

Write for our agency proposition

Independent Jobbing Company

122 E. CENTRE ST., N.
GOLDSBORO, N. C.



Emerson Picture Records

by
Emerson Entertainers

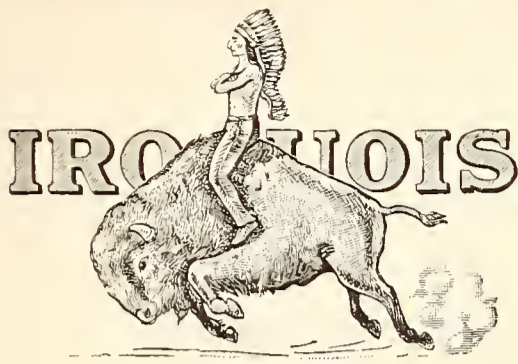
No. A100 Little Red Riding Hood
Story with Animal Imitations
The Three Bears
Story with Animal Imitations

No. A101 Mother Goose Rhymes
With Song Accompaniments

No. A102 Mother Goose Rhymes
(2nd Series)
With Song Accompaniments

75c. Each





IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Oké Records

DEATH OF JOSEPH C. KEMPF

Founder of Kempf Bros., Prominent Music House of Utica, N. Y., Passed Away Recently

UTICA, N. Y., September 29.—Joseph C. Kempf, founder of the firm of Kempf Bros., prominent piano and music dealers of this city, and one of Utica's leading business men, died at his home in this city on September 18, following a lengthy illness. Mr. Kempf, who retired from active business three years ago, had been in ill health for some time, but his condition was not regarded as serious.

Mr. Kempf was born in Newport, N. Y., in 1853, the family moving to Utica about a year later. In 1878 he organized the firm of Kempf Bros. to engage in the retailing of sewing machines, and in 1880 pianos were added to the line, such well-known makes being handled as the Knabe, Emerson, Shoninger pianos, Angelus player-pianos and, finally, Victor talking machines. His sons, Charles S. and William J., became associated with him in the business in 1905 and in 1920 two other sons, Frederick M. and Raymond A., entered the firm, Charles S. having died in 1918. In addition to the three sons Mr. Kempf is survived by his daughter, one sister and several grandchildren.

EXPOSITION HELPS BUSINESS

NEW PHILADELPHIA, O., September 30.—New Philadelphia music dealers claim the recent industrial exposition did more to revive business than any other event held here in recent years. There was a slowing up of business with almost all merchants here until the exposition was proposed and then merchants held out hopes for an improvement in business. Music dealers here who participated were the S. S. Urfer Co., the Jackson Music Co. and the Kintz Co.

MUSIC FIRM CELEBRATES BIRTHDAY

SPRINGFIELD, MASS., September 30.—The thirty-seventh anniversary of Taylor's Music House was celebrated here this week by a special sale of pianos and other musical instruments. The firm was organized in September, 1884, and has enjoyed a steady growth since that time. A full line of the best-known makes of pianos and talking machines is carried by this well-known New England house.

The Freeport Music Shop was recently opened on the Merrick road, Freeport, L. I. A complete stock of musical instruments is carried.

WURLITZER BUSINESS EXPANDS

New York Business Satisfactory for September—H. K. Davies Joins Sales Force—Window and Counter Decorations Attract

The Rudolph Wurlitzer Co.'s Victrola department is greatly pleased with the sales of Victrolas and Victor records during the month of September. The Victrola business has been on the increase since late Summer and from all indications the Fall and Winter business is to be exceptionally good. H. A. Brennan, manager of this department, has been busy laying extensive plans for Fall business and is contemplating adding many new sales people to take care of this expected increase in business.

One of the latest additions to Mr. Brennan's sales force is H. K. Davies, son of vice-president Davies, of the Woolworth chain of retail stores, who comes to the Wurlitzer organization with the intention of learning every phase of the retail selling of talking machines. He is well qualified to handle intelligently customers of musical taste, as he has had a thorough musi-

cal education, both in this country and abroad.

The general appearance of the Wurlitzer store is taking on a decided new color scheme through the efforts of an interior decorator who is to have charge of the window displays, counter displays and general decorations of the department. This feature of Wurlitzer is in keeping with the general appearance of the beautiful Victrola warerooms.

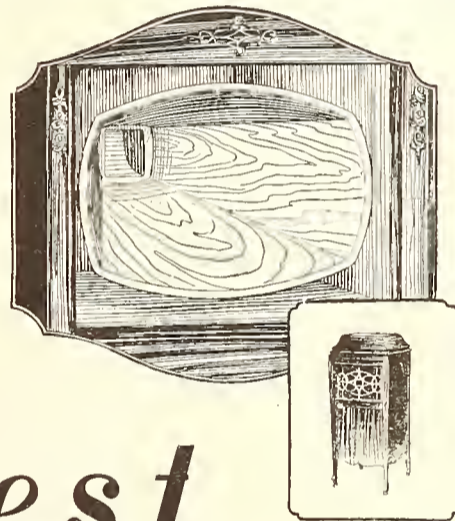
DESNOYER WINS EDISON PRIZE

JACKSON, MISS., October 1.—A. J. Desnoyer, proprietor of the A. J. Desnoyer Music House, this city, has been awarded the first prize in the sixty-day State contest among Edison dealers. The prize was awarded for the greatest number of Edison machines sold by any individual dealer in the State and consists of a ten-day trip to New York and Washington and a trip through the Edison laboratories.

Frank E. Meredith, proprietor of the Columbia Music Co., of Boston, Mass., has filed a petition in bankruptcy. Liabilities are \$4,229.35.

HARPONOLA

the Phonograph with the "Golden Voice"



The best proposition

We believe the Harponola proposition offers the dealer a more satisfactory and salable talking machine upon more favorable terms and with better and surer profits.

The only way you can test this statement is to get this 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.



Your store will look more prosperous! Your customers will be better pleased and return more often to buy new records if you sell the Record of Quality, THE *Okeh* Record.

Okeh Records

—for success

In considering a Record Agency review the monthly release of *Okeh* Records. This will testify to the quality and variety in each new release. Hits while they are hits!—Always first on *Okeh*! These are balanced by records that add prestige to your reputation. Recordings of international celebrities may be heard on *Okeh*.

Okeh Records are made to reproduce with the utmost exactitude the most delicate tones of the human voice.

And you won't have to wait for our shipments.

Our Service assures your gaining every sales advantage that a popular hit offers.

Correspondence on our proposition is welcome.

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

Selling the Sort of Music That Appeals to Every Member of the Family :: :: By C. C. Baker

The following address delivered before the convention of the Music Merchants' Association of Ohio in Columbus recently by C. C. Baker, well-known music roll and record specialist of that city, should be of particular interest to talking machine record dealers, for although it refers particularly to music rolls, the practical suggestions regarding the sort of music to sell and why apply just as strongly to records as they do to music rolls. Mr. Baker's statements are based upon actual experience. ❀ ❀ ❀ ❀

Never was the future of the player roll as bright as it is to-day. Never were more people really interested in the musical opportunities which are presented in this, to many, new form of entertainment.

The player roll is so closely allied to the player-piano that in discussing the future of the player roll it will be advisable for me to discuss also the future of the player-piano. I must ask your indulgence in using the personal pronoun so frequently in this talk, but the committee wanted a red-blooded presentation of the subject and the only way that I know how to do that is to give you a little of the inside development of my business, right off the bat. In discussing the future of the player-piano I will make this statement, that the future of the player-piano depends entirely on how intelligently we dealers merchandise the player roll.

Educating the Salesman

If I were a manufacturer of player-pianos I

think I would spend more time instructing my salesmen to sell the idea to their customers that the success of the future sales of player-pianos depends entirely on the player rolls. To prove this statement I unconsciously sold for Columbus dealers at least fifteen pianos by answering one advertisement in the "For Sale" column. Seven years ago a man connected with a large steel industry here in Columbus advertised his player-piano for sale. I wrote him a letter suggesting perhaps the reason he wished to sell his player-piano was on account of the music rolls which he had. He came into the store and asked if I could help him sell it and before he left I had sold him over \$17 worth of player rolls and he began to come in every week—sometimes twice a week—to buy more rolls.

He bought a roll cabinet, then he bought another, the largest made. One day when he was buying rolls he said: "I wish you would get me made a large roll cabinet, about three times as large as the big one I bought of you, as I now have over eight hundred rolls."

I called up a cabinet maker to get figures on it, but the following day he came into the store and said he had a better idea, and right off his dining-room he built a dance hall with roll racks the same as I had in the store. He, his wife and four children, three of them girls, came into the store. He wanted a music teacher for them, which I got. Neighbors were always welcome at those concerts and informal dances. Do you think of anything better for our business? This man, through his enthusiasm, was the salesman for these fifteen pianos, but the player roll was the direct salesman.

Another example of how the player roll sold

many player-pianos in Columbus—I would study my customers, become friendly and always suggest that they call their friend over the telephone to hear the particular roll I would sell them. You would be surprised to know the number of rolls that were actually sold this way and more surprised at the number of player-pianos. I have given you two plus sales of both rolls and pianos. This next suggestion is the most important in our business.

Educating the Customer

Too many of us have but one object—getting the down payment and the signature on the contract. A great number of players are sold because the daughter or son has been after "Dad" until he finally affixes his signature, of course allowing John or Mary to pick out the rolls. Now, John and Mary spend three to four nights a week dancing; the selections are "Dr. Jazz Ras Ma Tas," "Sweet Mamma" and the like. Now, Dad and Mother never heard of these numbers and as they are not familiar with jazz orchestras their player represents noise, not music. When a neighbor who has the fever to buy a player-piano asks Dad about it Dad, appreciating "That Dear Old Mother of Mine," not "Sweet Mamma," and just having made one of the thirty payments, rather knocks instead of boosts. Of course, his neighbor who was a prospect is not looking at player-pianos that day.

Grandma can be pleased by "Silver Threads Among the Gold." Grandpa, reared on a farm where the first real tune he ever heard on the fiddle in the old barn was "Turkey in the Straw," will like that. Also "Turkey in the Straw" is a wonderful mixer with "home brew."

(Continued on page 31)

RAINBOW SACRED RECORDS

Double Disc 85c.

RAINBOW RECORDS

HOMER RODEHEAVER, supreme in sacred song, records exclusively for Rainbow Records. His new songs can only be found on Rainbow Records.

Every dealer can stock a Sacred Record Line. We specialize in Sacred Records. Write to your nearest distributor.

Rainbow Records have no season. They sell from January to December, year after year. No heavy stock. No old stock.

RODEHEAVER RECORD CO.

150 East 41st Street

New York



RAINBOW SACRED RECORDS

DISTRIBUTORS

ELITE PHONOGRAPH CO.

1626 Chestnut St.
Philadelphia, Pa.

STERLING ROLL & RECORD CO.

137 W. 4th St.
Cincinnati, O.

RODEHEAVER CO.

440 S. Dearborn St.
Chicago, Ill.

J. K. POLK FURN. CO.

288 Decatur St.
Atlanta, Ga.

STERLING ROLL & RECORD CO.

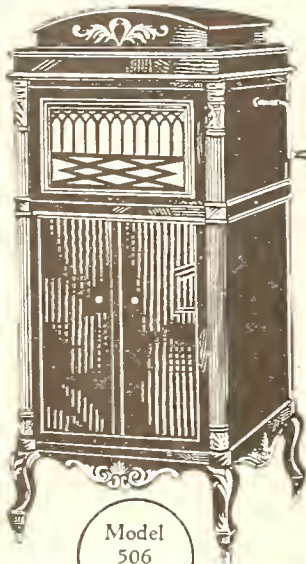
434 4th Ave.
Pittsburgh, Pa.

RODEHEAVER CO.

814 Walnut St.
Philadelphia, Pa.

STEGER

*the finest reproducing
Phonograph in the World*



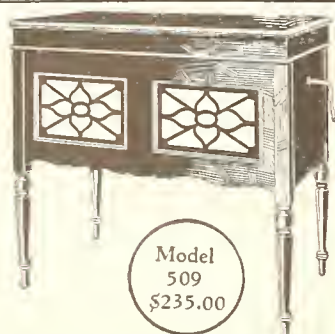
Model
506
\$295.00



Model
502
\$145.00



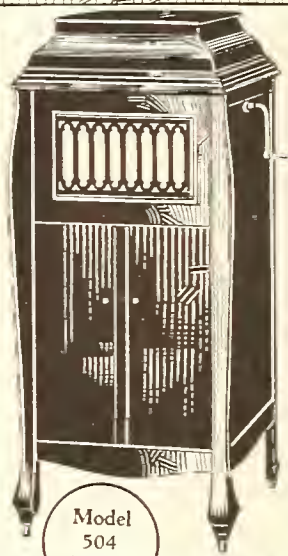
Model
503
\$165.00



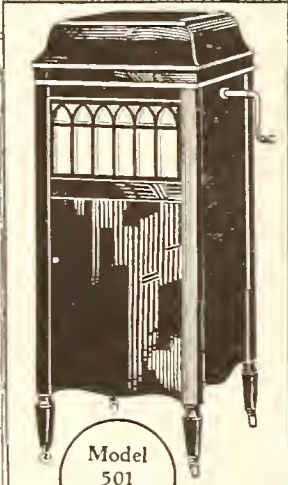
Model
509
\$235.00



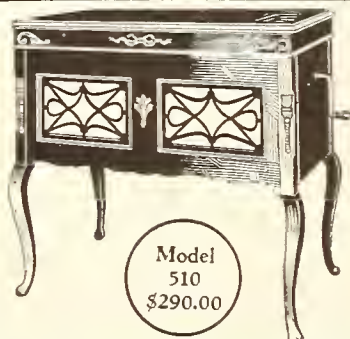
Model
505
\$220.00



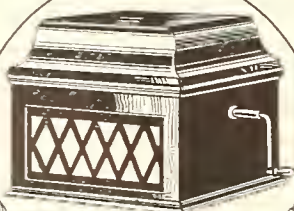
Model
504
\$200.00



Model
501
\$115.00



Model
510
\$290.00



Model
500
\$95.00

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."

SELLING MUSIC WITH WIDE APPEAL

(Continued from page 29)

Let me tell you the two largest selling rolls, "Silver Threads Among the Gold" and "Turkey in the Straw," both should be with every player-piano. I think it is just as important to sell "Turkey in the Straw" with every player-piano as it is to sell an "Uncle Josh" record with each talking machine. Do not allow your customers to be selfish and buy only rolls they like themselves; make them remember the children, Grandma, Grandpa and the visitor in the home. Therefore, it is necessary with each player-piano sold to have included "Turkey in the Straw," "Silver Threads Among the Gold" and "Nearer, My God, to Thee."

Merchandising of Player Rolls

The salesman who suggests, sells or even mentions a big hit is reducing your sales 50 per cent and automatically keeping customers out of your store. To make my point clear we will suppose, for example, a customer asks for "My Mammy," which is the hit of the hour, and that the salesman then suggests "All by Myself," which promises to be the coming new hit. You would naturally think you have made a plus sale, but you have automatically stopped your customer from coming into your store. Why? Because, in a short time when "All by Myself" does become a hit, the customer will not come in after it because he has already purchased it at the suggestion of the salesman.

Now, let us see how it would have worked out the other way. The customer asks for "My Mammy," which the salesman sells. The latter then suggests one of the many beautiful rolls of the ballad or waltz type. The customer leaves the store pleased, as he has a variety of music, also better music, keeping his interest in his player-piano. Now comes the second plus sale. In a week or two "All by Myself" makes a hit—then your customer comes for it and, of course, the salesman can sell another or more of the beautiful better rolls, for the catalog is full of wonderful numbers.

My suggestion—that of always keeping the new-coming big hit for your drawing card—gets your customer into your store a second time and doubles your business. In turn, this policy of selling will create the desire for better music, sell more player-pianos and more rolls.

The Rolls That Sell Perpetually

I would not consider a player roll department on a paying basis until my overhead expense is entirely taken care of by perpetual selling rolls; that is, rolls of the old standard type, old favorites, waltzes, marches and classics. You will recall that considerable discussion took place at the Youngstown Convention last year between the better-class and the jazz music. I believe that both are extreme. There is a way to gradually educate the public in better music through the player roll and this can be done by merchandising the music roll as it should be.

We need not discuss the buyer of the better class of music. The other fellow is the one to whom we want to devote our time first. He will always buy jazz, but there are many wonderful numbers which have enough melody to interest him. I may suggest a few rolls that will evidently get our customer away from most of this jazz. Use any well-arranged march or two-step, as: "King Cotton," "Heaven's Artillery," then a few of the old waltzes, "Blue Danube," "Zenda," "Moonlight on the Hudson," then gradually work your way towards "Canary and Nightingale Warble," "Moonlight in the Forest," "Humoresque"; a prelude, a good overture, the old operas, and so on, as far as your customer wishes to go, or you, by the display of real salesmanship, can lead him in the right way.

Are you getting the maximum of roll business from your customers? I hope I may be pardoned for making reference to my own business. In our wholesale department we have 468 customers in the State of Ohio—many of them buy from me exclusively; that means the sale of hundreds of thousands of rolls each year. We have developed our retail business to the extent that the combined retail sales of my Co-

lumbus stores are 41 per cent of the combined purchases of the 468 dealers. This is largely due to the fact that we do sell Dad and Mother, all the children and Grandpa and Grandma.

The future of the player roll (and it never appeared brighter than to-day) rests absolutely with each and every one of you. Not only the player roll, but the player-piano's future depends upon the intelligent merchandising of the player roll.

In closing his address, Mr. Baker cited the case of one of his dealers in a nearby Ohio town, with a total population of less than 6,000. This one dealer had sold in that town from 300 to 500 each of "Silver Threads Among the Gold," "Turkey in the Straw," "Where the River Shannon Flows," "When You and I Were Young, Maggie," "Down by the Old Mill Stream," etc. The dealer in question, when making up a list of rolls to go with a player sale, always includes from three to five sacred numbers, and Mr. Baker declares that as a result of this policy between three and four hundred player-pianos have been sold to the people of the town—more player-pianos than are owned in any town of the size in the State.

STERLING PIANO CO. TO MOVE

Leases Its Six-story Structure on Fulton Street for Term of Years—Plans New Home in Prominent Piano District of Brooklyn

BROOKLYN, N. Y., September 30.—The building occupied by the Sterling Piano Co., at 518 Fulton street, this city, has been leased for a period of twenty-one years by a concern which intends to remodel it and cut the street floor space into a number of smaller stores. The structure, which is owned by the Sterling company, is six stories in height and is considered one of the finest and most modern in the Fulton street section. The Sterling Piano Co. will remain in its present quarters until the new home in the piano center on Flatbush avenue is ready for occupancy. The Victor and Sonora lines are handled.

NEW GRANBY DEALERS IN ST. LOUIS

An Extensive Campaign Being Planned to Push This Instrument in This Territory

St. Louis, Mo., October 1.—The wholesale branch of the Granby Phonograph Corp., of Norfolk, Va., in this city, reports many dealers appointed recently in Illinois and many prospects are expected to be closed in the next thirty or sixty days. The Granby line is now also firmly established in St. Louis, dealers having been appointed in each section of the city. Among recent Granby dealers appointed in this city are the following: Davids Furniture Co., E. M. Hardesty Music Co., Buettner Furniture Co., C. H. Thuner Furniture & Carpet Co. and the St. Louis House Furnishing Co.

The St. Louis House Furnishing Co. is planning an extensive campaign to introduce the Granby in its territory. It has placed an order for a carload of machines. The talking machine department is to be under the supervision of Earl Goebels. The E. M. Hardesty Music Co. has already had much success with the line, having sold its first shipment of Granbys within a week after they were received.

LAWSON PIANO CORP. IN TROUBLE

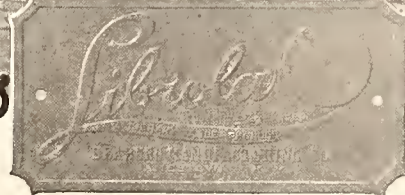
A petition in bankruptcy was filed recently against the Lawson Piano & Phonograph Corp., of 2572 Park avenue, New York City, by the Faber Piano Co., Inc., John J. Deegan and the Mapes Piano String Co. It is stated that the liabilities are about \$100,000 and assets about \$10,000.

MAKING EXTENDED TOUR

H. L. Pratt, manager of the branch service division of the Columbia Graphophone Co., is making an extensive tour of the country, visiting Columbia branches, where he is instituting novel merchandising features in anticipation of an active Fall and Winter Columbia business.



Seaburg Mfg. Co.
Jamestown, N. Y.



No. 250T, List Price \$250.00
Usual discounts to dealers
48"x28"x31" high. Finished all
around



Are you happy? You will be when you see how these new Marion Harris records sell—"I'm Looking for a Bluebird (to Chase My Blues Away)" and "Sweet Cookie." A-3457.

Columbia Graphophone Co.
NEW YORK

CHILDREN'S PICTURE RECORDS

Great Campaign Being Launched by Emerson Phonograph Co. in Interest of Its Records

The Emerson Phonograph Co. is launching this month an intensive campaign in the interest of Emerson records throughout the country. A particular feature of this campaign are the children's picture records which are being featured in all the company's publicity. Very attractive circulars and hangers and other advertising material have been prepared by the advertising department, all being done in varied colors with figures representing the many different characters of fairyland. E. H. Davis, advertising manager, is keenly enthusiastic over the possibilities of these children's picture records, and he states that the dealers are receiving this particular feature of the Fall campaign in a very enthusiastic manner. It is expected that this publicity will not only sell children's picture records, but increase the sale of other Emerson records accordingly.

MULTITONE MFG. CO. SOLD

EAU CLAIRE, WIS., October 4.—The plant of the Multitone Mfg. Co., this city, which was recently declared bankrupt, has been sold at auction to S. R. Davis, Dr. E. T. Finucane, T. L. Roberts, W. J. Carpenter and Dr. A. L. Payne, former directors of the old company, for \$52,000. The liabilities of the firm at the time bankruptcy proceedings were instituted were over \$125,000.

DEATH OF H. E. BEUREGARD

H. E. Beuregard, of the sales staff of Ormes, Inc., Victor wholesaler, New York City, died suddenly on Saturday, September 17. Mr. Beuregard's death was due to heart failure. He was well known and liked among the Victor retailers in the metropolitan district and his genial personality will be missed by his many friends.

TRADE ACTIVITIES IN SAN DIEGO

New Music Department at Holzwasser's, Inc., With R. B. Sumner as Manager—San Diego Music Co. Opens—Crosby Hopps Buys Interest in the Gray-Maw Music Co., Inc.

SAN DIEGO, CAL., October 3.—A music department has been opened on the eighth floor of the store of Holzwasser's, Inc., at Fifth street and Broadway, with R. B. Sumner, formerly of Los Angeles, as manager. Blue Bird talking machines will be handled, in conjunction with pianos, players, rolls and records, with possibly a fine line of sheet music and musical merchandise later.

Crosby Hopps, who has been manager of the local store of the Wiley B. Allen Music Co. for the past few months, has severed his connection with that establishment and has purchased an interest in the Gray-Maw Music Co., Inc., also of this city. He has been succeeded by J. H. Cooley, for ten years manager of the Colorado Springs and Pueblo branch stores of the Knight-Campbell Music Co., of Denver, and for a similar length of time manager of the Spokane branch of the Sherman, Clay & Co. stores.

The San Diego Music Co., composed of S. B. Frank and D. Horowitz, has opened a store at 624 Fifth street for the special purpose of catering to the foreign-speaking people who purchase records of Spanish, Chinese and other alien character. This company handles the Columbia graphophones and records.

The local branch of Barker Bros. recently had a special sale to close out a line of records, and in three days sold more than 3,000.

Miss Bernice Halbert, formerly in the talking machine department of the Bledsoe Furniture Co.'s store, has taken a position as head of the record sales department of Barker Bros., one of the leading concerns of this city.

The Bledsoe Furniture Co. has sold out its talking machine department and will discontinue handling machines and records.

DISPLAY VALUE OF THE DOOR

How a Cleveland Man Uses the Door as an Advertising Source in the Evening

The new answer to the ancient riddle is that a door is not a door when it is a show window. Every bit of display space counts and J. L. Mahon, of Cleveland, has turned his door into a show window with the aid of a shelf and a light on a light framework which can be swung into place after the store is closed for the day. In adopting this device lettering on the window must be placed high enough so as not to interfere with the display. Think of what this added space means to the small shop with a very meager frontage! The novelty of the arrangement has attracted the favorable attention of many people to the ingenious merchant.

NEW LANDAU STORE IN PITTSBURGH

PITTSBURGH, PA., October 2.—The Pittston Music Shop, at 40 South Main street, this city, has been taken over by the Landau Music Stores. The Music Shop, which has enjoyed a prosperous business since it was opened several years ago, has been renovated and presents an attractive appearance. A complete stock of Victrolas, Victor records and musical instruments is handled. The establishment will be under the personal direction of Harry Michlosky and Hyman Landau, who compose the Landau Co.

NEW TRUCK FOR KNICKERBOCKER

The Knickerbocker Talking Machine Co., Victor wholesaler, New York, has added considerably to its service facilities through the recent purchase of a Mack truck with a total loading capacity of seven tons. This is said to be one of the largest automobile trucks devoted to this service in New York City and will enable the Knickerbocker Talking Machine Co. to render the maximum amount of service to its dealers.

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



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

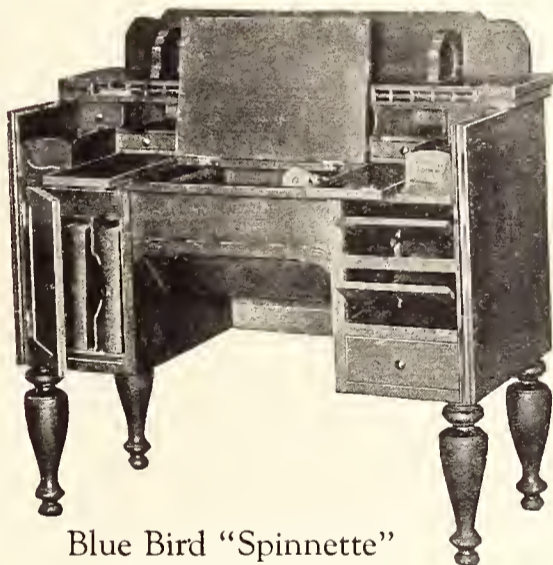
Streamline Model
(Disappearing Cover)

The epitome of convenience and elegance.

Retail Price \$250

This classic colonial type Spinet 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



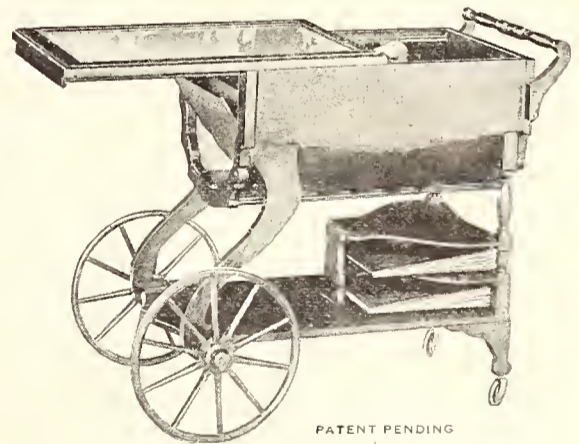
Blue Bird "Spinnette"

PATENT PENDING

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.



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 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

RAINBOW RECORDS IN NEW YORK

Rodeheaver Record Co. Establishes Headquarters in This City With T. P. Ratcliff as General Manager—Record of Chorus of 2,000 Voices Among the Features of New Catalog

The Rodeheaver Record Co., the head of which is Homer Rodeheaver, well-known soloist and choir leader for Billy Sunday, the Evangelist, has now established headquarters at 150

known wherever sacred music is featured, is now under exclusive contract with the Rodeheaver Co. and has already made a number of "Rainbow" records for that concern.

The new Rainbow records, which is the name of the Rodeheaver Co. products, are made under the direction of C. R. Johnson, a recording expert of wide reputation, who has been connected with the trade for thirty-two years. An excellent catalog has already been built up, among the features being records of chorus

ROWE'S MUSIC SHOP SOLD

R. J. and J. O. Benton Purchase Long Island Store—Specialize in Victor Products

LYNBROOK, N. Y., October 1.—Rowe's Music Shop, Atlantic avenue, this village, has been purchased by R. J. and J. O. Benton, who will continue the business under the name of the Lynbrook Music Shop. The new owners are planning many changes in the establishment which, when completed, will make it one of the finest and most modern in this vicinity. A delivery service to all parts of Long Island is a feature of the service.

R. J. Benton, who managed the business for Mr. Rowe during the past year, is a Victor enthusiast and he has made a thorough study of the Victor talking machines and records, therefore he is well equipped to make his venture a success. In addition to a complete stock of Victrolas and records, pianos, music rolls and supplies are handled.

FOREIGN CATALOG GROWS IN FAVOR

The Emerson foreign record department is immensely pleased with the reception given by the trade to its growing foreign catalog. Louis D. Rosenfield, director of the foreign record department, in a chat with The World stated that it is the purpose of this department to keep in constant touch with the dealer, advising him of any new phase of foreign recordings, as well as to familiarize him with interesting data of the artists who make the records. In this way the foreign record catalog has made immense strides and has given the dealer a wider field, whereby he could present these records to the trade in an intelligent manner. The result has been that Emerson foreign records have taken a decided boost.

The Simmons Phonograph Co., Inc., of Seattle, Wash., has been granted a charter of incorporation in that State, with a capital of \$150,000.



Homer Rodeheaver

East Forty-first street, New York City, with Thomas P. Ratcliff in charge as general manager. The company plans to do considerable recording at the new headquarters, as well as at Winona Lake, Ind., where much of the recording has been done in the past.

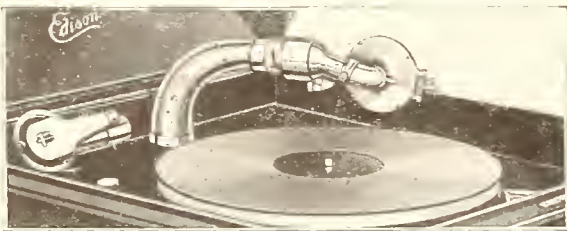
The permanent laboratories of the company will still be maintained at Winona Lake, which, during the Summer, is the gathering place for Bible students and those in training to become song leaders, under the direction of Dan Bedoe and Fred Martin. Mr. Bedoe, who is well



Thomas P. Ratcliff

singing by 2,000 voices, an accomplishment in recording that is declared to be unique. It is stated that a very substantial demand for the sacred records on the Rainbow list has been realized among all classes and that the field for this type of music appears to be an unusually broad one.

A talking machine establishment was opened at the Grand-Trumbull Market, Grand River, Myrtle and Trumbull avenues, Detroit, Mich., on October 1, by A. Guinsburg.



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.

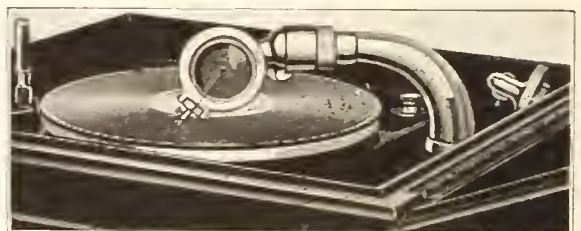
GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

Retail PriceN/P \$7.50

"G/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 NCM-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



GENERAL PHONOGRAPH CORPORATION

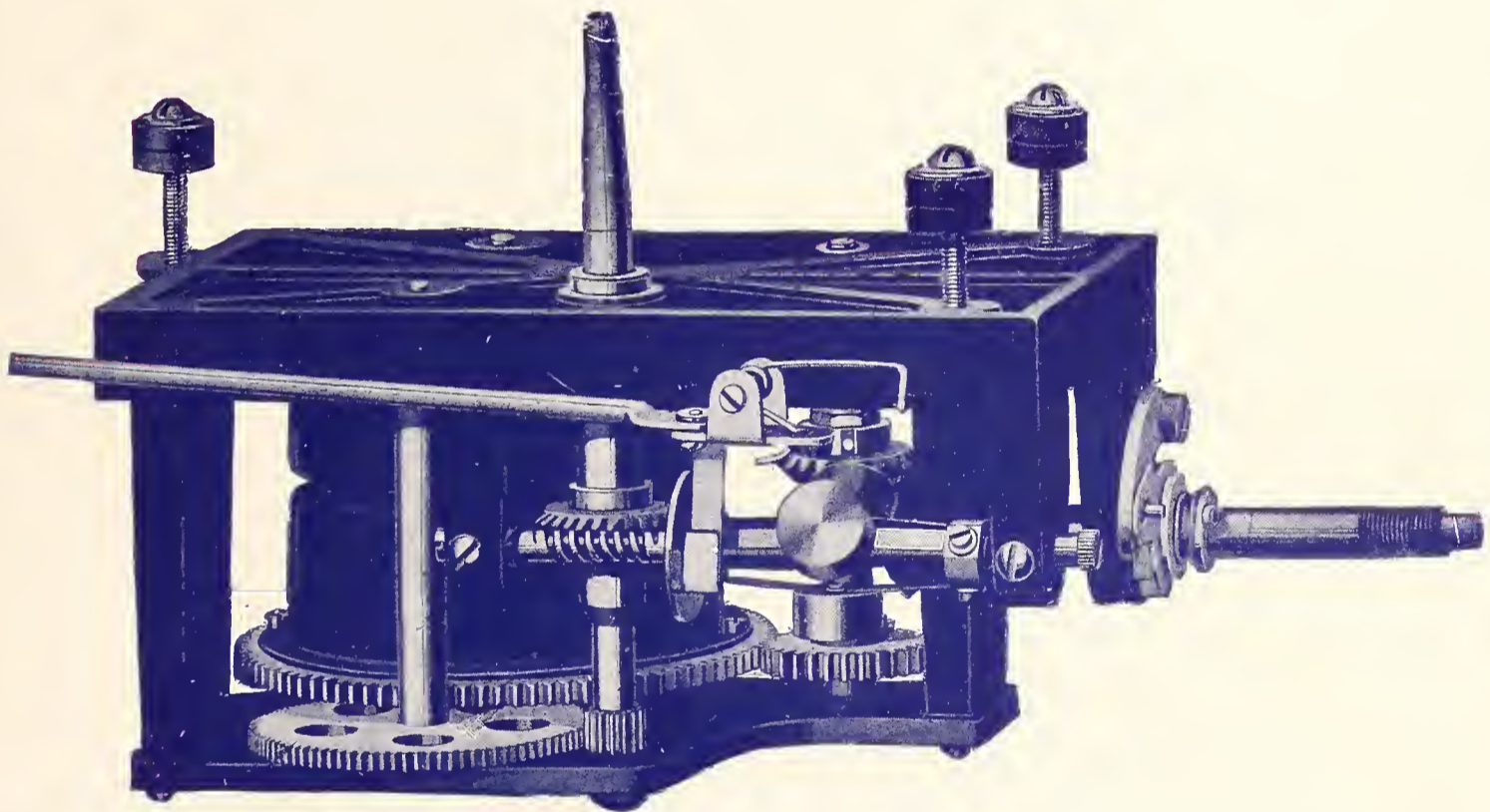
OTTO HEINEMAN, *President*

25 West 45th Street

New York City, N. Y.



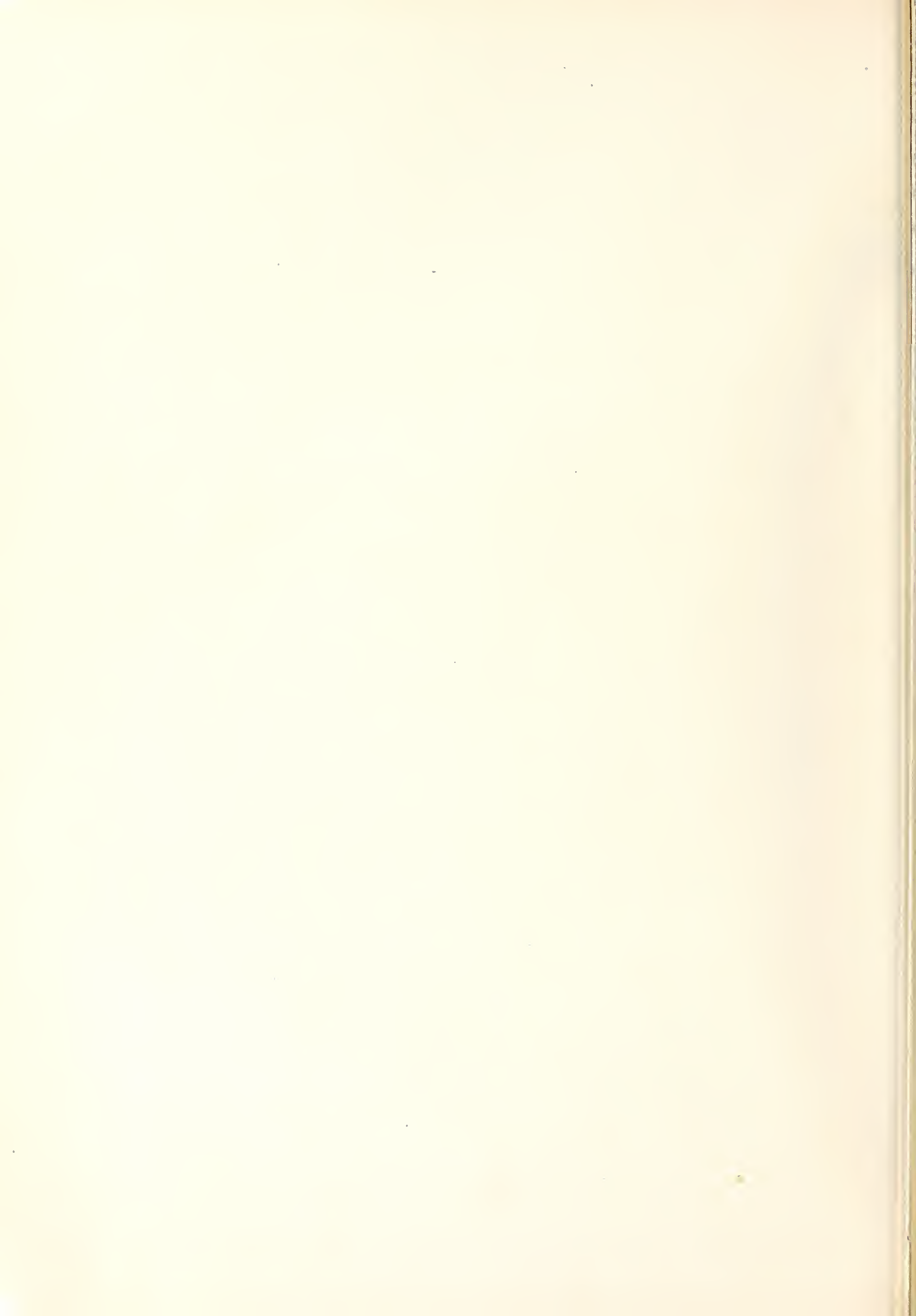
Now is the time to go after business.
Make things hum. Manufacture now
and be ready for Christmas Sales.



HEINEMAN MOTOR No. 77

Use HEINEMAN and MEISSELBACH Motors,
Tone-Arms and Sound Boxes—and you and your
dealers will be satisfied.

ASK FOR NEW PRICE LIST



Several Constructive Merchandising Ideas for the Talking Machine Trade . . . By Smith C. McGregor

NEW RECORDINGS OF FAVORITES

The favorite selection in some collections is one that was recorded several years ago. It is probable that newer and better recordings have been made since, but the old record still has the favored place. That one record appealed to the buyer more than the others, and he will be glad to listen to any new recordings of the same song.

It is quite probable that the record has been discontinued, and if it has then it is all the more important to pay attention to requests for such records. A sympathetic search to aid in getting the best recording, if the old one cannot be obtained, will make a good impression on the customer and he will speak of it to his friends.

DEMONSTRATION BOOTHS

A great many dealers now handle player-piano rolls in addition to talking machines and records, so the question of sound-proof demonstration booths is an important one. A demonstration booth that is not "sound-proof," though it is supposed to be, is a damper on many sales. From the customer's point of view, few things are more irritating than to have the sound of the piano used to demonstrate the player rolls penetrate the booth and drown out a favorite orchestra or violin piece.

It costs more to have a demonstration booth really sound-proof, but the customer is going to buy more records if he can listen to them undisturbed. Piano rolls bring in a good profit, but

they ought not to interfere in any way with talking machine record demonstration.

"ONE-RECORD" ADVERTISING

The advertisements of the record manufacturers in the magazines of national circulation often feature a single record. Some retail dealers are also doing this in much of their local advertising.

Perhaps the attitude of the record buyer is not fully understood by those who consider such advertising as wasteful. It is only human nature to be proud when one's judgment is verified by experts, and that is the effect of a magazine advertisement endorsing a certain record. If the customer has the record he is better satisfied; if he does not have it, but has purchased other selections in the past with a similar endorsement, he is moved to purchase the new selection too.

While "one record" advertising is especially useful in interesting the customer in the work of a new artist, it also creates interest in good recordings by familiar ones. It helps the customer develop a taste for good music, and that is worth trying for.

EXCHANGING GIFT RECORDS

There are always some instances where the wrong record is purchased, but the greater number of these annoying occurrences are during the rush of the holiday season. Large numbers of records are given as presents, and if the records are like some they already have, or do not appeal to them, the receivers of such

gifts often seek to exchange them a few weeks later.

Some dealers who would not otherwise exchange records do so with gift records, because they seek to obtain the trade of the people who bring them in for exchange.

This practice is just as harmful to the other record buyers as any other exchange practice, for it does not make any difference when the record is used; if it has been used, then it is not worth the full price, and to sell it for such is not giving the buyer full value for his money. This cannot fail to react against the dealer later on. "No Exchanges" is a sign worth placing in every demonstration booth.

BACK SPIRIT OF YOUR GUARANTEE

The spirit of every honest guarantee is complete satisfaction, and you have not reached the high point of your success if any of your customers have cause for complaint due to a trifle that was not in the written guarantee.

Sometimes the demonstrating instrument is equipped more thoroughly than the stock models and the customer thinks he was to get the same, though the contract calls for a stock model. Of course, no dealer can afford to give the customer expensive "extras," but when the amount involved is small and the customer honestly believes he is right it pays to satisfy him as completely as possible.

Such adjustments are doubly valuable if the buyer later learns you were under no obligation to give him the extra value, and make for favorable decisions when the customer is in doubt.

BIG DISTRIBUTORS FOR

OKeh Records

There is no time like the present to establish an OKeh Record Agency.

The output of OKeh Records is greater and better than ever before.

Dance and vocal hits excel in quality and character of recordings.

The opera and instrumental records are the finest in the market.

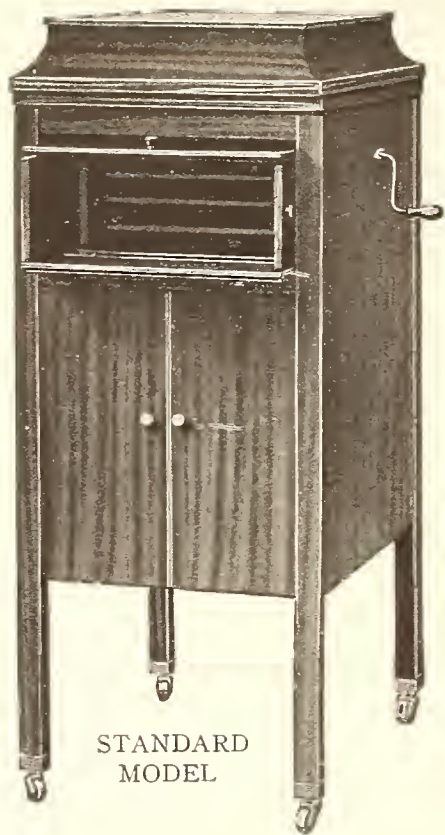
The Demand Increases Every Day

Let us help you with an agency!

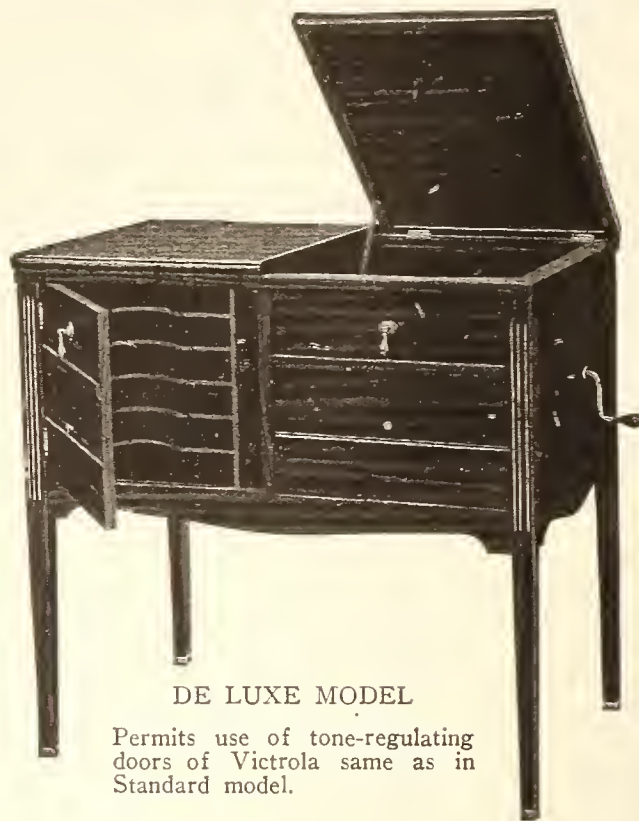
STERLING ROLL and RECORD CO.

Pittsburgh, Pa., 434 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.



STANDARD MODEL



DE LUXE MODEL

Permits use of tone-regulating doors of Victrola same as in Standard model.

Prices Further Reduced

Practically Back to Normal

Lundstrom CONVERTO

PATENTED DEC. 11, 1917

TALKING MACHINE CABINETS

LOWERED costs make it possible for us to announce new prices on Converto Cabinets that are practically back to normal.

The Standard Converto is now listed at from \$26.50 to \$32.50, subject to the regular dealer's discount.

The De Luxe Converto list is \$55.00, subject also to regular dealer's discount.

These new prices will materially help your Converto sales, because you can sell a combination of Converto Cabinet and small Victrola at a combined cost far lower than that of even unknown cabinet machines.

Write for new Price List.

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

When the *Ziegfeld Follies* opened in New York, "Sally, Won't You Come Back" simply stopped the show. Ted Lewis and His Band play it, with "Bring Back My Blushing Rose," "Second Hand Rose," "I Know"—all on one big double. A-3453.



Columbia Graphophone Co.
NEW YORK

O. P. GRAFFEN WITH GRANBY CORP.

Will Represent This Concern in New York City and Larger Cities in New Jersey

The Granby Phonograph Corp., New York, recently added to its sales staff O. P. Graffen, who is well known in the New York wholesale talking machine trade. He will represent Granby phonographs in New York City, as well



O. P. Graffen

as in the larger cities of New Jersey, interesting talking machine dealers in the Granby line.

Mr. Graffen comes to the Granby Corp. with a very fine reputation and a wide experience in the talking machine field. He was for a number of years with the Columbia Co. and during the past year has been connected with the General Phonograph Corp., selling the New York City trade.

Mr. Graffen will work under the direction of R. R. Wilson, New York sales representative of the Granby line, who is making extensive plans for a Granby drive in metropolitan New York and New Jersey during the coming Fall and Winter months.

SECURE MUCH LARGER QUARTERS

The Wm. Phillips Phono Parts Corp. recently obtained a large loft covering 4,500 square feet for plating purposes. This latest expansion in the business of the company was made necessary through the greatly increased orders being received and it is expected this plating plant will be one of the finest equipped in the city.

William Phillips, president of the company, reports that September has been the biggest month this year and predicts the continuance of this good business throughout the entire Fall season.

George R. Hardy has been placed in charge of the Edison phonograph department of the Greenfest Store, of Peekskill, N. Y.

CONCEIVES ORIGINAL PUBLICITY

Knickerbocker Talking Machine Co. Devises Clever Advertising Novelties for the Trade

One of the most recent advertising novelties produced by the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, for the use of the Victor dealer is a telephone index, the front cover of which will bear the imprint of the individual dealer. Abram Davega, vice-president of the company, has evolved an excellent plan in conjunction with this novelty for the securing of a complete list of local prospects and the increasing of sales in general.

This Victor distributing house has also recently presented to its dealers reproductions of the photographs of famous Victor artists on mounted medallions. They are finished in silk, silk-moire, ivory and mahogany, and are indestructible, washable and non-fadeable. It is expected that these artistic medallions will prove very popular with Victrola owners. The Knickerbocker Talking Machine Co. is also receiving numerous orders for the "Da-Lite" electric display for the featuring of Victor records.

WORK HURTS NO ONE

Nobody ever becomes a nervous wreck while he is succeeding, no matter how hard he works. He goes by the board only when the tide turns against him or when he quits work to have a good time.

DEVELOPING NEW PROSPECTS

How a Progressive New England Dealer Operates in Extending His Business and Sphere of Influence Through Use of Questionnaire

A dealer located in New England recently sent out a letter to his entire list of prospects. It had an immediate effect on his business and greatly increased his prestige. "Good music" constituted the theme of the letter and the main idea he conveyed to the reader was that his company was anxious to go to almost any length to help his home city develop a deeper understanding, knowledge and appreciation of really fine music. He explained certain things he was doing at considerable cost and the amount of effort he was putting forth to help promulgate a love of good music among the people of his city.

In concluding the letter he asked one favor of the recipient, namely, that he fill in and return the enclosed post-card. This card had printed on it a series of questions, as follows:
Name
Address
Telephone
What, if any, records have you been unable to get?.....
Do you wish the monthly record supplement mailed regularly? Yes..... No.....

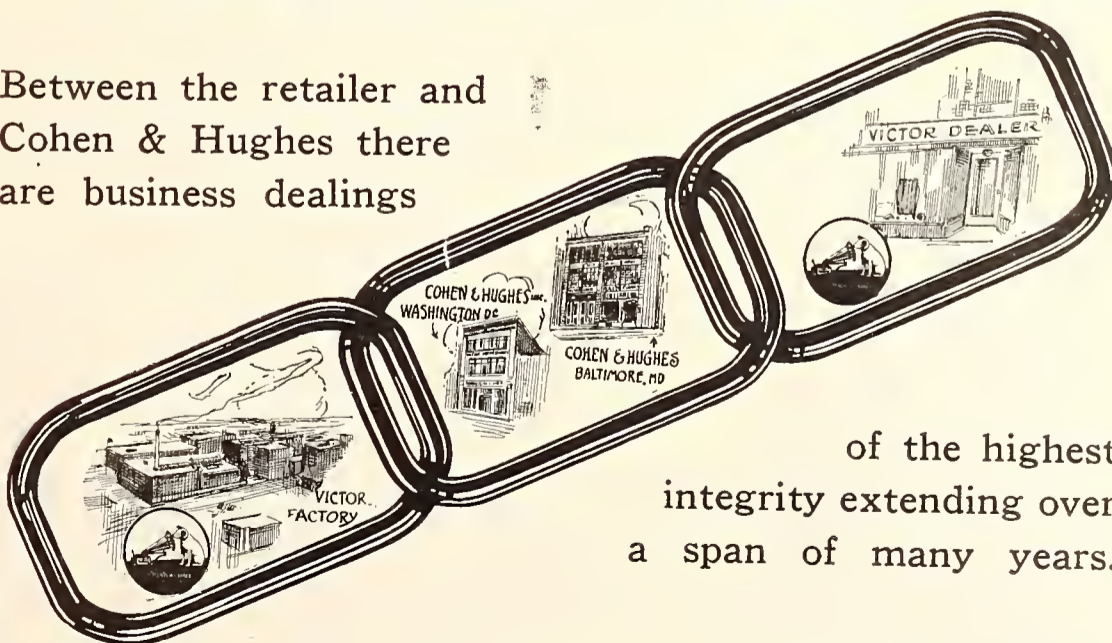
Have you any friends that you believe would be interested in either a machine or in receiving a monthly record supplement?

Although this letter was of a very general type the amount of returns from it were very satisfying.

CONFIDENCE

To Our Customers We Owe All—To Them We Give All

Between the retailer and Cohen & Hughes there are business dealings



of the highest integrity extending over a span of many years.

COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON



The

MAGNAVOX

IS IDEAL FOR DANCING

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

TRANSMISSION OF MUSIC BY WIRE

Wright & Wilhelmy, Pathé Distributors, Hold Concerts on Pathé Actuelle Which Are Heard Three Hundred Miles Away

OMAHA, NEB., September 30.—Through the medium of a radiophone, or wireless, the transmission of music long distances from its source has become an accomplished fact. Concerts on the Pathé Actuelle phonograph in Omaha are being "picked up" daily in Wichita, Kan., 300 miles away, and in scores of adjacent cities. Wright & Wilhelmy, Pathé distributors, of this city, in conjunction with Ronald Rockwell, a high school student who owns the apparatus which was installed by the Hempel Electric Co. in its plant, are responsible for this original method of supplying music. Of course, other attempts have been made to send music by wireless, but Wright & Wilhelmy report that the large diaphragm of the Actuelle has proven far more suitable for the transmission of sound by wireless than the sound reproduced through the medium of the tone arm and state that the music sent was reproduced at the receiving end with greater power and beauty of detail as to tone and shading. Furthermore, it required no mechanical attachment to corral the sound, the wireless transmitter being placed about two inches from the end of the cone. The Omaha firm states that while the wireless music was being used to promote Actuelle publicity, radio activity may soon be perfected so as to become practical for commercial use. Wright & Wilhelmy are in receipt of enthusiastic letters daily from residents of other towns and cities telling how they have enjoyed the music from Omaha.

Recently a public demonstration was made in Kruger Park, Omaha's pleasure resort, and a novel exhibition was witnessed by many thousands of visitors who were astonished at the results achieved. Each day a series of concerts was staged at noon and at 8 p. m. at the Hempel plant. Wright & Wilhelmy report that the value of the publicity obtained for the Actuelle in a

few weeks is beyond computation, far exceeding that from all other sources during the year. It is expected that it will be possible, with additional equipment, to be able to transmit music between Omaha and New York before long.

JONES PIANO CO. ADDS VICTROLAS

Ohio Firm Remodels Talking Machine Department—Coulter Jones Assumes Management

MANSFIELD, O., October 6.—A fine 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 is 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.

FEATURES BRUNSWICK AT REVUE

AMERICAN FORK, UTAH, September 30.—A feature of the annual Fall opening and style revue of the Chipman Mercantile Co., which recently acquired the Brunswick line of talking machines, was a Brunswick demonstration and a general talk on Brunswick products by R. F. Perry, representing the Brunswick-Balke-Collender Co., of Salt Lake City. Over five hundred people were present at the demonstration, which closed with the playing of Mario Chamlee's record, "Dreams of Long Ago."

The Meinell Music Co., West Florinense avenue, St. Louis, Mo., has taken on the Sonora line.

INTEREST IN MUSIC INCREASING

Letters Requesting Advice for Conducting Music Memory Contests, Etc., Being Received From All Parts of the Country—Interest Is Growing

The widespread interest in the advancement of music throughout the country is evidenced from the number of letters received by the National Bureau for the Advancement of Music from every section of the country. The music memory contest is meeting with especial favor. Schools everywhere are increasing their efforts to instill a love of music into their pupils which, if the present rate of progress continues, must be felt by the music trade. Civic organizations in large cities, as well as in the smaller towns, are exhibiting interest, and many newspapers are devoting special sections to musical news.

The National Bureau for the Advancement of Music is extending every aid in planning music memory contests, concerts, etc., where desired.

EFFECTIVE ARTIST TIE-UP

Columbia Dealer Co-operates With Artists' Vaudeville Engagement—Plan Produces Sales

WILKES-BARRE, PA., September 30.—The Snyder Music Co., Columbia dealer, had a timely tie-up with Furnam and Nash, Columbia artists, who were at a vaudeville theatre here recently. Mr. Sheppard had a talk with the theatre manager, consequently the following result. During the first appearance he called them to the front of the stage, introduced them as exclusive artists for the Columbia Graphophone Co., placed a Grafonola on the stage and played their record A-3412 to the audience; then Furnam and Nash sang it and several others. This made a big hit. Tickets were passed out and the person holding the lucky number was presented with the Grafonola.

A branch of the Phonograph Record Exchange Co. of America was recently opened in Marion, O. The new store is in charge of C. E. Kellogg.

These Silent Salesmen Increase Your Sales and Cut Down Your Overhead

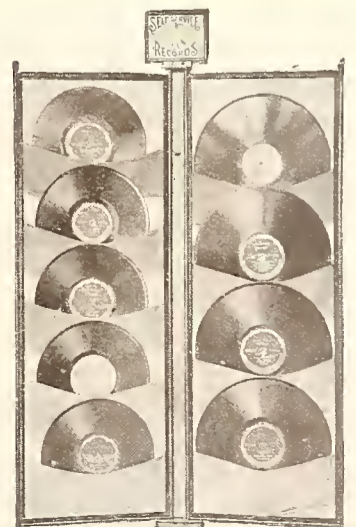
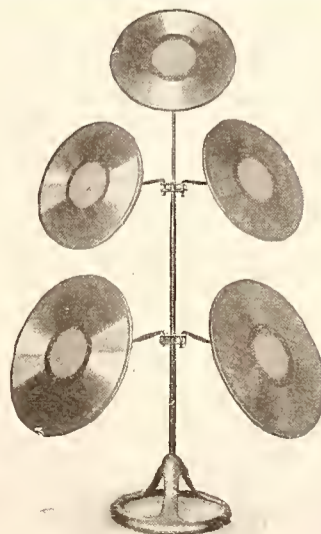
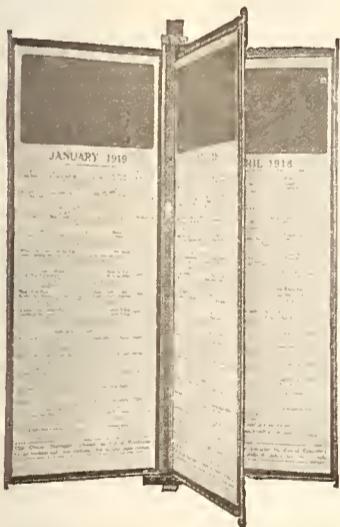
The day of "allotment" is past. The problem is the same in the talking machine field as in other lines—intensive sales effort to move "dead stock"—Universal Displays do this with comparative ease. Records are displayed where customers can read all the titles easily, causing inquiries to play and clinching 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



\$250,000

Worth of Sonora Phonographs Ordered by One Western Dealer

IN months gone by orders from retailers amounting to \$250,000 or more were not uncommon. Everyone, flushed with success, confident of the future, ordered extravagantly, expecting to receive only a portion of the goods ordered.

But today conditions are different. Orders are based on public demand, and prospects based on something more than mere hope. Orders placed today are expected to be filled.

The fact that one dealer has just ordered Sonoras, the invoice value of which is approximately \$250,000, is significant evidence of the trend of the times and the future outlook. The firm placing this order is, of course, a big one, but so is the order.


Now is the time to place YOUR order—be assured of sufficient stock for future demand.

If you haven't a Sonora agency, write today—follow the lead of the many prominent firms that have been selling Sonoras successfully in the past and are doing so today.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



SONORA was the first phonograph to play ALL MAKES of disc records perfectly without extra attachments, and it enables you to hear not only records of American manufacture, but foreign records as well.

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.

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.

Michigan and Ohio.

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.

Sonora Phonograph Co. of Philadelphia

1214 Arch St., Philadelphia, Pa.

Western Pennsylvania and West Virginia.

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.

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.

150 Montague St., Brooklyn, N. Y.

All of Long Island and Brooklyn, north of Broadway.

Moore-Bird & Co.,

1751 California St., Denver, Colo.

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

Sonoras are now selling at Revised Prices based on present-day costs.

CABLE ADDRESS REG'D
"FILASSE—PHILA."

THE MARK OF

LONG DISTANCE 'PHONE
BARING 535

ANY {Size
Quantity
Quality

SERVICE AND
Phonographically Speaking



SATISFACTION

Quotation
Delivery
Product } RIGHT

They Talk For Themselves

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA., U.S.A.
YOKOHAMA, JAPAN

INTERNATIONAL MICA CO., 106-110 W. Lake St., Chicago, Illinois

FACTORY AND SALES DEPT.,
37TH AND BRANDYWINE STS.,
WEST PHILA., PA.

V. T. SCHULTZ
CLEVELAND, OHIO

RAYSOLO SALES CO.
LANCASTER, PA.

ARTHUR BRAND & COMPANY
CINCINNATI, OHIO

WALTER S. GRAY
SAN FRANCISCO, CAL.

DAVENPORT PHONOGRAPH &
ACCESSORY CO.
DAVENPORT, IOWA

ARTOPHONE COMPANY
ST. LOUIS, MO.

STEINOLA COMPANY
KANSAS CITY, MO.

PROVIDENCE PHONOGRAPH
SUPPLY 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 ESSENTIALS OF A SALESMAN

Qualifications the Successful Man Must Possess,
According to a Magazine Writer

According to an article which recently appeared in the magazine Administration, the essential elements of the genuine salesman may be briefly catalogued as follows:

One who has a steady eye, steady nerve, steady tongue and steady habits.

One who turns up with a smile and who still smiles if turned down.

One who strives to out-think the buyer rather than to out-talk him.

One who is silent when he has nothing to say—and also when the buyer has something to say.

One who takes a firm interest in his firm's interest.

One who earns respect by being respectful.

One who can be courteous in the face of discourtesy.

One who keeps his word, his temper and his friends.

HOLDS "BUBBLE BOOK PARTY"

OMAHA, NEB., October 1.—The Brandeis Store, this city, recently gave the children of the community a "Bubble Book Party" which was exceptionally successful. More than a thousand children attended during two afternoons and evenings and souvenirs were distributed to the happy youngsters. The party not only resulted in the sale of a number of Bubble Books, but also provided considerable valuable publicity.

MODERNOLA SALES CORP. FORMED

The Modernola Sales Corp., New York, has been granted a charter of incorporation under the laws of New York State, with a capital of \$10,000. The firm, which will handle musical instruments, is composed of C. C. Seiffert and D. H. Wendel.

The stock of the Pumphy jewelry and talking machine establishment, of Decatur, Ind., has been moved to its new store, a half block below its former location.

TALKING MACHINE MEN MEET

Two Live Addresses Features of September Session of Local Retail Organization

The monthly meeting of the Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, was held according to schedule on Wednesday, September 14, at the Café Boulevard, this city. The meeting was preceded by a luncheon, following which Henry Teller, of Fred Fisher, Inc., the well-known music publisher, was introduced and addressed the gathering on the plans of his company for the exploitation of the firm's Fall catalog, particularly in conjunction with talking machine records. A number of songs were sung, including the current Fisher hit, "Ma."

R. B. Whelan, of the Health Builders, Inc., manufacturers of a line of talking machine records promoting health exercises in the home, was introduced and spoke on the merits of the course issued by his company.

GRANBY AT THE OHIO CONVENTION

CINCINNATI, O., October 3.—Robert Clark, who represents the Granby Phonograph Corp., of Norfolk, Va., in southern Ohio and eastern Kentucky and whose headquarters are in this city, states that business is showing a decided increase, particularly in the last two weeks, and that all indications are for a fine Fall business. The Granby phonograph was represented at the convention of Ohio music dealers, held in Columbus from September 12 to 14. Those in charge of the exhibit were: Charles H. Kennedy and H. C. Schultz, who cover northern Ohio; Robert Clark, who covers the southern half of Ohio, and Harry Coplan, of the home office of the Granby Phonograph Corp.

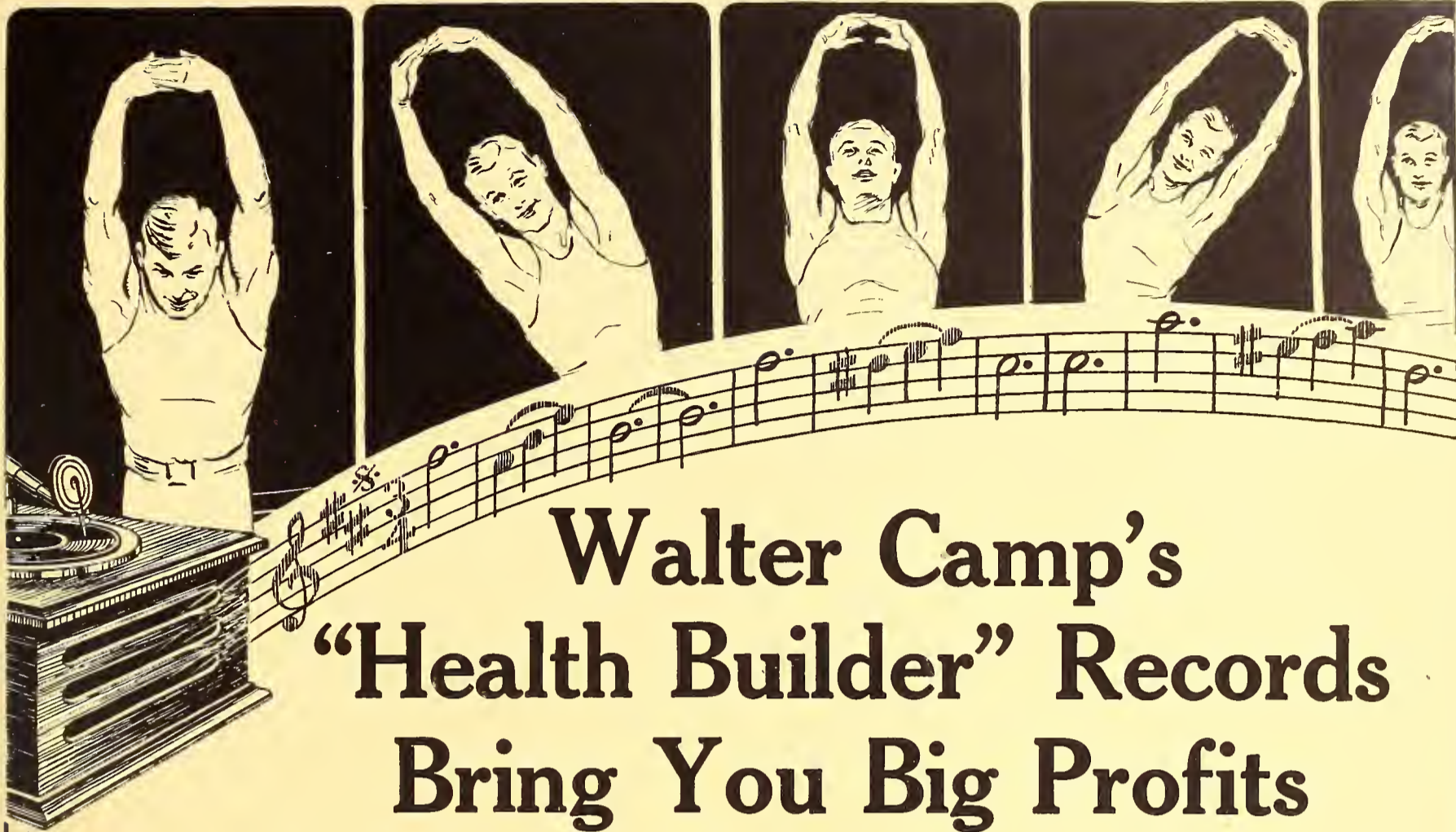
FOLDER FOR SPECIAL RECORDS

The advertising department of the General Phonograph Corporation has just issued an attractive four-page folder featuring Okeh records by colored artists. Among the artists listed are Manie Smith, Norfolk Jazz Quartet, Daisy Martin, Gertrude Saunders and Tim Brymn and his Black Devil Orchestra. All of these records have met with an active sale throughout the country and this folder can, therefore, be used to advantage by Okeh dealers.

A couple of inches of appealing advertising will bring better results than a double-page spread of poor material.

REYNOLDS
VICTOR RECORDS
VICTOR MOBILE DISTRIBUTOR
ALABAMA

Serving
Victor Dealers
in
Mississippi
Alabama
Florida



Walter Camp's "Health Builder" Records Bring You Big Profits

Famous "Daily Dozen" Exercises, devised by great athletic authority, now on talking machine records.

WALTER CAMP'S celebrated exercises for keeping fit—set to specially selected music on records, with a voice giving the commands—have made a smashing hit with business men and physical culture enthusiasts everywhere.

Every man and boy knows Walter Camp's reputation as an athletic trainer and wants this set of five large double disc "Health Builder" records, carrying his complete "Daily Dozen" exercises. In the album with the complete course on ten-inch records are 12 charts, showing the movement to make at each command, and illustrated with over 60 actual photographs—and a booklet of instruction written by Walter Camp himself.

Cash In on "Keeping Fit" to Music!

These are the same exercises taught by Walter Camp during the war to officials in Washington—adopted by the Army and Navy—and published in Collier's, Physical Culture, American, Woman's Home Companion, American Boy, Red Cross, and many other magazines.

Before offering this wonderful course to the dealer, we

have given it a thorough try-out, selling direct to the buying public by mail.

Results from the first ten advertisements of our national advertising campaign made us double our production facilities for records.

Get ready to get your share of profits on the demand for Walter Camp's "Health Builder" outfit. Regular discounts to dealers. Exclusive territory allowed. Inquiries from national advertising sent to local representative. Circulars furnished with your imprint.

Be the "Health Builder" Dealer

Walter Camp's "Health Builder" System is the most profitable phonograph record proposition ever put on the market. It is a proven success. One ad in New York City brought over 2,500 inquiries and resulted in \$5,000 in direct sales. You can cash in on the popular "keeping-fit movement" now sweeping the country. Send now for a sample 10-inch "Health Builder" record, with charts, and learn all about the profitable proposition offered you as exclusive "Health Builder" dealer in your city.

Send for Sample Outfit

HEALTH BUILDERS

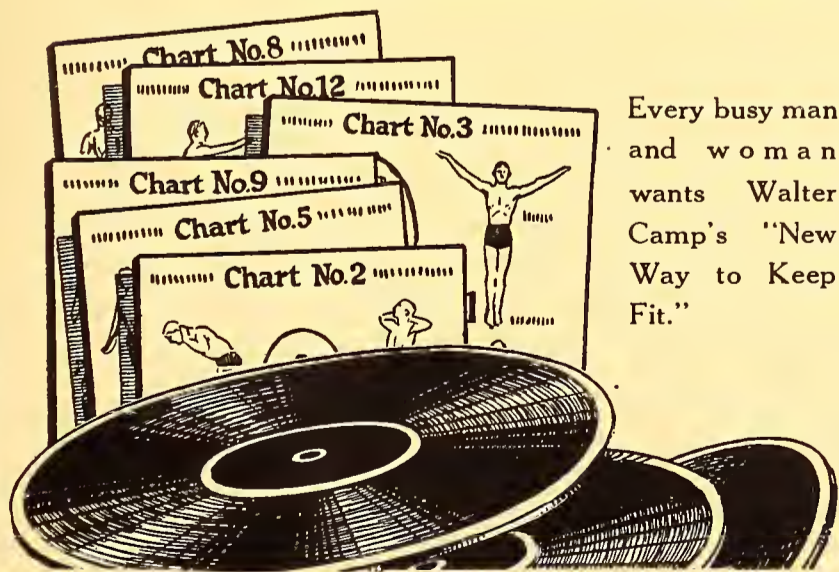
Dept. D.

334 Fifth Ave., New York.

Please send me, prepaid, one 10-inch double-disc "Health Builder" record, carrying four of Walter Camp's "Daily Dozen," with four charts—and your special proposition to dealers. I have privilege of returning this outfit.

Name

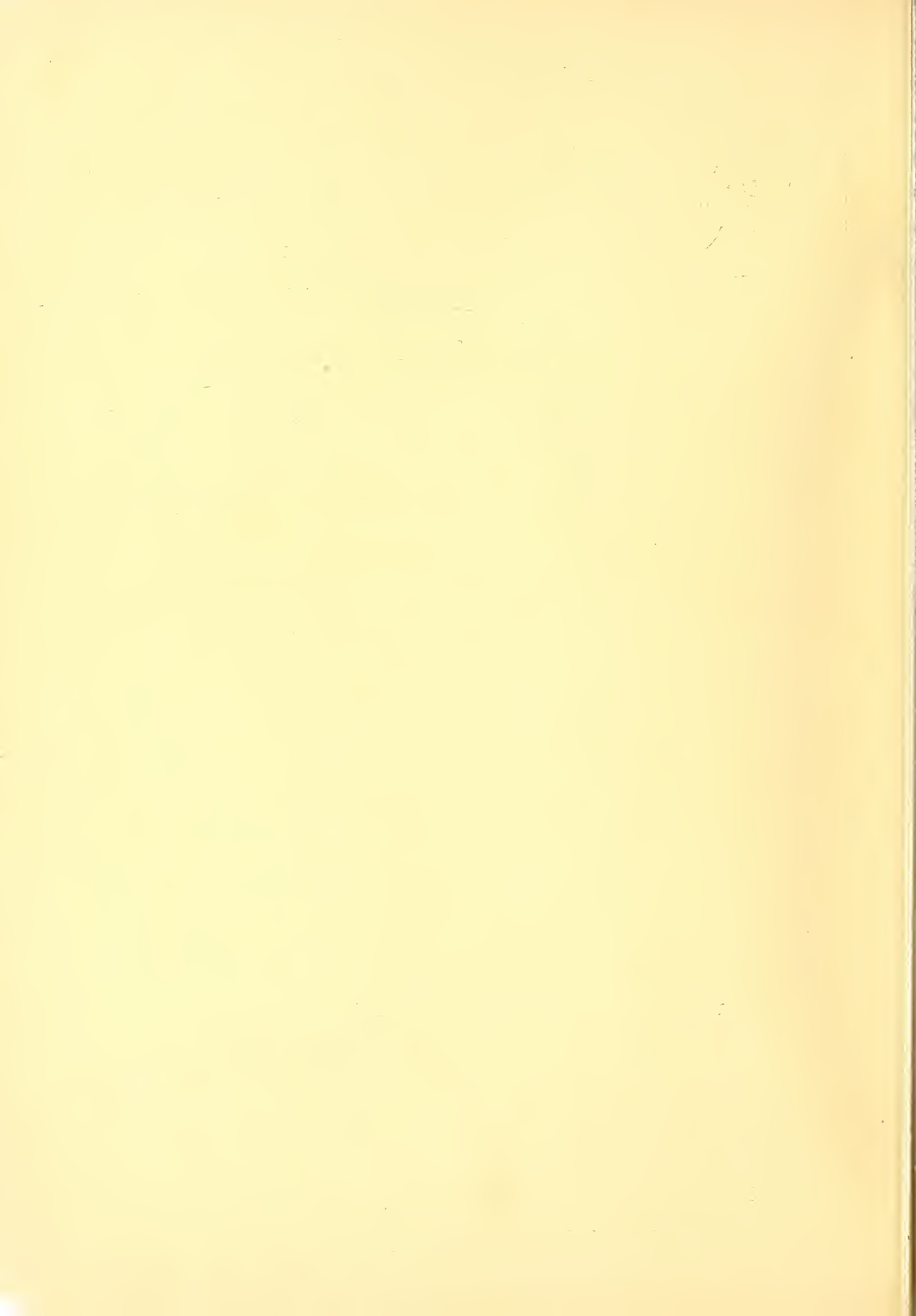
Address



Every busy man and woman wants Walter Camp's "New Way to Keep Fit."

HEALTH BUILDERS

Dept. D. 334 Fifth Avenue New York



MANY NEW JEWETT DEALERS

Eleven New Dealers in Detroit and Other Cities—New Salesmen Appointed—Sales Manager Fair Tells Why Business Is Good

DETROIT, MICH., October 5.—The Jewett Phonograph Co., of this city, despite the adverse trade conditions, is apparently meeting with remarkable success in developing its line among retailers.

The Woodmansee Music Store and the Lampe & Tanner Music Shop have both announced to their trade in the past few days the taking on of the Jewett line, thus making eleven dealers in Detroit. In addition to the foregoing Jewett dealers have just been appointed in three other Michigan towns, namely, Armada, Hudson and Everett.

A. A. Fair, sales manager of the Jewett Co., who has just returned from a highly successful Eastern trip, says that credit for Jewett expansion in Detroit must largely go to E. F. Sharp, assistant sales manager. Mr. Sharp will be remembered as being formerly field sales manager at the local Columbia branch.

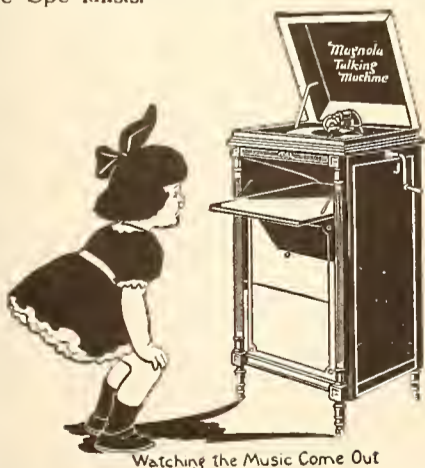
Mr. Fair announces the appointment of some additional salesmen, including C. E. H. Lehmann, who will travel in western New York, and C. A. Crane in southern Ohio. George D. Phillips has been covering Michigan for some time and, judging from the tack-studded map in Mr. Fair's office, is meeting with success all over the Wolverine State.

"Why we are so busy when other manufacturers are complaining and why our factory is oversold is really hard to explain," said Mr. Fair. "Perhaps we are going after it harder. We know that the public is still interested and becoming more so in goods which are worth a fair price and for which a fair price is asked. At the Michigan State Fair we had a booth which was turned over to our dealers for a day each. One of our dealers, F. B. Walker, got forty interested prospects in a day. This idea of 'going after it' and our financial support of our dealers are probably the two big reasons why we are busy to-day, in spite of the depression."

The Culp Bros. Piano Co., Fort Smith, Ark., has increased its capital stock from \$12,000 to \$50,000. Besides the Fort Smith store the firm operates stores in McAlester, Ark.; Russellville and Hartshorn, Okla.

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY
 OTTO SCHULZ, President
 General Offices: 711 MILWAUKEE AVENUE, CHICAGO
 Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.

MAKING TRIUMPHAL TOUR

Greek Evans and Henrietta Wakefield, Olympic Artists, Scoring in Opera—Records Popular

Greek Evans and Henrietta Wakefield, who record exclusively for the Olympic Disc Record Corp., are at present en tour with the Scotti Grand Opera Co., which has been making a triumphal tour to and from the Pacific Coast. At present this company is playing engagements throughout the Middle West and Olympic dealers in the various cities at which they are stopping are reaping benefits in increased record sales.

Everett G. Holmes, sales manager of the Olympic Disc Record Corp., reports that business has improved greatly and that the demand for Olympic records has shown a tremendous increase. In New York City the sales of Olympic records have shown a remarkable growth. The selection "Sweet Lady," from "Tangerine," is a great favorite with the public and this record is a popular seller.

TALKING MACHINES FOR TYPISTS

Pasadena High School Installs Machines in Commercial Department—Experiments Show That Music Speeds Up Work of Students

The use of the talking machine for speeding up work of various kinds has opened up many new fields for the salesman to work. Another field, and one which is widespread, is opened to the salesman by the recent announcement of the commercial department of the Pasadena high school, Pasadena, Cal., that talking machines speed up the work of students in type-writing. The experiment has been so successful that talking machines have been installed in the school as part of the regular equipment, according to F. H. Thurston, head of the department. This has been done by a number of other schools.

Operators of typewriters work on a system of rhythm, declared Mr. Thurston, and the talking machine helps the students to acquire the rhythm of movement in their strokes.

**Are You Ready?
 BUBBLE BOOKS
 "that Sing"**

are going to be one of the biggest sellers during the holiday season.

We base that statement on the fact that they have been selling steadily all year round.

Are you ready to fill every order for the series of 12 books? Better fill up the gaps in your stock now.

If you need any displays—counter cards—display racks—circulars—newspaper advertisements—we have them ready to ship.

Being prepared is half the battle—the dealer that has prominent, attractive displays of Bubble Books this year will reap the rewards.

Complete stocks can be carried for a very small investment—turnover is rapid—profit liberal.

Send in that order—today



HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street

New York

SELLING TALKING MACHINES

WHAT are your customers' requirements in a Talking Machine?

First, that it reproduce well. Second, that it adds to the Home picture.

With the first we have nothing to do, but with the second a lot.

The higher you raise the body of a Talking Machine Cabinet from the floor the less it fits into the picture and yet you must have legs to the Cabinet and you must apply something to make it easy to move.

Slides—Domes of Silence—are the only contrivances upon the market that do not unduly raise the Cabinet and yet help make it easy to move the machine from place to place, save strain upon the legs—save floors—save rugs.

This is the reason so many Cabinets from the high price period models down are today equipped with Domes of Silence.

**HENRY W. PEABODY
& CO.**

Domes of Silence Division

17 State Street

New York

Specify DOMES OF SILENCE



Are your windows working full time? With the new Columbia Window Strip Transparencies you get full value out of your windows, large and small, night and day. Ask your Dealer Service Man. It will pay you.

**Columbia Graphophone Co.
NEW YORK**



HERRMANN OPENS NEW VICTOR SHOP

Beautiful Victor Showrooms Opened at Port Richmond by the F. F. Herrmann Talking Machine Co., Inc.—Many Guests Present

The recent opening of a branch store of the F. F. Herrmann Talking Machine Co., Inc., at 124 Richmond avenue, Port Richmond, marked the addition of the finest Victor establishment on Staten Island to New York's metropolitan emporiums. This company, which is the leading Victor dealer in that section, has another large store at Stapleton. The building in which the local establishment is housed was purchased last June by Mr. Herrmann, president of the company.

The new store was formally opened to the public during the latter part of September. Invitations were sent to the music lovers of Port Richmond to attend afternoon and evening concerts by a noted orchestra. Souvenirs were distributed to the hundreds of guests and the record and demonstration booths were thrown open for their inspection and the enjoyment of the great Victor library of records.

Among those present were: Thomas F. McCreedy, of the Victor Talking Machine Co.; H. C. Ernst, of the New York Talking Machine Co.; Lloyd Spencer, of the Silas E. Pearsall Co.; W. J. Haussler and J. Harris, of C. Bruno & Son, Inc.; A. Davega, of the Knickerbocker Talking Machine Co.; Mr. Johnston, of the Blackman Talking Machine Co., and J. J. Davin, of the Reincke-Ellis Co., who contributed much to the success of the event. The merchants of Port Richmond called en masse, congratulated Mr. Herrmann and presented him with a horseshoe of flowers six feet in height. After the evening concert Mr. and Mrs. Herrmann gave a supper dance to their guests.

The color scheme of the record demonstration rooms, as well as the reception parlor and period room at the rear of the store, is in cream and old ivory. The wall borders are of blue tint with numerous paintings symbolic of music.

UNUSUAL PUBLICITY STUNT

Recently a truck which the driver had lost control of ran into the window of Gelb & Mayer, Bloomsburg, Pa., who are wide-awake Columbia dealers. The plate glass window was completely destroyed, so the dealers took what was left of their display out of the window and placed a piano there instead. One of their organization stepped in and played the piano while another sold sheet music and records to the crowd watching from the outside, right through the window.

Roy Haas and Stanley J. Smith, who have been with the Crystal Lake Music Co. for the past two years, have bought out the interests of K. H. Nelson, of Los Angeles, Cal., and A. H. Henderson, Jr., of this city, in the business. Mr. Haas was made manager of the store when it was opened by Mr. Nelson and Mr. Smith was his assistant.

CHECK UP ON YOUR WINDOW

Learn Whether It Is Bringing Results by Compelling Interest and Bringing Callers

From time to time it behooves every retail merchant to make some definite check on the effect being produced by his window display. A merchant, located in Fort Wayne, recently kept count and discovered that of 2,732 persons who passed his window between 8 a. m. and 10 p. m. 881 stopped and looked at his store display and less than 100 came into the store. The next time you check up on your window, see how your results compare with this.

PLAY VOCALION RECORD 1,200 TIMES

CLEVELAND, O., October 1.—A vocalion record that has been played more than 1,200 times was picked up in a local confectionery store here by S. J. Basta, a local Vocalion dealer. The record, which was played thirty or forty times every day, is still in good condition, amply testifying to the durability of these discs. Mr. Basta has sent the record to the Aeolian Co. in Chicago.

Fred C. Emery, who formerly operated a music store in Orange, Mass., recently opened a store in Gardner, Mass. A complete stock of Victrolas, including period models, and Victor records is handled.

IMPROVEMENT MORE PRONOUNCED

Interesting Chat on Conditions by General Manager Underwood, of the Jewett Co.

DETROIT, MICH., October 3.—“Business is improving—it is really picking up,” remarked C. F. Underwood, general manager of the Jewett Phonograph Co. “Our connections with the Paige Motor Co. and other industrial relations provide us with sources of information which force us to that happy conclusion.

“The trouble with the individual business man to-day is that he will persist in making business comparisons with the heyday war days. He gauges everything from the conditions prevailing in wartime and doesn't try to move goods. We are convinced that goods can be moved if sufficient effort is made. In our opinion the next era is to be that of ‘product worth the money’ and we are basing our future on high-class, but not necessarily high-priced, goods.

“On recent trips I regretted to see that certain manufacturers are allowing and certain dealers are permitting the consignment evil to creep into the trade. Any arrangements which permit of a nine or ten months' payment basis is going to work incalculable harm to the trade at large and the conscientious member of the industry will discourage it all he can.

“We are well satisfied with our own business. We are far oversold with the factory running overtime. We hope to keep it so.”



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

INVENTS NEW REPRODUCER

Gloria Phonograph Co. Introducing the Invention of Paul E. Bütow, President of the Company—Made of Spun Aluminum

The Gloria Phonograph Co., of 559 Fifth avenue, Brooklyn, N. Y., is the manufacturer of a new reproducer for which it holds the exclusive United States and foreign patents, and which is, as far as the diaphragm is concerned, revolutionary in composition. It is made of spun aluminum and it is claimed that "the reproducer gives volume, natural tone without 'scratch or blast,' and is particularly adapted for the rendition of vocal, piano, violin, cornet and other solo records."

The diaphragm is only .0025 of an inch thick and in order to reduce it down to this fine dimension the inventor discovered a new art of spinning metal, the result of over sixteen years' experiment with diaphragms and allied parts. The result has been that his work has created much comment in inventive and technical circles.

The new reproducer is the invention of Paul E. Bütow, a well-known musician, who has for years experimented with phonograph sound reproduction. He is the head of the Gloria Phonograph Co. and has associated with him his two sons, Charles J. and Henry G. Bütow.

The company has a factory at 226 Fifteenth street, Brooklyn, and deliveries of the new reproducer are now being forwarded to the trade.

C. UDELL TURPIN TAKES CHARGE

The Pace Phonograph Corp., manufacturer of the "Black Swan" records, which are having success as the products of colored artists, announces the appointment of C. Udell Turpin as general sales manager of the company. Mr. Turpin is a graduate of the business school of Columbia University and has considerable experience in the sales field. He will have associated with him several salesmen from his former organization.

GOODMAN & BRO. ADD VICTOR DEPT.

Norfolk Establishment Opens Attractive Victor Department—Many Present at Opening—Novelty Souvenirs Distributed to the Visitors

NORFOLK, VA., October 6.—The opening of an attractive Victor talking machine department was celebrated recently at the establishment of A. H. Goodman & Bro., at High and Effingham streets, this city. The department, which is located on the mezzanine floor of the store, is elaborately fitted up. In addition to specially constructed cabinets for records, there are four sound-proof booths for demonstration purposes. The door of each booth is wired in such a manner that, upon closing, the booth is automatically lighted.

Several hundred persons attended the opening. The entire store was decorated with palms and ferns for the occasion and among the decorations was a floral offering from the Victor Talking Machine Co. and cut flowers from employes of the store. Novelty souvenirs consisting of cut flowers and Victor dogs were distributed to those attending, and an orchestra, hired for the occasion, furnished music. F. S. Harris, special representative of the Victor Talking Machine Co., with offices in Washington, D. C., was present and assisted materially in making the affair a success. The new department is in charge of H. A. Brownley, with two assistants.

PLANS FACTORY IN KEYPORT

KEYPORT, N. J., October 4.—The Eclipse Phonograph Co., manufacturer of an electrical talking machine, is considering the possibilities of a factory here for the manufacture of its product. In the past the machines have been made for this company by the Acromarine Plane & Motor Co. If the plans go through stock totaling \$300,000 in value will be issued, of which the village will be asked to subscribe one-sixth.

LATE TALKING MACHINE EXPORTS

Exports, Including Records for Eight Months Ending August 31, 1921, Total \$2,704,511

WASHINGTON, D. C., October 4.—In the summary of exports and imports of the commerce of the United States for the month of August, 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 August, 1921, amounted in value to \$38,952, as compared with \$60,875 worth which were imported during the same month of 1920. The eight months' total, ending August, 1921, showed importations valued at \$421,023, as compared with \$608,197 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,240, valued at \$111,595, were exported in August, 1921, as compared with 5,411 talking machines, valued at \$209,793, sent abroad in the same period of 1920. The eight months' total showed that we exported 24,997 talking machines, valued at \$1,195,790, as against 51,205 talking machines, valued at \$2,507,433, in 1920, and 38,352 talking machines, valued at \$1,255,920, in 1919.

The total exports of records and supplies for August, 1921, were valued at \$111,337, as compared with \$208,875 in August, 1920. For the eight months ending August, 1921, records and accessories were exported valued at \$1,508,721; in 1920, \$2,574,439, and in 1919, \$2,232,743.

ARNOLD MUSIC CO. OPENS BRANCH

TAMPA, FLA., October 5.—The Arnold Music Co., of Jacksonville, Fla., opened a Victrola department in the Maas Department Store, this city, last week. Norman H. Price, well known to the music trade throughout the State, has been made manager of the department. The Arnold Co. is also the distributor for Victor products in this vicinity.

Concentration Insures Efficiency

By devoting our efforts exclusively to the Victor dealers in Northern New Jersey and Northeastern Pennsylvania, Collings & Company have developed a service which means greater profits to every Victor dealer.

Such attention to the dealers' demands warrants investigation of this service. Our clientele is rapidly growing, because of the efficiency of this direct co-operation.

Why don't you give it a trial?

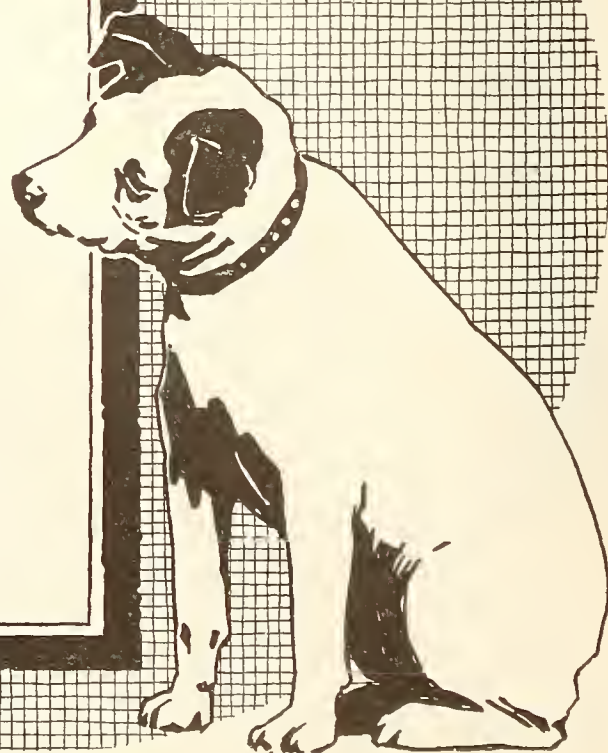
COLLINGS & COMPANY

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



The NEW Scotford Tonearm and Superior Reproducer



A new external shape of grace and beauty—without changing the internal design:



The OLD



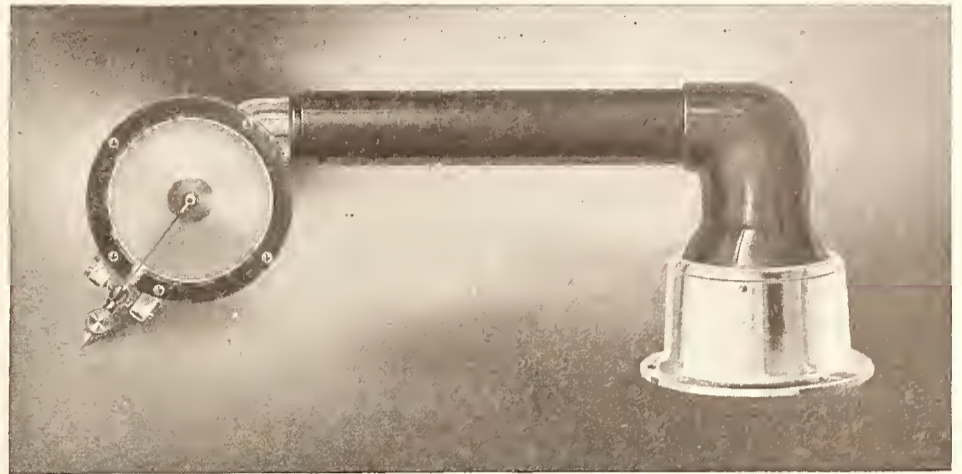
The NEW

That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

NEW CONSTRUCTION

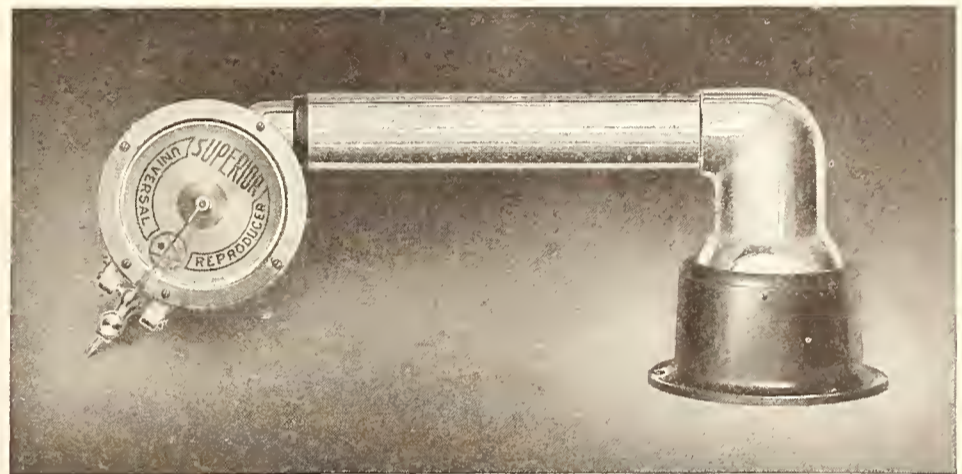


The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



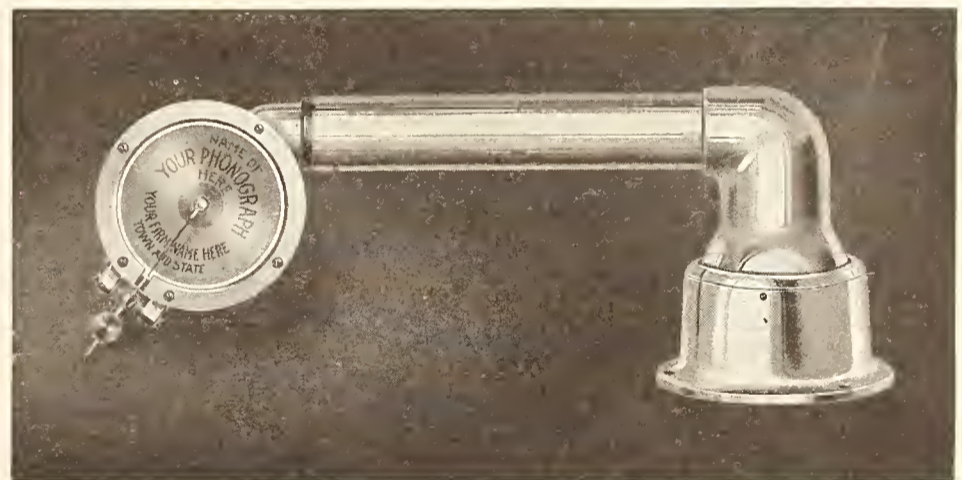
STYLE NO. 1 FINISH

A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH

A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH

All parts Plated in Nickel or Gold

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

- Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.
 - Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated.
 - Style 3 All parts of Tonearm and Reproducer are Plated.
- | | | |
|----------------------------------------------------|---------------|--------------|
| No. 1 New Scotford Tonearm and Superior Reproducer | Nickel \$7.00 | Gold \$ 9.00 |
| No. 2 New Scotford Tonearm and Superior Reproducer | Nickel 7.75 | Gold 10.00 |
| No. 3 New Scotford Tonearm and Superior Reproducer | Nickel 8.50 | Gold 11.00 |
- Samples Prepaid at the Above Prices*

Write for Our Specification Sheet and Quantity Price List

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS

THE VALUE OF FLOOR SPACE

Through Scientific Merchandising the Value of Each Part of a Floor and a Building Is Determined—A Very Interesting Analysis

Scientific merchandising has recently determined the value of every foot of floor space. On a standard 20x100 lot the first two feet—the windows—are worth 12 per cent of the rent of the store. The first eight feet on the inside of the store are worth 13 per cent of the rent. You should place your most profitable items there; also displays of well-known merchandise, so that the customer will get the feeling, on entering the store, that you carry familiar merchandise. The right-hand window and side of the store are more valuable than the left. The next ten feet are worth 13 per cent of the rent. At approximately eighteen feet from the front door is the most valuable spot in the store. This has been proved by repeated tests. You should always have there a big display of turnover, low-priced merchandise with a general

appeal. The next thirty feet are worth 28 per cent, and each ten-foot space of the last forty is worth less, except the last, which is worth about 8 per cent of the rent. Whatever the size of your store, an arrangement of merchandise according to these proportions is a good beginning for scientific selling. Then tie up to manufacturers' advertising, brighten your windows, follow a definite display schedule and plan your displays in advance.

RECEIVES A GREAT OVATION

Revella E. Hughes, an exclusive artist for the "Black Swan" records, was the soloist at the final Sunday September concert in Central Park, New York. Miss Hughes, who possesses a clear soprano voice of great range and splendid quality, rendered two numbers, both of which she has recorded, "Ah, Wondrous Morn" and "Thank God for a Garden." At the close of her program she received an ovation from the 10,000 persons who were present and Mayor Hylan presented her with a bouquet of American Beauty roses.

VELVETS FOR TURNTABLES

A. Wimpfheimer & Bro. Find an Increasing Appreciation of This Finish

Harold Wimpfheimer, of A. Wimpfheimer & Bro., manufacturers of velvets, velveteens, etc., for turntables, in a recent statement to a representative of The World said:

"This season has seen much activity in the demand for velvets for turntables. There is hardly a manufacturer in the country who does not use velvets for this purpose and seemingly the demand is constantly growing larger. The fact that the public is demanding quality machines has created a larger market for such goods and inasmuch as the velvet turntable is a sales feature most organizations find it desirable to equip their machines in this manner."

A. Wimpfheimer & Bro. have made a minute study of the needs of the talking machine industry for velvets and have arranged special plans to meet the requirements of those interested.

VICTROLA OFF ON LONG JOURNEY

Instrument Purchased in Columbus, O., to Accompany Missionary to Japan

COLUMBUS, O., October 3.—Heaton's Music Store, this city, recently sold a Victrola for use in Japan. The instrument was purchased by a local Methodist congregation for Miss Helen Arbrecht, who has just left for Japan to take up missionary work. A score of records were purchased with the machine, mostly of operatic numbers, hymns and patriotic anthems.

SELLS MACHINES TO SHIPS

Whenever a battleship comes into Boston Harbor Mr. Pearlstein, proprietor of the Allston Music Shop, Allston, Mass., makes it a point to visit it. Some time ago he visited the U. S. S. "Delaware" at Gloucester, Mass., taking with him a D-2 Grafonola and a Magnavox. As a result he sold a D-2 and a G-2 Grafonola and forty records to individuals on the ship. Since he inaugurated this service Mr. Pearlstein has been successful in selling over 75 per cent of all the battleships that have come into Boston Harbor. This supplements the house-to-house campaign with the battleship-to-battleship plan.

VENETIAN MUSIC CO. SOLD

BINGHAMTON, N. Y., October 1.—The business of the Venetian Music Co., this city, was recently taken over by M. T. and Thomas Sullivan, two well-known and popular local young men. A complete stock of talking machines and records is handled by the new proprietors, who are aggressively going after business.

LAW FOR MARKING USED GOODS

An ordinance aimed at the advertising of second-hand or used merchandise without plainly designating it as such has been introduced in the City Council of Seattle. The ordinance makes such advertising punishable by a fine of \$100 or imprisonment for thirty days. The bill was prepared at the request of the Better Business Bureau.

TROY MUSIC CO. OBTAINS CHARTER

The Troy Music Co., Troy, N. Y., has been granted a charter of incorporation in that State, with a capital of \$15,000. Incorporators are: Jesse Waitman, J. E. Miltenberger, Jr., Carl Scheble, C. A. Lowman and Philip Scherer.

DECLARES QUARTERLY DIVIDEND

The Victor Talking Machine Co., of Camden, N. J., has declared a quarterly dividend of \$10 per share on common stock and a regular quarterly dividend of \$1.75 on preferred, payable October 15.

\$2.40

A VICTROLA WHOLESALER'S SUGGESTION

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.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.
This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

PERIOD DESIGNS IN "TALKERS"

Chas. D. Isaacson, Well-known Music Authority, Offers Some Interesting Comments on That Important Subject—Of Value to Dealers

Charles D. Isaacson, the well-known authority on music, recently contributed an interesting and practical article on period designs in talking machines to the New York Globe, for which he was at that time editor of "The Family Music Page." In the article Mr. Isaacson said:

"I have written several articles about pianos in period designs, and many have written me, 'What about phonographs?'"

"If the piano makers have succeeded so well in making their instruments such accurate art furniture they have been well seconded and, I am inclined to say, surpassed in this respect by many of the phonograph manufacturers. From the unsightly old talking machine with the large, cumbersome horn of tin to the time of authenticated cabinets of the formal period furniture is the history of an important epoch in the popularization of two arts—music and home beautification.

"The talking machine is an American product. The Victrola, declared a distinguished authority, is the one strictly American contribution to architecture—a statement worthy of a pause or of careful consideration. It took its form as a matter of convenience and utility. When the horn first put its head under cover, and so made it possible for fine homes to admit the talking machine, it made the generally accepted design of the developed phonograph. (I use these names as though they were generic; they are not, but the owners of them, it is possible, will overlook this indiscretion.)

"At first some wealthy home owners, desiring the benefits of the phonograph, but being unwilling to have a cabinet so out of keeping with the rest of their furniture, engaged special custom-made 'bodies.' These cases, which cost up to many thousands of dollars, gave a prestige to the rest of the line when photographs of them were placed alongside the regular offerings. Clever business men, seizing upon this interest and sensing the vast new growth of knowledge concerning furniture, began to develop authenticated designs. A by-product of their organized effort in this direction has been the development among the lay public of a desire to understand more of the meanings of period furniture. A beautiful William and Mary phonograph, perhaps, was the forerunner of some William and Mary chairs; perhaps was responsible for the purchase of a complete suite of William and Mary drawing-room furniture. Instances which have come to my own immediate attention have been many right along these lines.

"But, as has been mentioned, that is merely a by-product. This discussion is addressed to the students and authorities on period furniture who are planning the enlargement of their home music interests. Decidedly it is a beneficial and heartening influence to bring into the authentic Louis XVI drawing room a perfect example of the period in a grand piano and a phonograph."

Jules Tarlow, formerly with Gimbel Bros., New York, is now manager of the talking machine department of Sage, Allen & Co., of Hartford, Conn.

A complete stock of Victrolas and Victor records has been added to the talking machine department of the L. Grunewald Co., Ltd., Jackson, Miss.

WHEN DEMONSTRATIONS HURT

Several Cases Reported Where Open-air Demonstrations of Talking Machine Records Have Been Regarded as Nuisances

Several cases that have come up recently in the East indicate that although the playing of the new records on machines arranged in such a way that the music is carried out into the street and to the attention of casual passers-by may serve to stimulate business the talking machine dealer will do well to see that the demonstration is not conducted in such a way as to constitute a nuisance and win the disfavor of his neighbors.

Protests have been made in several instances where these demonstrations had been so prolonged as to interfere with the rest of neighboring residents, and in at least two instances the matter has been brought to court for adjustment. The average talking machine dealer depends largely upon his neighbors for his regular business and should see to it that demon-

strations designed to arouse interest should not be of a character to win disfavor and thus hurt trade rather than help it. There is reason in all things, even in the extent to which a business-building campaign may be carried.

REMODEL STRANBURG MUSIC STORE

JAMESTOWN, N. Y., October 5.—Plans are being drawn for alterations to the Stranburg Music House, in this city, which, when completed, will make it one of the finest establishments in this part of the State. The first floor will be devoted entirely to talking machines and records, while the upper floors will be devoted to the display of pianos and musical instruments. The plans include the installation of new sound-proof record demonstration booths and record racks on the first floor.

Baker-Ashurst, of Fulton, Mo., has opened a new Victor store in that city, according to a recent announcement by the Koerber-Brenner Co., Victor distributor, St. Louis, Mo.

THE PHONO-TOY CABARET IS HERE!

The Greatest Toy Novelty of the Year Has Arrived
IT IS MAGNETIC—DRAWS CUSTOMERS TO YOUR STORE



(Illustration a trifle more than actual size)

We can now make deliveries of the PHONO-TOY CABARET, the most attractive phonograph toy ever produced. Delights young and old. Amusing and entertaining. An artistic and refined performance. Two dolls included in set, with a series of other dolls, packed in attractive form.

RETAIL PRICE, \$2.75—Discount, 33 1/3% for less than 3 dozen;
40% for more than 3 dozen.

Order Through Your Jobber or Direct

PHONO-TOY CABARET, Inc.,
5 Columbus Circle, New York.

- Please send me:
 Dozen at \$2.75 each, less 33 1/3%.
 Dozen at \$2.75 each, less 40%.
 Gross at \$2.75 each, less 40%.

Name

Address

.....

.....

Prices are F. O. B. New York

INTRODUCE MOST DISTINCTIVE LINE

Blue Bird Talking Machine Co. Visualizes Utilitarian as Well as Artistic Possibilities of Phonographs in Several New Creations

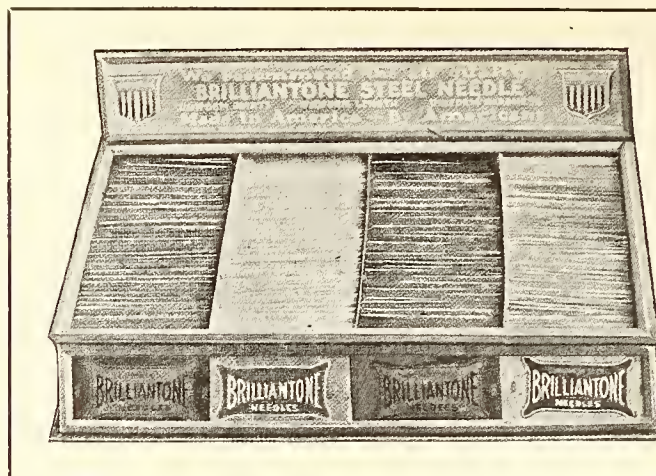
LOS ANGELES, CAL., October 3.—The field offered for inventive genius in the ever-fascinating realm of the talking machine is practically unlimited. The success which greeted the advent of the "period models," supplementing the less pretentious patterns so long in general use, has served as a constant stimulus for still greater endeavor.

It comes as no surprise, then, to learn that with the typically Western pioneer spirit the Blue Bird Talking Machine Co., of this city, has blazed a new trail. It has visualized the utilitarian as well as the artistic possibilities of the phonograph and created a distinctly new line, combining in each individual instrument a dual role of usefulness.

The Blue Bird "Spinnette" is one of the most striking of these achievements. When closed it resembles a refined, Colonial console table, which would beautify any living-room. As the lid is raised, however, a practical writing desk comes to view, with convenient compartments for filing requirements. When her correspondence is finished milady may, if she wills (by simply lifting an inner lid), listen to the fascinating orchestration of Whiteman or the Biese Trio, or be entranced with the immortal voice of the now silent Caruso.

The Blue Bird "Teakar" is an equally interesting invention which suggests many opportunities for entertainment to the hostess. Closed it is, to all intents and purposes, a handsomely modeled, serviceable tea cart; useful alike in the dining-room, sun parlor or the patio. A sliding lid, however, reveals a cleverly designed compartment, in which rests a Blue Bird phonograph, instantly responsive to the desire for music to enliven the luncheon or party.

The Blue Bird "Streamline" model is another very distinctive creation, notable for elegance and convenience. In this instrument a disap-



Special Brilliantone Glass Display Outfit

Consists of 300 packages assorted tones, Brilliantone Needles, packed in metal and glass three-color display stand. A silent salesman and an inviting fixture for your counter that will double your needle sales.

100% PROFIT

DISPLAY STAND FREE

No. 573AN—Dealer's price for complete outfit of stand and 300 packages Brilliantone Needles, 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.

pearing roll-top cover succeeds the familiar lines of the lift lid.

Other innovations as notably different from the usual models as the above Blue Bird talking machines are being developed by this company. It is not difficult to predict a big success for the new Blue Bird line, as the reports of early sales of these distinctive models indicate that the factory will be taxed to capacity to meet the requirements of the trade.

ORGANIZE WESTERN ENVELOPE CORP.

J. M. Alter, formerly president of the Boston Book Co., who severed his connections with that organization some time ago, has organized a new company under the trade name of the Western Envelope Corp. for the purpose of specializing in the manufacture of record envelopes. The company has acquired an entire floor at 65 Hope street, Brooklyn, N. Y., and is already operating. The equipment of the new concern is most modern and quality record envelopes are being turned out in great quantities. Much of the machinery, which is of the most efficient type, was designed and patented by Mr. Alter.

A chain is as strong as its weakest link—so is a business organization.

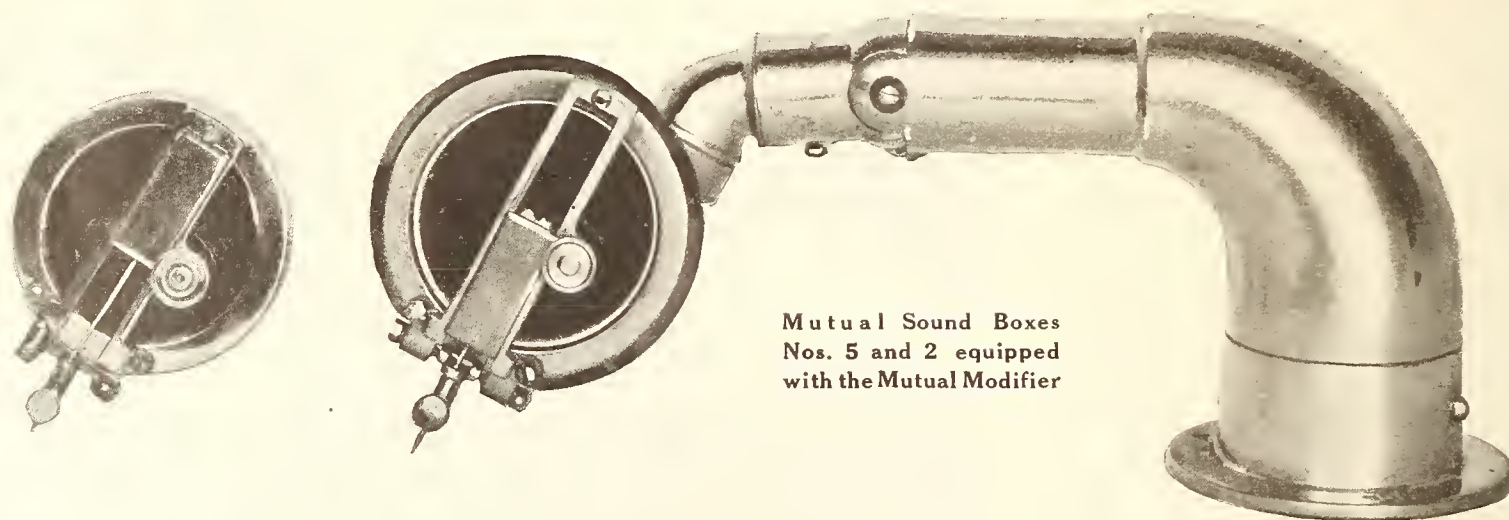
RECORDS WORK OF PIANO STUDENTS

Teacher in Columbus, O., Uses Ordinary Dictating Machine to Record the Playing of His Pupils and Show Them Various Errors

COLUMBUS, O., October 3.—Harold G. Davidson, a concert pianist and teacher of the piano in this city, is using the ordinary type of dictating machine as a means of recording the playing of his pupils, and pointing out to them the various mistakes they make in the various selections. The records are made of the pupils playing at various stages, so that an accurate comparison can be made of the progress of the pupil. Mr. Davidson has experimented with the plan until he is now able to do some very satisfactory amateur recording, providing there is not too much use of the sustaining pedal.

TALKING MACHINES IN PAINT STORE

Walter L. Flanders, proprietor of a paint and wall paper establishment at Mayville, N. Y., who recently added a line of talking machines to his stock, is finding the sale of talking machines such an important adjunct to his business that he has been forced to provide more room for display purposes.



Mutual Sound Boxes
Nos. 5 and 2 equipped
with the Mutual Modifier

THE MUTUAL TONE MODIFIER

Does not muffle but decreases the sound, leaving all the original shading.

By the simple process of controlling this new device upon the sound-box will shade the tone produced to any desired degree.

It is simple and indestructible and its performance is accurately correct. It effects considerable saving in comparison with other forms of modifiers and is particularly appropriate for the portable machine. This modifier is adaptable to every known make of sound box.

Manufacturers, Jobbers, Dealers, write for our proposition TODAY

The Mutual Phono Parts Mfg. Co.

Manufacturers of Mutual Tone Arms and Reproducers

149-151 Lafayette Street

NEW YORK

Three More Models Added to Brunswick Console Line

We are pleased to announce the Cambridge, the Colonial and the Queen Anne, ready for trade delivery.

There is a strong and growing demand for console phonographs, which embody the beauty and convenience of the earlier consoles, at popular prices.

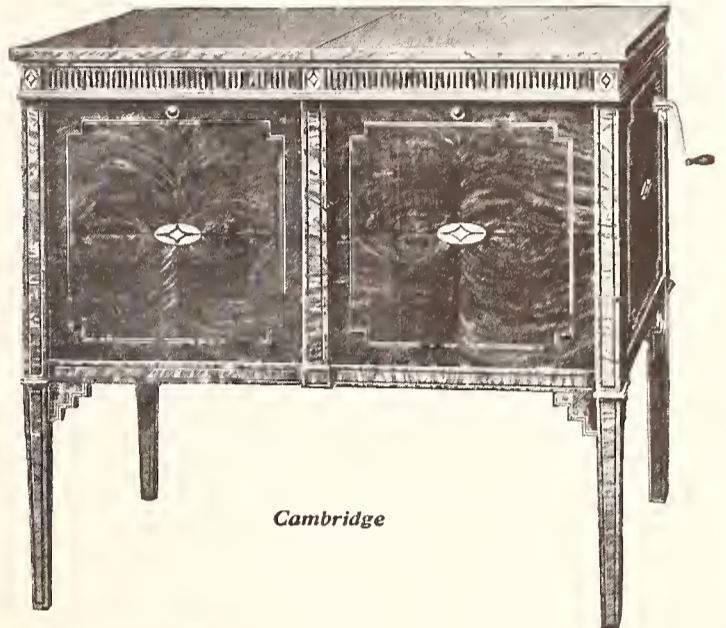
These three attractive models, with the Stratford, present a console line rightly graded in price and attractively varied in design and appeal.

Write for complete list of Brunswick cabinet, console and period models.

THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 623-633 S. Wabash Ave., Chicago

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



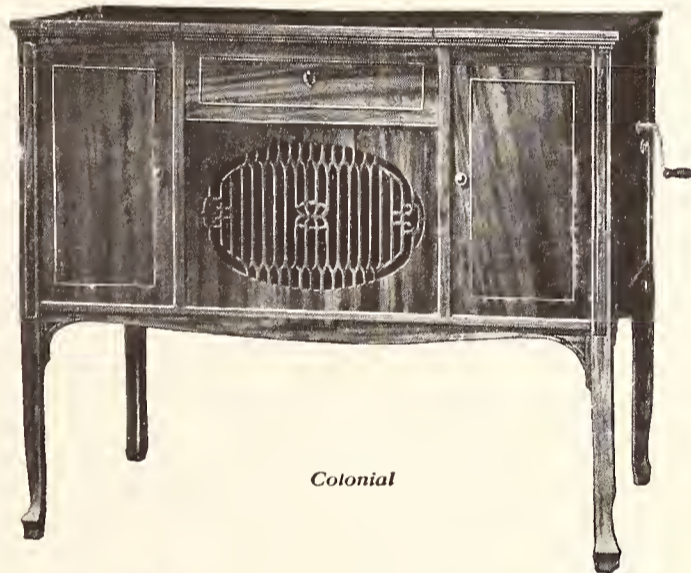
Cambridge

Colonial

Finished in Mahogany and American Walnut

Height 35 inches
Width 40½ inches
Depth 21½ inches

Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 3-Spring Motor; Trimmings Gold Plated.



Colonial

Cambridge

Finished in Highly Figured Burl Walnut

Height 36½ inches
Width 39 inches
Depth 22¼ inches

Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 4-Spring Motor; Trimmings Gold Plated.



Queen Anne

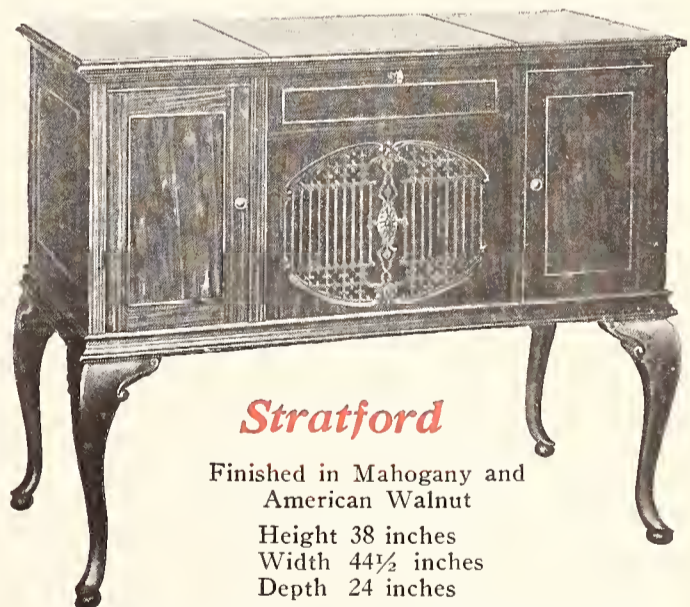
Finished in Mahogany and American Walnut

Height 35½ inches
Width 36½ inches
Depth 21½ inches

Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 3-Spring Motor; Trimmings Nickel Plated.

CAUTION

Brunswick dealers will recall the instantaneous success of the Stratford and are therefore urged to send in their orders at once



Stratford

Finished in Mahogany and American Walnut

Height 38 inches
Width 44½ inches
Depth 24 inches

Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 4-Spring Motor; Trimmings Gold Plated.

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

Brunswick

PHONOGRAPHS AND RECORDS

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



H. N. McMenimen Consulting Engineer

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

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.
Tel. Fanwood 1438

Offices:

2 Rector Street, New York
Tel. Rector 1484

WANAMAKER SAYS "GET TO WORK"

Declares That Business Must Expand and Money Must Be Put to Work in Business and Building if the Country Is to Prosper

"The keynote for the American people is to get to work, get into service and do all they can," said John Wanamaker, head of the Wanamaker store, and one of the greatest merchants in the country, to newspaper men shortly after he arrived in New York from his headquarters in Philadelphia last month.

"There will be plenty of work for all if we all show our faith, not by relaxing our efforts, holding back in fear, putting on blue glasses and keeping our money in our pockets," continued Mr. Wanamaker, "but by making needed improvements, starting to build and rebuild, buying and selling, putting to work our energies, our brains, our moneys—everything we have—for the good of the country.

"Money must come out of its hiding place in the banks and in the homes and go to work along with our physical and mental energy—new homes, new stores, new factories, new businesses, new courage and new faith."

What profiteth it a business to gain 300 new customers in a year and lose 300 old ones in the same period because of indifference, errors, slow deliveries, discourteous letters and tactless credit policies?

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.

TO RAISE CARUSO MEMORIAL FUND

Caruso American Memorial Foundation to Seek \$1,000,000 for Establishment of Free Scholarships and Prizes for Promising Young Artists—Trade Members on the Committee

The Caruso American Memorial Foundation has been organized in New York for the purpose of raising one million dollars for annual free scholarships and prizes for promising young artists in the United States, the fund to be in memory of the great tenor, who passed away not long ago. The permanent committee, which, it is said, is incomplete at this time, is under the temporary chairmanship of Dr. Antonio Stella, formerly personal physician to Caruso, and includes among the fifty names so far announced: R. B. Aldcroft, president of the Music Industries Chamber of Commerce; Calvin G. Child, director of the recording laboratories of the Victor Talking Machine Co.; Thomas M. Fletcher, president of the Q R S Music Co., Chicago; O. G. Sonneck, president of G. Schir-

mer, Inc., music publisher, of New York, as well as a number of men prominent in public and business affairs in New York and other cities, and such artists as John McCormack, Amelita Galli-Curci and Ignace Paderewski. The committee will be organized permanently next month, it is said.

A POINTER ON WINDOWS

Dealers who encounter difficulty with their window displays on account of the plate glass window possessing strong mirror properties will find it advisable to use light backgrounds. This throws the instruments displayed into relief and in a large measure overcomes the glare. Cream color is perhaps the most desirable.

Know your stock thoroughly. Don't annoy customers by having them wait while you explore the record shelves for a particular selection. Also familiarize yourself with prices. Many customers are antagonized by having to wait while the salesman looks over the price list.

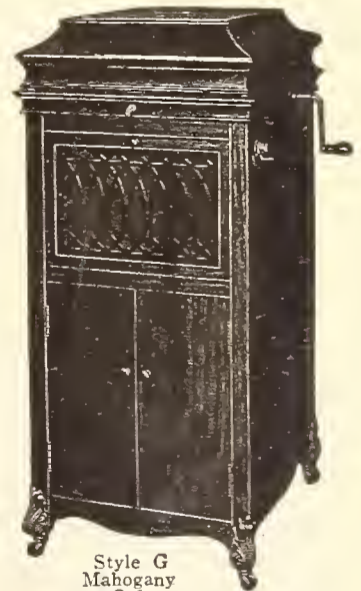


Style M
Mahogany
Oak

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

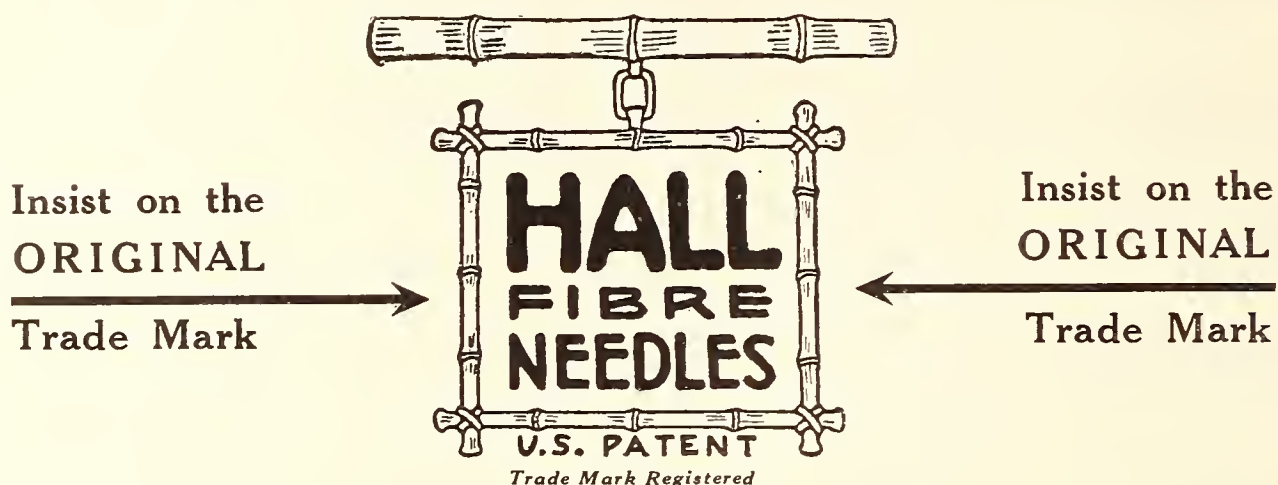
Write for Agency proposition

W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 S. Wabash Ave.

CHICAGO



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.

Successor to the B & H Fibre Needle Co.

33-35 W. Kinzie St., Chicago, Ill.

Some of the Current Troubles of the "Neighborhood" Dealer in Talking Machines

According to a talking machine dealer in a Western town who is in a position to know, the period of slack selling from which the talking machine trade, in common with other industries, has suffered, has a much greater effect upon the suburban or, as he is frequently termed, the "neighborhood" dealer than upon the retailer located in the business center of the city. The suburban dealer, therefore, is called upon to exert considerably more effort than his downtown competitor if he is to maintain his business balance.

There are several reasons for this condition, chief among them being that the downtown merchant can use profitably display advertising in the local newspapers and draw people to his store from every section of the city. He is thus in a position to augment his regular following with the trade of transient shoppers and this in itself is no inconsiderable item.

In commenting upon the situation the dealer in question said: "The music merchant of the suburb has a hard row to hoe at this time and what business there is seems to go to the downtown merchant, who uses large display ads in the newspapers, puts on special selling stunts and does unusual things in the way of merchandising campaigns. Located, for instance, as we are, two miles from the downtown retailing district, we must depend largely on the community in which we are located and the rural trade.

"The average neighborhood music store pro-

prietor cannot afford to make a flash like the downtown merchant. He advertises conservatively and must back up what he lists in his advertisements. The downtown merchant need not be so particular, for he can get away with many things the merchant of our locality cannot.

"Neighborhood business is largely what the store makes it, and most dealers located as we

Must Be More Aggressive Than His Competitor in the Business Center if He Aims to Keep Trade Going

are make the best of the neighborhood trade because it is usually the best after all. These people we come in daily contact with and they pay their bills promptly. Few ask for credit, and consequently they might be classed as cash customers.

"Summed up, the neighborhood music mer-

chant must be far more aggressive than the man doing business downtown, and especially in times such as these must be constantly on the alert for new ideas in merchandising, and must keep close tab on the situation prevalent downtown. It is the low price that attracts the trade and the biggest trouble is getting the customer into the store. Once in, the salesman can convince him that the merchandise is just the same as that offered by the merchant downtown, and at the same price."

The neighborhood dealer, it is declared, is most quickly affected by the unemployment situation, especially if he is located in an industrial center. It frequently happens that employes of various suburban plants reside in the district in the vicinity of the factories, both for convenience and by reason of economy. Any lack of work in the factories of the district, therefore, reflects immediately on the sales of all products outside of possibly food. Where the downtown merchant can draw from one section of the city when conditions are not right in another, the neighborhood dealer must set himself to the task of overcoming any buying lassitude and by sheer force of effort persuade even the man on a temporary "vacation" that talking machines and records are as essential during periods of rest as when activity prevails. It's a hard job, and the dealer who overcomes the handicap has done something of which he can well feel proud—he is a hustler.

JURY ROWE CO. ADDS VICTOR LINE

Opens Fine New Victor Department—Concert and Autumn Decorations Feature Opening—W. P. Fremont Made Manager

BATTLE CREEK, MICH., October 4.—Elaborate arrangements marked the formal opening of the Jury Rowe Furniture Co.'s new Victrola department here. Fall decorations in the new department, a special window display, featuring the Victrola, and a well-planned concert were the features of the day. At the close of the musical program a Victrola was presented to one of the guests.

The new department, which is the finest in the city, contains five beautifully decorated demonstration booths. A self-service counter for records has been installed. The counter contains a wide assortment of Victor records

and has the advantage of giving the customer quick service. Patrons select the records which they wish to hear and take them to booths, where they may consume as much time as desired to judge the merit of the selection. W. P. Fremont, well known in local business circles, is in charge of the department.

REDMAN & SONS HAVE THE VOCALION

R. I. Redman & Sons, of Olney, Ill., have just been appointed Vocalion dealers. They have a very up-to-date store and the new music department which they will open makes their store complete. After January 1 they intend to enlarge their music department and make it one of the biggest in the State. They will carry in stock everything in the Vocalion line and are very enthusiastic over the future of their Vocalion department.

ARTIST CO-OPERATES WITH DEALER

PEORIA, ILL., October 6.—Mme. Cyrena Van Gordon, of the Chicago Opera Co., and exclusive Columbia artist, appeared recently in this city and co-operated with the Chas. B. Adams Co., Columbia dealer, in a timely publicity stunt. Mr. Adams carried attractive advertising in the local newspapers, announcing the fact that Miss Van Gordon would appear at his store on a certain afternoon and would autograph her Columbia records. This announcement brought forth a good-sized crowd, and Miss Van Gordon was kept busy autographing a large number of records. The plan produced actual sales, and the dealer was keenly appreciative of Miss Van Gordon's co-operation.

The Klote Music House, of Edina, Mo., is planning to open a branch store in La Belle, Mo.

Two Important Reasons
why
Celina Cabinets Are Popular

QUALITY and **PRICE**

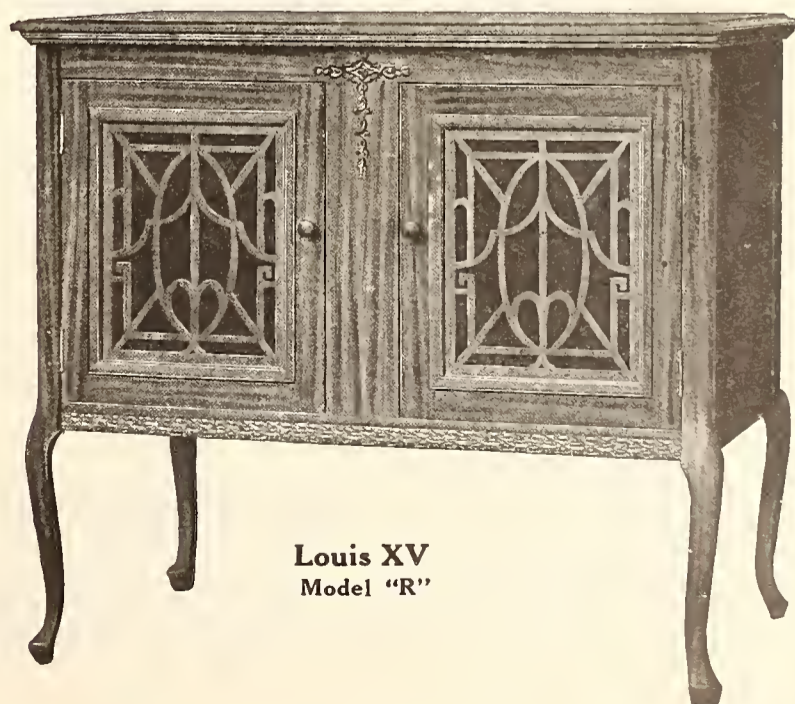
Now, more than ever, will these two vital points impress the purchaser.

Celina Cabinets are made right in every detail.

Write us for Further Particulars

The Celina Specialty Co.

Celina, Ohio



Louis XV
Model "R"



Business Creating Ideas

COMPLETE

Viewing it from every angle, Pathé offers you the most complete phonograph and record proposition available.

PATHE PHONOGRAPHS

The line is *well balanced*, consisting of but seven different models, reasonably priced in a range to suit all classes of demand. Substantial construction, excellent finish, and the Pathé tone supreme are evidenced in each.



Model No. 3



Model No. 6



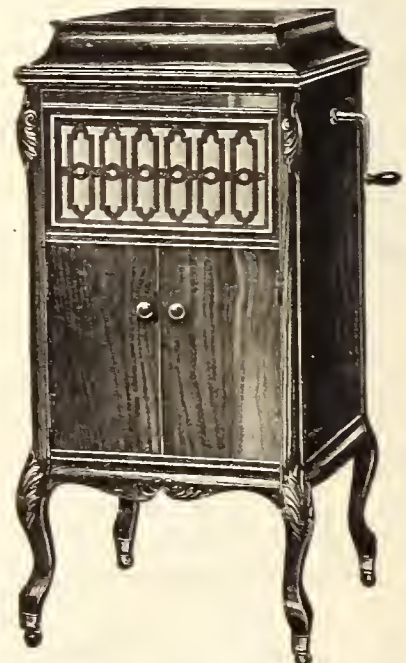
Model No. 10



Model No. 12



Model No. 14



Model No. 17

PROFIT

Your profit is *generous*, more so than that afforded by any of the few corresponding standard lines. So liberal is it that you are enabled to divert part to *advertising over your own name in your local newspapers* and still have left a satisfying margin.

DISCOUNTING COMPETITION

Pathé not only gives you merchandise which sells, but provides you with means to sell it! You receive, besides business-producing ideas, definite sales-clinching advantages *possessed by you, the Pathé dealer, exclusively.*

THE FORWARD LOOKING DEALER

Who has not yet done so, will immediately investigate the profit-bearing potentialities of a Pathé agency. From such, communication is invited.



Sales Clinching Merchandising

GOOD SELLING RECORDS

The list of new records released each month is confined only to those selections, popular as well as standard, for which we are certain in advance a *good demand* exists. Supporting these regular monthly releases is the complete Pathé Library, containing a comprehensive list of favorite old songs, band and orchestral numbers, operatic and instrumental solos by world-known artists, etc., etc.

Pathé records have always been acclaimed by the discriminating for their exceptional wealth of detail and mellowness of tone.

BOTH NEEDLE AND SAPPHIRE PLAYED

For years owners of machines specially built to reproduce lateral-cut records have been asking dealers for Pathé Records that would play on their machines. It was in response to this demand that several months ago Pathé placed lateral-cut needle-played records upon the market. This new Pathé product bears the trade-mark name "ACTUELLE."

Acquaint yourself with the superiority of these new Actuelle records over the conventional type of mechanically recorded article with which the market is flooded.

Pathé 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

Pathé
Actuelle
REG. U.S. PAT. OFF.

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 ordinary talking machine.



SHERATON

PATHÉ FRÈRES PHONOGRAPH COMPANY

BROOKLYN, N. Y.



COMPOSED BY ENRICO CARUSO

DREAMS of LONG AGO

You can HEAR IT
and BUY IT HERE

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

GRAFONOLA USED AT DANCES

Columbia Dealer on Pacific Coast Holds Informal Dances in His Store—Grafonola Receives Many Encores—Popular for Dancing

RITZVILLE, WASH., October 7.—The Singer Music Store, of this city, Columbia representative, has the distinction of having the only music store in this town, and incidentally owning the only dance hall. As Ritzville is a progressive town of over 2,000 people, Mr. Lucas, owner of this store, realized that weekly dances would be a popular feature.

During the Summer months Mr. Lucas experimented with various forms of dance entertainment, giving informal dances that made his store one of the popular centers of the town. At one affair the Grafonola played several selections, followed by a player-piano, but finally the latter instrument was eliminated in favor of the Grafonola.

At the annual Harvest Ball held recently in the Singer dance hall, a seven-piece orchestra opened the program with Irving Berlin's hit, "All By Myself," and for the encore a K-2 Grafonola and the Columbia record of the same selection played by Ted Lewis were used. It was necessary to play this record three times in order to satisfy the crowd, and after that every piece the orchestra played was followed by the same selection on the Grafonola. These weekly dances have not only added to the prestige of the Singer music store, but have produced direct sales of Grafonolas and records.

CULTIVATE THE PROSPECT LIST

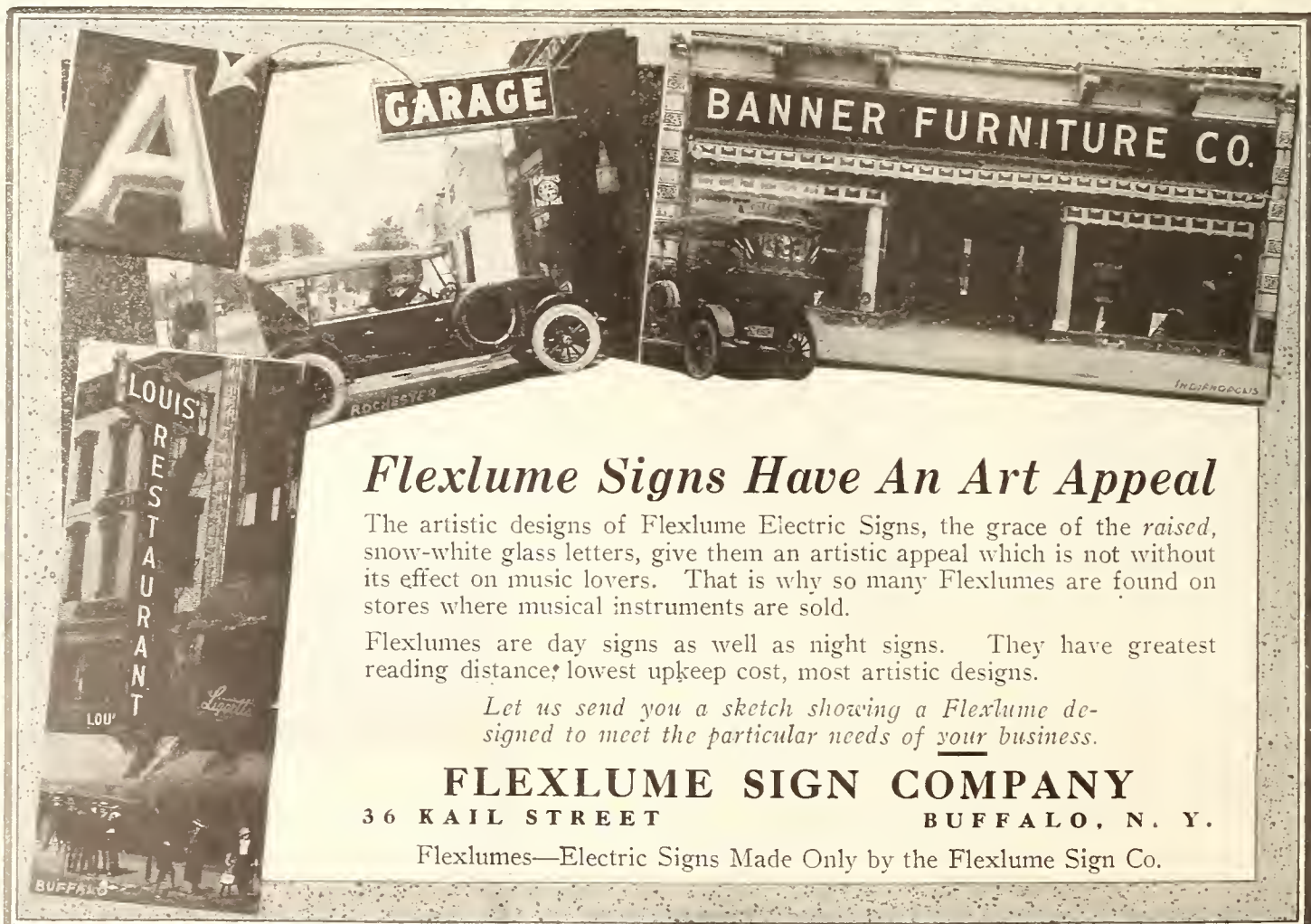
A live prospect list is a valuable asset and a poor one is expensive in proportion to the number of dead prospects on it. Cut out the dead ones and save money. Do this now before you start the holiday campaign, thus working along the lines of efficiency.

REDUCES PRICE OF PHONO-MOVIES

Popular Toy Will Now Retail at Ninety-eight Cents—Manufacturers Report Many Orders

COVINGTON, Ky., October 8.—The Commercial Art Shop, of this city, manufacturer of Phono-Movies, has advised the trade that the new price of this popular dancing toy is 98 cents. The company reduced the price of this toy in recognition of the fact that talking machine dealers will desire to feature an accessory during the holiday season that will retail at a moderate price.

During the past few weeks the Commercial Art Shop has received substantial orders from dealers throughout the country, and there is every indication that the retail trade as a whole is preparing for an active Fall season. Phono-Movies are also being used to advantage by the dealers in connection with window displays, as they invariably attract the attention of passers-by.



Flexlume Signs Have An Art Appeal

The artistic designs of Flexlume Electric Signs, the grace of the raised, snow-white glass letters, give them an artistic appeal which is not without its effect on music lovers. That is why so many Flexlumes are found on stores where musical instruments are sold.

Flexlumes are day signs as well as night signs. They have greatest reading distance, lowest upkeep cost, most artistic designs.

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

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

Flexlumes—Electric Signs Made Only by the Flexlume Sign Co.

USED EFFECTIVE PUBLICITY

Progressive Columbia Dealer Sells Carload of Grafonolas — Timely Advertising Features Campaign Which Was Successfully Conducted

PITTSBURG, KANS., October 7.—During the recent fair at this city the Botefuhr Music Co., of Pittsburg, Columbia dealer, ordered a carload lot of Grafonolas and immediately began an extensive advertising campaign to dispose of them. At this fair it is a custom to have various races, and, taking advantage of this opportunity, this dealer secured the privilege of placing three large signs, illustrating Columbia Grafonolas and records on the water wagon which sprinkled the grounds after each race. The stunt proved very successful and gave the company timely publicity.

Besides reading notices, a newspaper page printed on both sides was used for circularizing purposes and 10,000 of these circulars were distributed in practically every home in Crawford County. The company sold its carload of Grafonolas, which is "going some" these days.

LANDAU'S FOURTH VICTOR STORE

Successful Victor Retailer Opens Fourth Store at Pittston, Pa.—Uses Attractive Advertising to Announce Its Latest Important Move

PITTSBURG, PA., October 7.—Landau's, well-known Victor dealer, took possession of its Pittston store at 40 South Main street a fortnight ago, and within the short space of two weeks has already won the confidence and esteem of the local buying public. This enterprising Victor dealer used effective advertising in the Pittston newspapers announcing the opening of the Pittston store, and this advertising was noteworthy for its dignity and timeliness.

Landau's is one of the most successful talking machine establishments in the Keystone State, and, in addition to the Pittston store, is located at Wilkes-Barre, Nanticoke and Hazleton. The Victor line is handled exclusively in all of these stores, with a comprehensive line of musical merchandise and jewelry.

HAS NOT SOLD SONORA STOCK

George L. Brightson, President of Sonora Phonograph Co., Denies Rumors to That Effect—No Changes Contemplated Either

Repeated rumors to the effect that George L. Brightson, president of the Sonora Phonograph Co., 279 Broadway, New York, had sold out his interests led recently to a denial in the form of the following statement from Mr. Brightson, who said to a representative of The World: "The rumor, which originated for reasons best known to those starting it, is absolutely unfounded. I have not disposed of any of my stock and have never attempted to sell any in the past and can offer no encouragement to any who may expect to benefit by such an opportunity. Furthermore, there are no unusual changes contemplated in either the personnel or policies of the organization."

STATUS OF GROUP ADVERTISING

Associated Advertising Clubs Urge That Federal Trade Commission Does Not Interfere With Practice of Co-operative Advertising

In view of the increased tendency among business men in various lines to go into co-operative advertising on a more or less extensive scale, it has been felt that there was a danger that such advertising might be regarded with disfavor by the Federal Trade Commission, which sometimes appears more inclined to dally with technical violations of the restraint of trade laws than with the actual and more flagrant violations of those same laws.

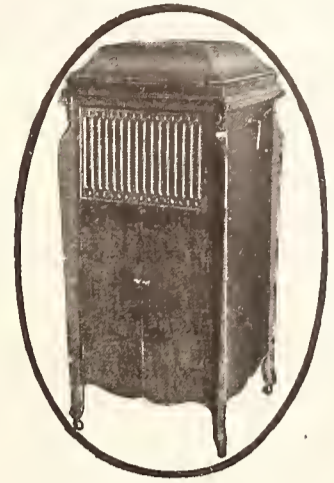
Taking issue with the situation, the following resolution was passed at the recent convention of the Associated Advertising Clubs of the World in Atlanta:

"Whereas, It is with the deepest satisfaction that the advertising industry has watched the continuous growth of co-operative advertising in marketing the products of fruit growers, of lumbermen and of many other producers, until today farmers are coming together in association to use co-operatively this great force in marketing their crops; and,

"Whereas, We hail the advent as advertisers of these fundamental producers, whose products are basic human necessities, as offering the crowning opportunity to complete the demonstration of the power of advertising to serve 'all sorts and conditions of men'; therefore be it

"Resolved, That the Associated Advertising Clubs of the World, in convention assembled this 16th day of June, 1921, strongly oppose any action on the part of the Federal Trade Commission to interfere with legitimate association or group advertising."

Don't knock your competitor's line. Remember that most people have an inherent love of square dealing and will resent it. In many instances they are very likely to patronize the competitor in the future.



BLANDIN

ANY successful sales proposition must depend upon some exceptional feature which outclasses competition. The remarkable sales of the Blandin Phonograph now being enjoyed by dealers are due to that instrument's purity of tone production, which is in turn due to its original construction of sound chambers. No other phonograph approaches it in reproducing most difficult records like the voice or piano. Dealers, write us for attractive proposition.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.

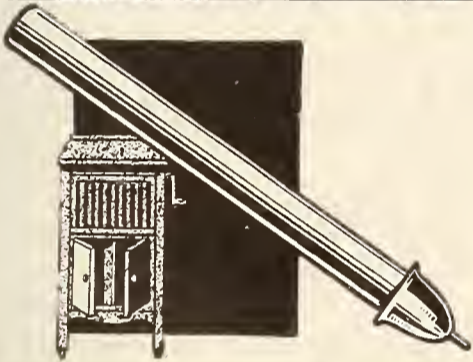


TINCHER WITH STERCHI BROS.

KNOXVILLE, TENN. September 30.—J. E. Tinchler, formerly connected with Edison distributing houses in Minneapolis, Kansas City and New Orleans, and associated with the music business for the past twenty-five years, has been placed in charge of the music department at the Sterchi Bros. store here. This concern carries one of the most complete lines of musical instruments and supplies in the South.

You can't drive a nail with a sponge, no matter how much you soak it, and you can't secure talking machine business without making an effort to get it.

A branch of the National Phonograph Stores has been established in Middletown, Conn., by Gilson Hall.



AT LAST!

One Phonograph Needle for all Tones

Loud, Medium and Soft Needles Unnecessary

Tonofone

The Needle With A Flexible Point

Has Solved The Big Problem

The point being flexible and softer than the records, will neither tear nor batter them

IT'S THE GREATEST INVENTION OF THE PHONOGRAPH AGE

Each Tonofone Plays 20 to 50 Records Any record — Any Phonograph, in

ORIGINAL TONE and VOLUME

The best needle value ever offered

4 for 10¢ - 12 for 25¢

No dealer's stock is complete without this needle that satisfies music lovers.

It improves new records and makes old records almost like new.

Wholesale Distributors in all important commercial centers.

Write for samples, prices and full particulars about free advertising helps and the Wonderful Tonofone Window Display.

R. C. WADE CO.

110 South Wabash Avenue CHICAGO

Inventors and Sole Makers



**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 prosperity of Victor dealers located in the great middle west . . .

EXCLUSIVE VICTOR JOBBERS - 411 COURT AVE., DES MOINES, IOWA.

**MICKEL
SERVICE**
from **DES MOINES**



Convention of the Iowa Victor Dealers

Most Successful Meeting of Iowa Victor Dealers' Association Held in Des Moines September 19 and 20, With a Great Array of Retailers Present—Constructive Practical Talks Greatly Enjoyed—Mickel Bros. Co. Entertain Visitors to Convention

DES MOINES, IA., October 3.—From the remarks voiced by every dealer attending the fifth annual convention of the Iowa Victor Dealers' Association, held in Des Moines, September 19 and 20, it is generally conceded that never before has the Association provided a more helpful and entertaining program. The speakers chose their topics carefully, with the idea in mind that the days of real salesmanship were upon us at last and their messages proved to be of great material assistance to all.

After getting acquainted and registering, the members gathered on the third floor of the Mickel Building, 411 Court avenue, which was

educational and entertaining had a wonderful future before it.

Educational Work in the Schools

Miss Mayme A. Jardine, of the Mickel Bros. Co., gave a short but interesting talk on musical educational work in the schools and showed how valuable a dealer could make this idea by co-operating with the schools in placing Victrolas in every room. Miss Jardine illustrated the value of the talking machine record in a musical way by presenting a very interesting musical program, which the delegates to the convention greatly enjoyed. The artists participating were Miss Loretta Boroff, Thomas Bon-

"We firmly believe that our policy of records on approval makes us many friends. It is really official advertising at low cost and permits a wide distribution of records. Besides this it brings many people into the store who otherwise would not be there."

Mrs. Jessie Vance, of the Vance Music Co., Mason City, gave her views on the opposite side of the question, stating that in sending out records on approval, a dealer loses the personal contact with the customer, which is so necessary in developing his clientele. She added: "Customers who come to our store hear the records demonstrated under proper acoustic conditions



Those in Attendance at the Convention of the Iowa Victor Dealers' Association Held in Des Moines

arranged to accommodate the convention and also a number of exhibitors whose merchandise on display was of great interest to every dealer. The Garver Hardware Co., Des Moines, jobbers for the Magnavox Co.; the Hulsizer, Co., Des Moines, manufacturers of interior store decorations; Capital Sign Works, Des Moines, signs and window trimmings; Addressograph Co. and the Morris Cash & Credit Register Co., of Omaha, were among the exhibitors.

The meeting was called to order at 1:30 Monday afternoon by President L. R. Spencer. Mayor H. H. Barton was introduced by the president and delivered a short address of welcome. His talk was exceedingly interesting, describing from an outsider's viewpoint the phenomenal growth in popularity of the Victor talking machine and his belief that anything so

ney and Samuel Carmell, a young violinist, whose work especially demonstrated what wonderful results could be obtained in using the Victrola in connection with the musical education of the child. The other participants engaged in singing and folk dancing in costume, and the entire program helped to display most effectively the great possibilities of the Victor talking machine as an educator for the child as well as the grown-ups.

Sending Records on Approval

The meeting was then thrown open to general discussion, at which time a number of very important questions were considered, the affirmative and negative sides being taken by various dealers. C. E. Beard, of Chase & West, Des Moines, who conducts quite an extensive approval business, defended his policy as follows:

and an experienced sales person makes every point possible in developing their friendship. Friendship develops more friendship, and the more friends we have the more customers we have."

Charging Interest on Contracts

The next subject, "Interest on Contracts," was discussed between L. A. Murray, of Davenport, for the affirmative, and R. B. Townsend, Des Moines, the negative. After a heated argument the general belief was that, in justice to both the dealer and the customer, a legal rate of interest should be charged on all talking machine paper.

The Value of Outside Salesmen

The next subject, "Outside Salesmen," was defended by J. J. McNamara, of Washington. (Continued on page 60)

CONVENTION OF THE IOWA VICTOR DEALERS—(Continued from page 59)

He said: "I firmly believe in outside salesmen. We find that we are better able to convince the farmer of the advisability of purchasing a Victrola if we can talk to him face to face. An outside salesman was recently added to our force and during the first two months of his work our gross sales were increased by 40 per cent over the corresponding months of last year."

Joe C. Britt, of Boone, who spoke on the negative side of the question, stated: "Outside salesmen are too expensive. For a short time we had one outside salesman and the trouble he got us into exceeded by far the number of sales he made. I believe that by using the same amount of money spent on outside salesmen in some other direction, such as advertising, it would be best. Get the people into your store and then, if you can't sell them music with all of the surroundings in harmony with the selling, no one will be able to sell them."

John G. Paine's Inspirational Address

John Gregg Paine, of the Victor Co., was introduced and delivered a very inspirational address on "Trusteeship." He spoke on the mutuality that exists in the business of merchandising Victor products between the Victor Co. and the dealer, and showed how the business has grown to such great proportions that to-day the Victor Co. could no longer look upon the business as "its" business, nor could the dealer look upon the business as "his" business. The outlook must be broader than that and the time has come when both the dealer and the Victor Co. must look upon themselves only as a part of the great industry as a whole. He then pointed out very forcefully how the Victor Co. recognized its responsibilities to the dealer, how it realized that each dollar invested by the dealer in Victor merchandise was an earnest belief of the faith the dealer had in the Victor Co. and its products and they could be assured that the Victor Co. would never do anything to shake that faith or to destroy it, but, rather, would continue to guard that faith and cultivate it to the end that the dealer may ever rejoice in the wisdom that gave him his faith. He then went on to show how the Victor Co. guarded this faith and cultivated it, by its supreme merchandise, by its service to the dealer, by its experimental laboratories and by various other means, which he enumerated and described at some length and in a most interesting way.

On the other hand, he pointed out that the dealer had responsibilities toward the Victor Co. that he must not shirk. He was the ultimate channel of distribution and "if the stream is not to become stagnant its mouth must not become clogged." A dealer's responsibility toward the great Victor business is to keep the goods moving rapidly and as effectively as is consistent with fair, four-square business methods. "The Victor Co.," Mr. Paine said, "is constantly alert to the business conditions of the community, so that it could gauge far in advance the tide of affairs. You have had exam-

ples of the business acumen of the Victor Co. and how it has unfailingly predicted each change in business conditions. Its responsibility toward the industry and the dealer required it to do so, and now it has predicted a revival of business in a most marked degree and, with faith in its prediction, augmented its manufacturing program to meet the growing demand for Victor goods. When the revival is fully felt and completely realized as a fact the dealer will find the Victor Co. totally prepared to meet it. Will you dealers be, likewise, as well prepared?"

In the evening the members of the Association attended the Orpheum Theatre in a body, where a special program had been arranged in their honor.

TUESDAY MORNING'S SESSION

The Tuesday morning session was called to order promptly at 9:30, at which time Earl H.



Geo. E. Mickel

Haglund, of Mickel Bros. Co., gave a demonstration on the adjustment of Victor motors and governor.

Window-trimming Demonstration

One of the most important numbers on the morning program was a practical window-trimming demonstration by Jack Cameron, head decorator of the Harris Emery Co., of Des Moines. In speaking of his work Mr. Cameron said: "Wonderful opportunities are given a window trimmer in displaying such high-class merchandise as Victrolas. Have harmony in color only in your settings and the use of two colors is most effective. In displaying Victor merchandise it is bad taste to show the price ticket. Do not simply stand a Victrola in the center of your window and expect it to be effective. Best center on the corner or to one side. And to obtain a very pretty effect a hidden colored lamp glow in red, amber, blue or green will work wonders."

Interesting Stereopticon Lecture

Gus Mayer, of the Unit Construction Co., gave a very interesting stereopticon lecture on the products of his company and how they are made.

G. E. Mickel Discusses "The Business-getter"

George E. Mickel, president of Mickel Bros. Co., discussing the subject of "The Business-getter," described the famous business stunt of the West, the Mickel Victrola Club. This plan is at present being operated by the Mickel Music House, of Omaha, and Mr. Mickel's statistics, showing the results of the first fifteen days of the sale, were astonishing. His address was illuminating and enjoyed by the conventionites.

Roy E. Waite, of Chicago, spoke on the "Value of Trade Papers." "The real mission of a trade paper," said Mr. Waite, "is to give news of its industry and of experiences of those in the industry. A successful trade paper is one that can distinguish between news and printed matter. Trade papers are time-savers. They give you the record of events in as concise and complete a manner as possible, which will enable you to profit by the knowledge."

Duane Wanamaker, of Chicago, made a short talk upon the value of conventions.

Rockwell on Advertising and Salesmanship

J. J. Rockwell, of the Reincke-Ellis Co., Chicago, gave a few interesting points on the subject, "Seed for the Harvest." In speaking Mr. Rockwell said: "Advertising, like these other things I have spoken of, entails a present payment for a future reward. Properly used, properly co-ordinated in the business in which it is used, intelligently planted and given time to bring its crop into maturity, the seed of future business which we call 'advertising' is as certain in its production of returns as is life insurance, or a savings bank account, or habits of thrift. It is as certain of production of its crop as is the good seed that the farmer plants in fertile ground which he cultivates and fertilizes.

The seed from which sales are made, I care not what the line of business is, are seeds of suggestion, inspiration, education, and, as in the production of any other crop, the process of sowing must be repeated, and continuous, if there is to be a continuous growth for the harvest.

"And just as the farmer knows that between the sowing of the seed and the gathering of the harvest time must be given for the growth to mature, so the good business man knows that between the sowing of an idea or an inspiration, or a new thought in the prospective customer's mind, he must wait for time to bring the growth of that seed in the prospect's mind up to maturity and upon maturity the sale will be made.

"A lot of business men have an idea that the great salesman is the fellow who goes out and 'knocks them dead' and brings back the order from the first interview. I have an idea that the great salesman, like the man who is great from any standpoint, is not the 'one call' man, but is the man who wears well, who can suggest and inspire and educate, and who, after implanting these forces, has the patience to cultivate them and keep out the weeds and who has intelligence enough to know when the growth

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

CONVENTION OF THE IOWA VICTOR DEALERS—(Continued from page 60)

is mature and to go out then and gather in the harvest.

"I believe that we are coming more and more to realize that the best salesman is not the greatest arguer or debater. We are coming to an understanding of Thomas Jefferson's axiom: that 'human beings are not convinced by argument, but by reflection'."

The meeting then adjourned and the members were guests of Mickel Bros. for luncheon at the Kirkwood Hotel.

New Officers Elected

The afternoon session of the Association opened the regular business meeting. Election of officers followed and the following were chosen for the ensuing year:

President, L. A. Murray, Davenport.

Vice-president, C. B. McGregor, Creston.

Secretary, H. B. Sixsmith, Des Moines.

Treasurer, R. B. Townsend, Des Moines.

Executive committee: J. D. Vance, Mason City; R. G. Lohr, Muscatine; H. A. Duncan, Fort Madison; F. H. Walter, Cedar Rapids; J. M. Donahoe, Fort Dodge; M. W. Duncan, Albia; L. R. Spencer, Iowa City.

The report of the treasurer showed a healthy condition of the organization with no bills outstanding. The report of the secretary showed that out of approximately 225 dealers in the State all but about 10 per cent were members.

The "Question Box" Interesting

The answers to the "Question Box" proved very interesting. Some questions, affecting the policy and plans of the Victor Co., were very effectively answered by G. L. Richardson, Iowa representative of the Victor Co. Mr. Paine also came in for his share of questions and they proved to be an interesting part of the program.

Business Survey of State

For several months prior to the convention the Iowa State University Extension Department, under direction of Prof. O. E. Klingaman, had been gathering valuable statistics in connection with the Victor industry of the

State. Questionnaires were sent to a number of dealers containing some rather pertinent questions, covering practically every branch of their business, and Prof. Klingaman's talk was based upon the results obtained from this survey. The points given were of great assistance to the dealers and his suggestions for the management of their business proved to be of cash value to every one there.

The meeting then adjourned, to be held at approximately the same time next year at Des Moines.

Mickel Bros. Co. Entertains

The evening's entertainment was at the courtesy of Mickel Bros. Co. and consisted of a banquet and dance at the Hotel Fort Des Moines. The "Angel Chorus" provided the fun and, with the able assistance of "Henry," it was put over in fine shape. During the evening Frederic Knight Logan, composer of the "Missouri Waltz," assisted by Mrs. Genevieve Wheat-Baal, played and sang Mr. Logan's new composition, "Pale Moon," which is included in the October Victor supplement. "Henry" provided a little fun with his rendition of "Somebody Else."

The entire arrangements of the program and entertainment was entirely in the hands of H. B. Sixsmith, sales manager of Mickel Bros. Co., and a rising vote of thanks was given him by the members for providing the most beneficial and entertaining program yet arranged.

Loving Cup for Geo. E. Mickel

The outstanding part of the evening's program was the presentation of a loving cup to Geo. E. Mickel from the Association. Mr. Townsend, of Des Moines, made a very effective presentation speech, which was acknowledged by Mr. Mickel in broken tones of appreciation.

Those in Attendance

Chase & West, Des Moines: E. Chase West, William Allen, Mr. and Mrs. C. B. Beard, Stewart Gadd, Earl Linn, Mr. and Mrs. Walter Lindquist, Eleanor Melchor, Sara Olmquist, Mr. and

Mrs. C. W. Rindfleisch, Frances Sears, Ruth Uhl, Lois Willetts, Winifred Willetts, Don Willis and Ray Barquist; Des Moines Music Co., Des Moines: Mr. and Mrs. H. L. Woodward, Sylvia Heidt, Jos. Stanton, Mary Wilson, Cub Wilcox and Charles Weber; S. Davidson & Bros., Des Moines: Mr. and Mrs. L. Davidson, Mr. and Mrs. R. B. Townsend, Ferne Brooks, Mr. and Mrs. Henry Olson, Mrs. Glenn Ufford, James B. Wilson and Elva Tralton; Haddorff Music Co., Des Moines: Mr. and Mrs. N. A. Lilja; Mickel Bros. Co., Des Moines: Mr. and Mrs. Geo. E. Mickel, Mr. and Mrs. H. B. Sixsmith, Mr. and Mrs. E. H. Haglund, Mr. and Mrs. Roy Banta, Florence Cage, Lelia White, Eva Donner, Minnie Lipshey, Eliz. Garrity, Mr. and Mrs. Don Peters, Mr. and Mrs. Guy D. Andrews, H. W. Burnett, Gerald Young, Granville Henry, Don Bell, Mayme A. Jardine and Norman Banta; Anderson Music House, Charles City: R. W. Anderson; Red Cross Dec. Co., Centerville: Mr. and Mrs. H. C. Adams and Paul Cushman; Bollinger Music House, Oskaloosa: Mrs. M. B. Bollinger and Chas. W. Bollinger; Baas Music Shop, Rock Island, Ill.: Mr. and Mrs. Baas; Baylor Furniture Co., What Cheer: Mr. and Mrs. John Baylor; Crary Hardware Co.: Mr. and Mrs. Joe Britt, Mrs. Florence Scanlin and Fred Crary; Standard Furniture Co., Centerville: Mr. and Mrs. Wolfe Bernstein; Watters Drug Co., Cedar Falls: Mr. and Mrs. C. L. Brown; Peacock & Baxter, Atlantic: Henry Baxter; Harry Clarke, Anamosa; Combs & Clouse, Chariton: Mr. and Mrs. D. Earl Combs and D. C. Clouse; Mickel Music Co., Marshalltown: Mr. and Mrs. John Cobb, Mrs. Grace Travis and Mr. and Mrs. C. W. Holms; Arnold Jewelry & Music Co., Ottumwa: Carl Dalin; Mark W. Duncan, Albia: M. W. Duncan and Miss L. Duncan; Donahoe & Donahoe, Fort Dodge: Jim Donahoe; Baxter Piano Co., Davenport: J. J. Donnelly; Strombeck Drug Co., Maxwell: Mr. and Mrs. O. F. Strombeck and A.

(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



IOWA VICTOR DEALERS' CONVENTION

(Continued from page 61)

W. Gamble; Oppenheimer-Alsop Co., Oska-loosa: H. A. Groves; Fannie A. Nichol, Mt. Ayr; Miss F. A. Nichol and Mrs. Helen Hargis; Wm. Hersbergen, Mitchellville; Mr. and Mrs. Wm. Hersbergen and Sylvia Hall; W. H. Hoover, Mt. Vernon; Ireland Music Co., Independence: F. B. Ireland; Kennedy-Gardner Co., Iowa Falls: Mr. and Mrs. W. G. Kennedy; P. K. McKee, Indianola: Mr. and Mrs. P. K. McKee, E. R. McKee and Thelma Lyon; Duncan-Schell Co., Fort Madison: Mrs. Maude Langridge; L. A. Murray Co., Davenport: L. A. Murray and Theresa Murray; McGregor Bros. & Coens, Creston: Mr. and Mrs. C. B. McGregor and Miss Margaret McGregor; E. C. Mittvalsky, Cedar Rapids; J. F. McNamara & Sons, Wash-

ington: J. J. McNamara; F. H. Nolte, Stuart: Mr. and Mrs. F. H. Nolte and Irene Nolte; McCauley & Powers, Adel: Mr. and Mrs. C. E. Powers; Victor Co., John Gregg Paine and G. L. Richardson; John Boesch Co., Burlington: Flora Raikes and Laurence Waibel; Harmony Hall, Iowa City: Mr. and Mrs. L. R. Spencer; M. J. Soukup, Decorah; Swan Pharmacy, Madrid: Mr. and Mrs. F. R. Swan; E. P. Shellabarger, Columbus Junction; Theden's Pharmacy, Tama: Mr. and Mrs. F. R. Theden; Vance Music Co., Mason City: Mrs. Jessie Vance and Gail White; Morris Sanford Co., Cedar Rapids: F. H. Walter; Frederic Knight Logan, Mrs. Genevieve Wheat-Baal, Mr. and Mrs. Jack Cameron, Prof. O. E. Klingaman, Gus Mayer, Roy E. Waite, Mr. and Mrs. W. O. Welker, D. Wanamaker, J. J. Rockwell, Governor and Mrs. N. E. Kendall and Mayor H. H. Barton.

MEETING OF NEW JERSEY RETAILERS

Victor Dealers' Association Holds First Fall Meeting in Newark on September 20

The first Fall meeting of the Victor Retailers of New Jersey, the State organization that has already accomplished much good for the trade, was held on September 20 at the Robert Treat Hotel, Newark. Members of the association enjoyed the usual excellent luncheon, after which a business meeting was held, during the course of which Fall business prospects and plans were discussed at some length. The attendance at the

meeting was unusually large and the enthusiasm evinced by the members presages an active Fall in association circles.

Plans are now being made to provide special features for coming meetings, and it is expected that at the next session a man of national prominence will talk to the dealers on matters pertaining to their business. All members of the Victor trade in New Jersey are made welcome at the meetings.

E. C. Nittvalsky has opened a new Victor store at 212 South First street, Cedar Rapids, Ia. He has a fine line of Victrolas and records.

SEYMOUR SOULE'S IMPORTANT POST

Appointed Assistant Advertising Manager of the Columbia Graphophone Co., New York

The appointment of Seymour Soule as assistant advertising manager of the Columbia Graphophone Co., of New York, has just been announced. Mr. Soule comes to the Columbia Co. highly recommended and with an extensive experience in the advertising field. He was for-



Seymour Soule

merly connected with the Geo. Batten advertising agency, where he specialized on Columbia Dictaphone advertising, and also became familiar with the general advertising policy of the Columbia Grafonola as well.

Mr. Soule takes up the active duty of assistant advertising manager immediately, and is already hard at work on many new features of Columbia advertising. Owing to his wide practical knowledge of the work of the advertising department he is certain to meet with a large measure of success.

MUSIC LIGHTENS HOUSEWORK

Talking machines are now being used by many housewives as a means of lightening their housework. The talking machine is kept in action while the work is being done and women who have tried this claim that they feel less weary when evening comes, due to the soothing and stimulating effect of the music. Some women have gone so far as to place a talking machine in the kitchen and they do their cooking and wash their dishes while the machine plays their favorite records.

DISPLAY AT ILLINOIS STATE FAIR

SPRINGFIELD, ILL., October 1.—The Hilmer Piano Co., Granby dealer, attractively exhibited that line at the Illinois State Fair, held recently. The Hilmer Piano Co. reports that the exhibit was well attended and an excellent prospect list was secured.

Ward's Khaki Moving Covers



Grade "D" Cover with

No. 3 Straps

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers
and Dust Covers for the Wareroom

Distributors

- BRISTOL & BARBER, INC.
3 E. 14th St., New York City
- YARR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.
- CDHEN & HUGHES, INC.
Washington, D. C.
- BECKWITH-D'NEILL CO.
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, D.
Butler Bldg., Detroit, Mich.
- THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & DUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

Wonderful
Elegance
In Beauty
& Tone



Modernola

The
Phonograph
That Immediately
Attracts &
Pleases

The Season's Biggest Opportunity

The advent of the beautiful Modernola has instituted the One New Accomplishment in the Phonograph world. It is truly the only radical departure in design and construction from the great mass of phonographs in existence and is distinguished for its beautiful charm in Tone as well as a wonderfully cheerful appearance.

Placed on the floor of your store it will attract immediate attention and once in the home of the user it will ever be a source of genuine delight and pleasure—which, after all, will bring you the greatest favorable and profitable advertising you so much desire.

Unusual Points

Being round in shape the Modernola occupies much less space than a square machine of the same diameter.

While also sold without the Stand Lamp yet the Stand Lamp—especially with its soft glow of light—adds to the charm of the Modernola as an artistic room decoration.

The Modernolas are furnished in a variety of fine finishes and a large selection of beautiful Lamp Shades from which to choose.

The Modernola is in every way a very attractive Phonograph. It is a great asset to every dealer.

The Modernola Company
Johnstown, Pa.

The Holiday Season is approaching and you should place your order at once to insure early delivery. For fullest information address Dept. D.

Important Notice

As our Eastern Sales Representatives we have appointed the *Modernola Sales Co.*, with offices at 927 Broadway, New York City. They are sales representatives for Greater New York, Eastern New York State, Connecticut, Rhode Island, Northern New Jersey.

Phone Ashland 7453

Warehouse
101 West 20th St.

MAMIE SMITH ON EXTENDED TOUR

Popular Okeh Artist Featuring "Sax-O-Phoney Blues" on Present Tour—Will Visit Pacific Coast After the Christmas Holidays

Mamie Smith, popular "Blues" singer and exclusive Okeh artist, is featuring on her present tour a new song entitled "Sax-O-Phoney Blues," written by Milo Rega, and one of the song novelties of the present season. Mamie Smith attained country-wide success in the rendition of "Crazy Blues," but the song that she is now featuring offers her possibilities that will un-



Mamie Smith

doubtedly enable her to eclipse the phenomenal popularity that she won with the "Crazy Blues" number.

"Sax-O-Phoney Blues" has been recorded for the Okeh record library, and Okeh dealers will have an excellent opportunity to feature this song, as Mamie Smith's tour, which started at New Haven on September 23, will extend as far north as Boston and as far south as Florida. This tour, which is under the management of

ETCHED METAL NAME-PLATES

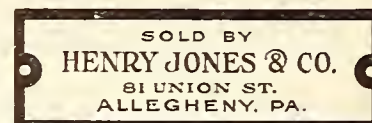
FOR MANUFACTURERS AND DEALERS



EVERLASTING

ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.

Write for prices
stating quantity
desired



NEAT IN APPEARANCE

the Standard Amusement Co., is proving a decided success, and after the holidays Mamie Smith and her company of entertainers will tour to the Pacific Coast. Plans are also under way to present Miss Smith with her own company in a Broadway production later in the season.

THE WANDERING GAZE

Many Salesmen Lose Sales Because Their Attention Is Everywhere but on the Customer as They Give Their Sales Talk

A factor in successful salesmanship that is often overlooked is inattention to the customer; in other words, discoursing enthusiastically about the product, pointing out its advantages and superiority, etc., and gazing anywhere and everywhere but at the customer. This is an extremely annoying trait and the prospect gets the impression that the salesman is reciting a memorized speech and very often he walks out without making a purchase.

The salesman will get materially better results if he looks at the customer squarely when he talks. In no other way can the prospect be impressed with the earnestness of the seller and the value of the product. When the sale is finally consummated the buyer will feel satisfied with the treatment accorded him at the store as well as with the purchase which he has made.

COLUMBIA ARTISTS IN EUROPE

Famous Columbia Stars Planning European Tours—Charles Hackett's Services in Demand

The Columbia Graphophone Co. was recently advised by Alexander Kahn, its European representative, that a number of prominent Columbia artists are planning to make European tours, and are in demand in European musical circles. Sascha Jacobsen, prominent violinist, will in all probability make an extensive European tour. Charles Hackett, famous tenor of the Metropolitan Opera Co., who is at present in the United States, is being demanded by both the Opera Comique of Paris and La Scala of Milan. Toscha Seidl, popular violinist, in all likelihood will make a tour of England, where he received an ovation on his last appearance. Mr. Seidl is at present on his way to Scandinavia.

ANDREWS BUYS INTEREST

Harry L. Andrews, of Spokane, Wash., has purchased an interest in the Baird Musical Co., of Walla Walla, Wash. The firm will be known as the Baird-Andrews Music Co. in the future.

An attractive Victrola salon was recently opened in the waiting room of the Baltimore & Ohio Building in Gerard, O., by Roy E. Purdum.

When you feel your record sales
are slumping try—

Okeh Records

*The enormous factory releases are proof
of their sales value*

THE HARPONOLA COMPANY

Distributors

CELINA, OHIO

Distributors

Tonepen

TRADE MARK

Dealers! Here Is the New, Quick-Selling Unrivaled Tonepen



LOUD



SOFT

The TONEPEN does what no other needle can do.

The TONEPEN plays all records—hill-and-dale and lateral-cut. Because it is tubular and light, it quickly responds to sound vibration and does not wear away the record. The TONEPEN gives loud, soft and medium effects. Simply turn the TONEPEN so as to bring more or less of the point to bear—that is all. No other needle can do these things.

The TONEPEN reduces scratching to practically nothing. Therefore, it brings out of the record all the quality that is in it.

The TONEPEN is good for 80 to 100 records. No other needle lasts so long.

TONEPENS greatly prolong the life of the record.

TONEPENS sell at sight—25 cents for three is the retail price.

Write today for our special dealer offer.

Liberal discounts are made to reputable dealers. Stock up now for the Christmas trade.

Send for Free Sample

TONEPEN COMPANY

219 Center Street

New York City



The Far East flavors the Novelty Record this month—"Danse Arabe" and "Danse Orientale" played with exotic effect by the Oriental Orchestra. An extra good record for extra sales. E-7258.

Columbia Graphophone Co.
NEW YORK

ISAACSON ADDRESSES SALESPEOPLE

New York Record Sales Forces Listen to Address and Concert at Wurlitzer Hall

Charles D. Isaacson, who is in charge of the New York Evening Mail's free concerts and editor of the Mail's "Our Family Music" page, was the speaker at a meeting and concert of retail talking machine and record salespeople, held under the auspices of the Talking Machine Men, Inc., at Wurlitzer Hall, Wednesday afternoon, September 28.

Mr. Isaacson chose for his subject "How to Sell Good Music." He pointed out that record salespeople had the power to educate the people who entered their establishments to desire better music. He also gave a demonstration of the proper way in which to push the better class of music.

Selections were rendered by Miss Helen Leveson, mezzo-soprano, accompanied by Jacques Wolfe at the piano, and Ralph Tomlinson, accompanied by Theodore Springmeyer at the piano.

START PERFECT PACKAGE DRIVE

Express companies, railroads and steamship lines in the United States and Canada have asked the co-operation of all industries in a perfect package movement, to be inaugurated in November, which has been designated as "perfect package month." The idea of the movement is to center more attention on the proper packing of goods in an effort to overcome the heavy annual losses incurred through carelessness.

LOOKS FOR BETTER BUSINESS

Geo. E. Brightson, President of the Sonora Phonograph Co., Saw Evidences of Increased Demand on Recent Trip to Central West

George E. Brightson, president of the Sonora Phonograph Co., 279 Broadway, New York, which is also marketing the Sonora pianos and player-pianos, returned recently from a trip West as far as St. Louis and including the attendance, with Frank J. Coupe, vice-president, at the convention of Indiana Sonora dealers at Indianapolis, held by the Kiefer-Stewart Co., Sonora jobber for Indiana.

Mr. Brightson was pleased with the reception accorded him everywhere, and especially gratified at the evidence that the Sonora is fast becoming recognized throughout the Middle West as it has already been in the East for some years.

"Although I found no widespread belief that business will boom this Fall as never before," said Mr. Brightson to a World representative, "it seems that merchants everywhere have great faith in a big improvement this Fall and in every case their belief is based on sound, substantial reasons. What impressed me more than anything during my entire trip was the noticeable fact that the merchants radiating the most confidence were those who admitted that business with them at present was not really bad and, further, that they were going after it as never before, planning to continue their aggressive methods without abatement. On the other hand, those most gloomy and reflecting the 'what's the use' attitude used these very words

when asked if they were doing anything to counteract dull times."

Mr. Brightson calls his trip a very satisfac-



George E. Brightson

tory one and is sorry his time is so taken up at the New York office that he is unable to spend more of it visiting Sonora representatives.

The small house that advertises never fears big competition.

At Last Something Worth While to Sell

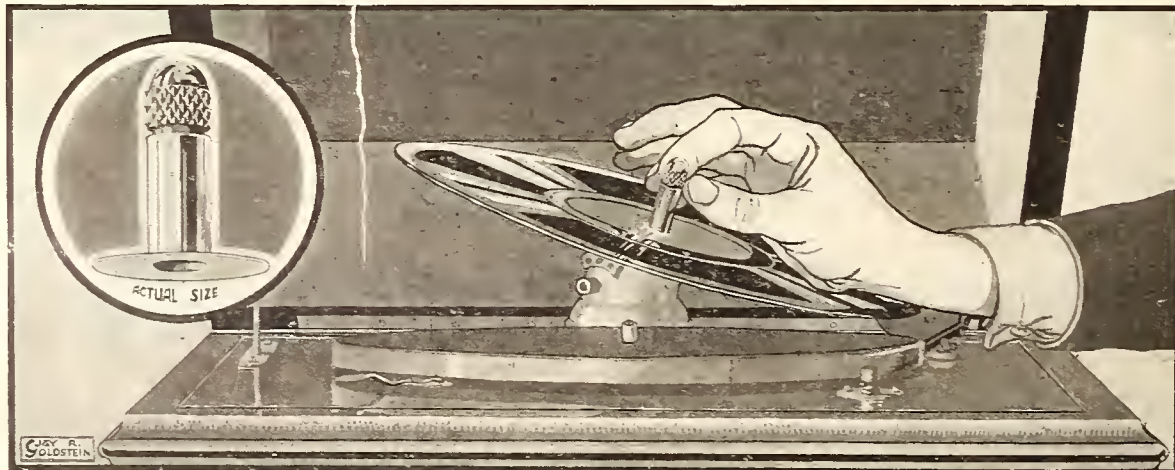
Nifty Lifter
FOR RECORDS

in the Phonograph Accessories Line

Since our first ad in this paper we have sold over 200 dealers—and opened six Jobbers

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

MAMIE SMITH

All Mamie Smith's Records Now 85c

SAX-O-PHONEY BLUES



By MILO REGA
SENSATIONAL SONG HIT-FEATURED
by MAMIE SMITH
THE REIGNING QUEEN OF SYNCOPATION
IN HER ALL-STAR JAZZ REVUE.



SEPTEMBER 24th marked the opening date of Mamie Smith's concert tour for the coming season. Her personal appearance in all the large towns will be a tremendous boom to her records. Her first engagement will be in the New England territory. She will tour as far South as Florida. Saxo-Phoney Blues looks like the feature hit in her new song review. This means big business for every Okeh jobber who has sufficient stock on hand to meet ready requests. Mamie Smith is working Saxo-Phoney Blues hard. She realizes how good it is. Soon you won't be able to get enough to sell to the thousands that will be wanting this record all over the country. Special advertising literature is being prepared on it.

Place your order today for Mamie Smith's biggest hit

Okeh Records

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, President

New York City



CANTON DEALERS ARE OPTIMISTIC

Conditions in Eastern Ohio Bettering—Exhibitors at Stark County Fair—New Dealer Opens—Instructions in Salesmanship—Other News

CANTON, O., September 30.—With the advent of Fall music dealers of the Canton district are preparing for a busy season and without exception all dealers are optimistic as to what the next two months hold in store for them. They anticipate a spirited holiday trade and there is every reason to believe that the Fall and early Winter will bring the much-looked-for revival in retail business.

The impression of music merchants in eastern Ohio is that business is on the up-grade. They say that they feel the general public is in a more complacent mood than it has been for some months past and is disposed to go in and help restore confidence and anything else that needs restoration.

Industrially the Canton district is improved over last month 20 per cent and slowly the large army of unemployed is being absorbed. Indications are that the local metal working mills will continue active indefinitely.

Never in the history of the Stark County Fair were there so many exhibits of retail music dealers as last week. Five local music houses were represented with booths in the Merchants' Hall. Two dealers from Massillon, O., also had booths. The representative of The World was very much impressed with the attractiveness of the exhibits this year and special mention is due the Alford & Fryar Piano Co. and the George Wille Music Co., both of Canton. A boy soloist at the Alford-Fryar booth made a hit with the fair spectators, while at the Wille booth hundreds crowded into the aisles to listen to the music produced by a seven-piece jazz band. The idea was that of George Wille, head of this music house, and it went over big with patrons on Friday night. Many sales resulted from the exhibits and indications are that the business of all music houses represented at the fair will show a substantial increase as the result of the displays.

Another music concern, it is reported, will soon invade Canton. The Rhines Edison Shop will open soon in the new Witter Building, Cleveland avenue, N. W. This concern now has a store in Massillon. No definite announcement has been made as to the opening plans of this shop.

Miss Helen Ramsdell, Government instructor, has opened salesmanship classes in the Chamber of Commerce rooms here. More than one hundred clerks from downtown retail stores have registered for the course. Miss Ramsdell conducted classes here last year and diplomas were granted those who passed successfully the examinations. Local stores furnish the clerks and the Government has the co-operation of the Board of Education and the Canton Chamber of Commerce.

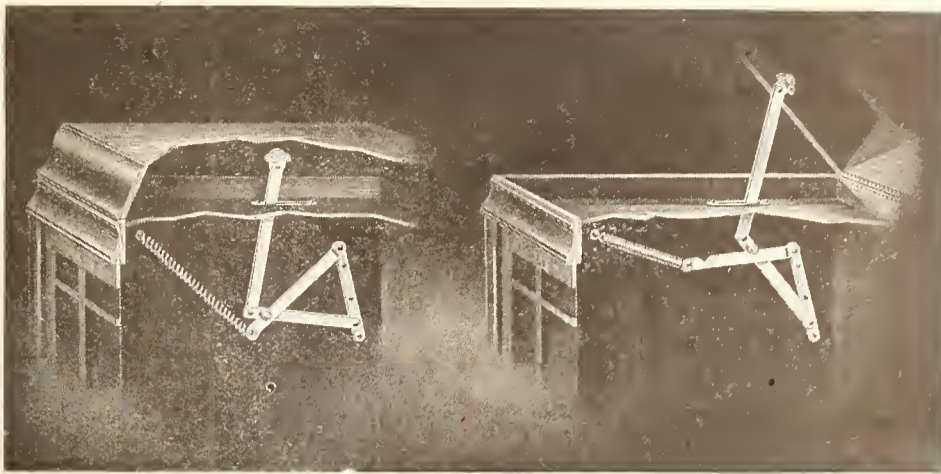
STUDY CUSTOMERS' PREFERENCES

It is a good plan to study the preference of customers with regard to the kind of music which they prefer and when the knowledge is at hand place it on file with other data concerning the customer. The talking machine merchant with such knowledge can suggest records to the customer which he thinks would please. Such a courtesy is sure to please and will often result in increased sales.

ROSA PONSELLE POPULAR IN EUROPE

Rosa Ponselle, the great Columbia soprano and member of the Metropolitan Opera Co., New York, will soon leave for Europe, where her Columbia recordings have already won quite a large measure of popularity.

No merchant is so perfect that he is able to form an organization which cannot be criticised, therefore a wise policy to adopt is that of encouraging salesmen and store help to criticise.



The Superior Lid Support

A touch of one Finger lifts or closes the Lid, which stops at any point desired Does not warp the Lid

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold
Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

BETTER CONDITIONS INDICATED

Interesting Chat With Everett H. Holmes, Which Tells How Trade Winds Blow

An indication of the return of better conditions in the talking machine industry is to be found in a recent report made by Everett H. Holmes, sales manager of the Olympic Disc Record Corp. Mr. Holmes stated that during the Summer months it was the usual custom of the dealer to await the call of the salesman before ordering additional stock. Now the telephone, telegraph and United States mail are being used extensively by these same dealers in ordering phonographs and records. This is significant and encouraging.

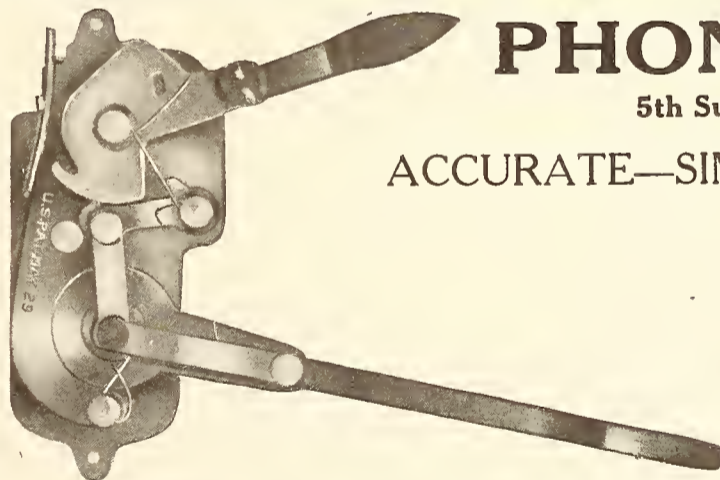
Mr. Holmes further stated in an interview with The World: "The Olympic Disc Record Corp. has had steady business from the time its first records were released in May, and each month we have shown a rapid gain over the previous month. Furthermore, our wholesale distributors are increasing their monthly orders far over their contracts and we are proud of the success with which this record is meeting."

A COMPLAINT THAT BROUGHT SALES

Lawyer Complains of Victrola Music in Dwyer Piano Co. Store and Then Sales Start

NEW ORLEANS, LA., October 1.—Charles H. Iddings, of the Dwyer Piano Co., is beginning to hope that the music produced by the Victrolas and records being demonstrated in the Dwyer store arouses frequent complaints from neighboring business men and others, if all the complaints work out as successfully as that filed by a neighboring attorney recently.

Some weeks ago the lawyer in question, with offices opposite the Dwyer store, complained to the police that the school model Victrola which was being played in the doorway of the music store was a public nuisance. As a result of the complaint a good-natured Irish cop, by the name of Kerrigan, was sent to the Dwyer store to investigate. Mr. Iddings met the officer, learned that he was a lover of music and proceeded to sell him a Victrola IX for his own home. Two weeks later the lawyer who made the original complaint dropped into the store and bought \$10 worth of records as an apology for his action.



PHONOSTOP

5th Successful Year

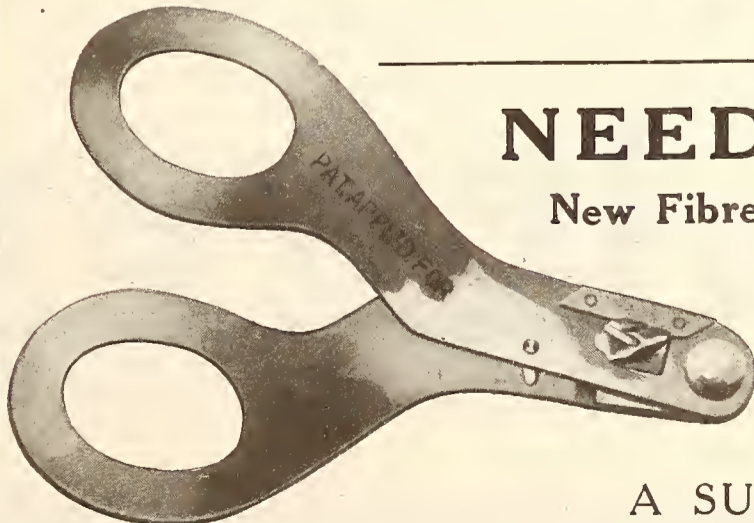
ACCURATE—SIMPLE—DURABLE

Reasonable Price

Guaranteed Fully

Nickel or Gold

UNIVERSAL STANDARD



NEED-A-CLIP

New Fibre Needle Clipper

Guaranteed

RETAIL

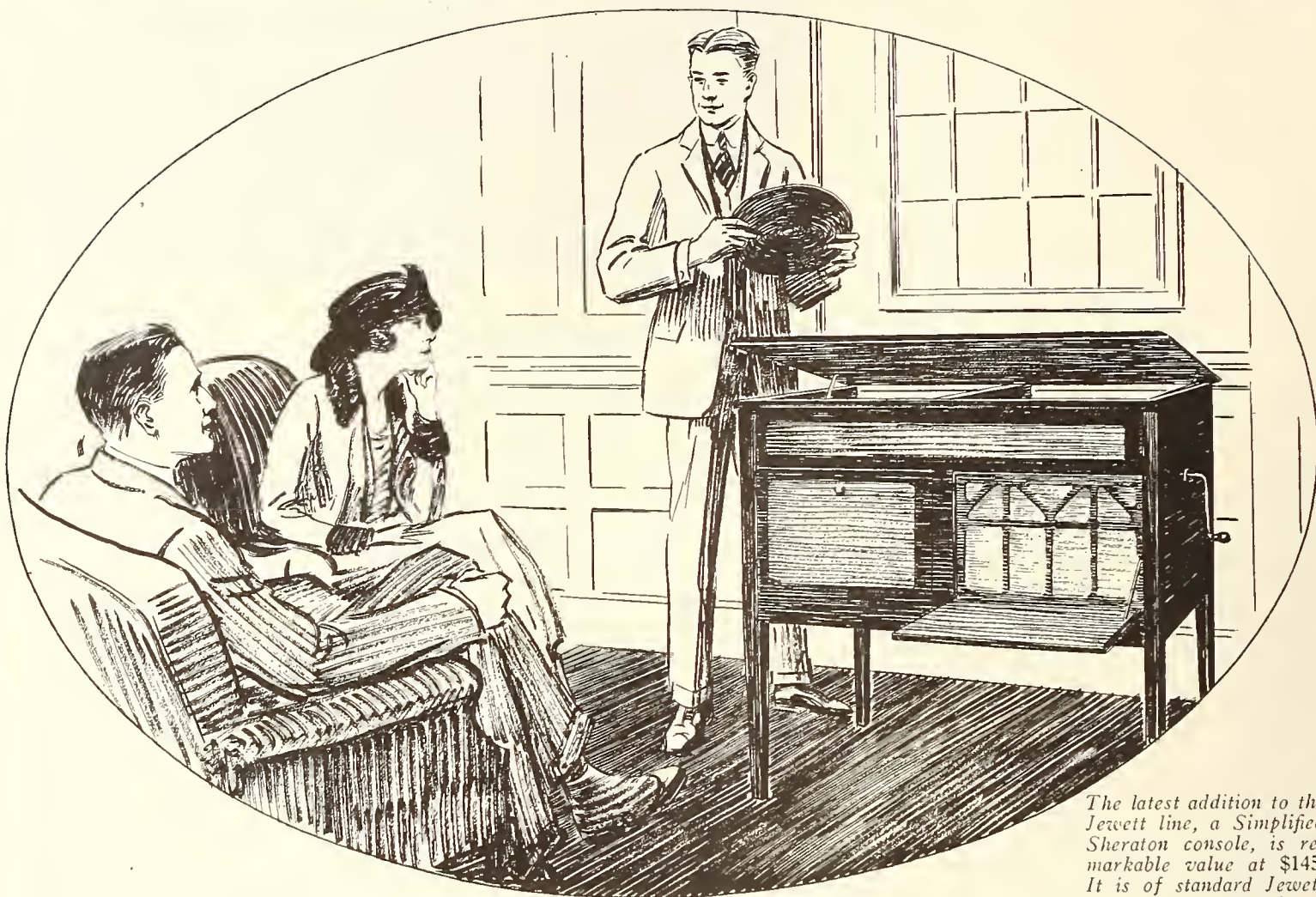
AT

75 cents

Trade Discount

A SUPERIOR TOOL

THE PHONOMOTOR CO., 121 West Ave., Rochester, N.Y.



The latest addition to the Jewett line, a Simplified Sheraton console, is remarkable value at \$145. It is of standard Jewett construction, cabinet work and finish.

Which Will Make the Most Money for You —Frozen Dollars or Liquid Capital?

Your storeroom or warehouse filled with phonographs represents frozen dollars. It means a dangerously high investment—slow turnover—old stock—borrowed money—worry.

You're probably wondering if there isn't some merchandising policy which will prevent you from getting into such a predicament again. There is.

The manufacturers of the Jewett phonograph realize that "loading up" is bad for everybody—dealer, manufacturer and buying public.

That's why we build a high-grade instrument at a price which means immediate sales.

That's why we do not ask you to contract for more phonographs than you can readily dispose of. Under our plan you will never worry about a warehouse full of frozen dollars.

That's why we offer a liberal co-operative advertising plan and enable you to discount your paper immediately on favorable terms.

The Jewett line in your store means liquid capital—quick turnover—sure and satisfactory profit—remarkable value that insures pleased customers. Write today for our dealer proposition.

JEWETT

THE JEWETT PHONOGRAPH COMPANY
General Sales Offices; 958 Penobscot Building, Detroit, Mich.

G. W. LYLE HEADS NEW COMPANY

Prominent Talking Machine Man Now President of Manufacturers Phonograph Co.—Will Control Entire Output of Well-known Factory—Company Announces Interesting Plans

George W. Lyle, for many years vice-president and general manager of the Columbia Graphophone Co. and more recently associated with the Pathé Frères Phonograph Co. in an executive advisory capacity, is now president of a new talking machine company, which will be known as the Manufacturers Phonograph Co. This new concern has opened headquarters at 95 Madison avenue and its merchandising plans include several new ideas which will undoubtedly prove of interest to the trade.

The Manufacturers Phonograph Co. has completed plans whereby it controls the entire output of one of the largest and most successful talking machine manufacturers in the United States. In a chat with *The World* Mr. Lyle outlined his company's plans, stating as follows:

"Our policy will center upon the elimination of overhead and the placing of our product in the dealers' hands at list prices and discounts which we believe have heretofore been impossible. We shall shortly show samples of five models, including two uprights, retailing at \$100 and \$150 respectively; two consoles retailing at \$125 and \$175 and a special console at \$40 retail to enclose all the leading makes of small machines.

"Our cabinet plant is one of the best equipped in the country. It has produced over \$3,000,000 worth of completed high-grade talking machines each year during the last few years for one of the older companies. This product has been recognized as the finest quality marketed by this company, and the quality has been uniform in every detail, including the grade of materials used, the working, joining and finish of these materials and in the assembling, packing and shipping of the finished product.

"In view of the drift of the trade toward the

period cabinet, and recognizing the great significance of correct designs in this field, we have under contract one of the foremost furniture designers in the country, a graduate of L'Ecole Beaux Arts, whose work is as well known in Paris as it is in the product of many American manufacturers.

"We know the phonograph business and we know the dealer's market and his present problems. We believe that the time has come when a larger share of the profit must go to the dealer



George W. Lyle

who at the same time must be able to deliver a finer product at a more favorable price."

The Manufacturers Phonograph Co. is already establishing distributing agencies in fifteen of the largest cities in the country under the direct supervision of men whom Mr. Lyle describes as the most experienced men in the industry. The advertising is to be handled by Hanff-Metzger, Inc., the agency that has handled Pathé advertising, and which conducted the very successful Columbia campaign for several

years after Mr. Metzger retired from the position of advertising manager of the Columbia organization.

RAPPAPORT'S MUSIC SHOP OPENS

Fine New Victor Establishment in New York Contains Many Features—Display Windows Equal to the Best in Metropolitan District

Rappaport's Music Shop, an exclusive Victor establishment, at 880 Westchester avenue, New York City, was formally opened during the latter part of September. The store is one of the finest and most attractive in upper New York. Spacious display windows, a beautiful reception room and twelve demonstration booths are features of the store. In the rear a special room has been devoted to the display of period models.

The establishment was crowded at the opening and besides a big concert souvenirs were distributed to the guests. Mr. Rappaport, president of the organization, received many messages of congratulation and floral pieces. Those present included many artists, jobbers or their representatives and dealers. Manager Prisyon and his assistants, Messrs. J. Hannan, Lehrer and F. Fuller, represent the personnel of the establishment.

DOWN FOR BUSINESS AND PLEASURE

W. D. and C. N. Andrews Visit Victor Factory and Then Attend World Series Games

W. D. Andrews, of Syracuse, N. Y., and C. N. Andrews, of Buffalo, N. Y., both well-known Victor wholesalers, stopped in New York City late last month on their way to the Victor factory in Camden and then came down early this month to attend the World Series baseball games. Both brothers are enthusiastic baseball fans and always manage to see at least a few of the World Series games each year.

Remember, the man of "go" is seldom let go.

MODEL L S
**COMPOUND
ROCKER
ACTION**

The highest grade and most scientific reproducer ever offered the trade.

PAT. APPL'D FOR.

ORO-TONE FEATURES

Extension A telescopes into large elbow B, giving a length adjustment from 7¾ to 9½ 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.

PAT. APPL'D FOR.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

**1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS**

PAT. APPL'D 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.

Beginning October 1st

*The New
Super-Finish*

BRILLIANTONE STEEL NEEDLES

will be delivered in

The New
Counter Display Cartons
(Each tone in a different colored carton)

The Last Word in
Talking Machine
Needles



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

The applause Van & Schenck got in the Ziegfeld Follies for "In the Old Town Hall" and "What's-a Gonna Be Next?" will be echoed by every customer who hears this great double. A-3461.

**Columbia Graphophone Co.
NEW YORK**



SEMI-CENTENNIAL OF PACKARD CO.

Fiftieth Anniversary of Establishment of Big Ft. Wayne Institution to Be Celebrated in November in an Elaborate Manner

FT. WAYNE, IND., October 8.—Elaborate plans are now being made for the semi-centennial celebration of the establishment of the Packard Piano Co. in this city, the fiftieth anniversary of the company occurring on November 4. The occasion will be marked with special festivities in which the officials and employes of the Packard Co. will participate. Manager Achenbach, of the retail store of the company, hopes to have the formal opening of the new downtown building on the same date, and thus make the celebration a double one. The Victor talking machine is handled by the retail division of the company.

LEAVES FOR WESTERN TRIP

W. F. Hitchcock, of Phonomotor Co., Will Visit Trade in West—Gratifying Reports of Business Conditions Now Being Sent In

ROCHESTER, N. Y., October 7.—W. F. Hitchcock, head of the Phonomotor Co., of this city, manufacturer of the Phonostop and the Need-A-Clip fibre needle cutter, left recently for an extensive Western trip. Mr. Hitchcock had received quite a number of inquiries in the past few weeks which called for immediate attention, as they intimated that several well-known concerns were planning to increase their activities materially.

Before leaving on this trip Mr. Hitchcock commented upon the fact that his company's sales for 1921 up to September 1 showed an increase over 1920, which, in view of general business conditions, was most gratifying. The new Need-A-Clip cutter is meeting with considerable success, and dealers throughout the country are ordering it in good-sized quantities.

ADOLPH H. MAYERS LEASES BUILDING

Adolph H. Mayers, well-known Victrola dealer in the metropolitan district, now located at 1983 Broadway, has leased the entire two-story and basement building, at 1989 Broadway, for a term of years. Mr. Mayers will move his business to the new location as soon as alterations have been made.

BLANDIN CO. OBTAINS CHARTER

The Blandin Phonograph Co., Racine, Wis., has been granted a charter of incorporation in that State, with a capital of \$400,000. Incorporators are: S. W. Blandin, M. W. Youngs and E. L. Davis.

The Forest City Phonograph Co., Rockford, Ill., which had been closed since November, 1920, has resumed operations with three-quarters of its former force. About two hundred men are now employed at the factory.

EDISON FOREIGN RE-CREATIONS

November Advance Lists Include Numbers in French, Polish, Norwegian and Russian Which Are Splendidly Sung by Prominent Artists

Thos. A. Edison, Inc., in addition to its regular advance list of records sung in English for November, has also prepared many interesting Re-creation records in French, Polish, Norwegian and Russian. The ten French numbers, which embrace popular and standard songs, are recorded by Paul Dufault, tenor; Hector Pellerin, baritone; Torcom Bezazian, baritone. The four Polish Re-creations, which consist of folk and Christmas songs, are sung by Michael Zazulak, baritone. The six Norwegian Re-creations are made by the Misses Olson and Carsten Woll. The two Russian numbers consist of folk songs and are sung by Alexander Sashko, tenor.

IRISH SONG NEW OKEH FEATURE

A new song, entitled "When the Harp That Once Through Tara's Halls Rings Again for Freedom's Glory," written by Emmett O'Gowan, a member of the famous Okeh Rega Orchestra, which records for the General Phonograph Corp., of New York, will soon be a new feature of the Okeh recordings. Gerald Griffin, the Irish singing actor, is enthusiastic about the new song and was largely instrumental in bringing it to the attention of the Okeh clientele.

CANTON DEALERS EXHIBIT AT FAIR

All but Two of Local Music Houses Have Displays at Stark County Fair—Efforts Amply Rewarded With Sales and Prospects

CANTON, O., September 30.—Never before in the history of the Stark County Fair did the retail music merchant take as much interest as this Fall. With the exception of two dealers, every music house of any consequence in Canton was represented with exhibits at the annual fair, which closed recently.

Booths in former years were not nearly so attractive as those of music dealers who were represented in the Merchants' Hall last week. The talking machine was given a prominent place in the exhibit, as were pianos, players, musical merchandise and sheet music. Even records were on display in all the booths.

Canton dealers represented at the fair included the Alford & Fryar Piano Co., George Wille Music Co., Klein & Heffelman Co., William R. Zollinger Co., the Rhines Edison Shoppe and the Arnold Music Co., of Massillon, O.

Attendance at the County Fair exceeded 60,000 during the four days and each music merchant had some original stunt by which to attract the spectators and get his offerings before them for consideration.

Music dealers of Canton are enthusiastic over the fair of this year and declare their efforts were amply rewarded by the number of sales and prospects which resulted.



**Supplement Envelopes
for Everyone**



Stock Record Envelopes, green sulphite or brown kraft, 10 and 12 inches 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



The Result of Ingenuity

The VICTROLA is eminently supreme because its each and every part is a masterpiece - the result of ingenuity and skill of the highest calibre - And like the workmanship and music of a good old Stradivarius the VICTROLA will live thru the ages - What a wealth of satisfaction and assurance these facts should give to every VICTOR dealer...

C. BRUNO & SON, Inc.
351-353 Fourth Ave. - New York

VICTOR WHOLESALER
TO THE DEALER ONLY

Developing the Campaign for Better Business By Practical Suggestions to the Sales Force

As has been pointed out time and again, the attitude of the heads of a company has much to do with the attitude of even the lowest employe in relation to the business situation and what the individual worker can do to help produce results under business handicaps. It quite often happens that heads of concerns are somewhat pessimistic in their attitude and yet they seem surprised when their employes are in turn pessimistic and devoid of the energy that gets results to-day. Then, again, we find optimistic and aggressive executives who by word of mouth and by their very actions instill some of their spirit of action into those associated with them.

Among these latter is to be included E. H. Droop, secretary of the old-established house of E. F. Droop & Sons Co., Washington, D. C., Victor distributor, whose spirit of cheerfulness and optimism has long been recognized by the trade in general. In a recent memorandum to the employes of his house, E. H. Droop offered some comments that are reproduced here in the belief that they will encourage other executives to take similar courageous and timely action. In his memorandum Mr. Droop said:

"Dear Co-worker:

"1. We firmly believe that the sun has set on the long period of depression which engulfed all business in this country and that it has risen on a brighter 'to-morrow' which gives promise of great activity and opportunity for all who are willing and want to work.

"2. Our business has taken heavy losses—not only because of generally dull business conditions, not only in the depreciation of many merchandise values in stock, but because of our efforts to keep our organization intact and not lower compensations in any instance. Whether the last-mentioned condition can be maintained in the face of wage and salary reductions and their readjustment everywhere to meet present-day conditions depends solely upon you and the efforts you put forth to assist to the best of your ability to retrieve the losses which have been suffered.

"3. We are face to face with new conditions. They can be met successfully by personal readjustment and individual effort; they will be met in our business by the process of elimination if necessary. The drone has no place in modern-day business; he or she is a drag on the conscientious and well-directed effort of others; only the real worker will survive, and that is as it should be. The world owes no one a living; however, it does owe you the chance to make one—and the results which you achieve in your daily work alone are recognized; all else in business is negligible.

"4. Success in every business depends on sev-

eral qualifications, and we mention some of them in the order of their appeal to us: Personal appearance; courtesy, cheerfulness and undivided attention to the customer; thorough knowledge of your goods; above all, a ringing sincerity and absolute truthfulness in everything you say—no exaggeration, no knocking, no hesitation—back of it all, an intelligent mind improved by study and application; and, finally, the ability to impress the customers that you know what you are talking about—that you want to help them (rather than merely put over a sale and get their money)—and that you are associated with a house in which you have confidence and which will back to the limit anything you have said or promised.

"5. We ask you to let the foregoing statement (No. 4) sink deep into your reflections.

"6. Please remember in all things you do or say here that it is the E. F. Droop & Sons Co. (and not any individual member of the corporation or of any department) which, in the final analysis, is blamed and held responsible for any shortcomings—and that you must understand this and be absolutely loyal to this principle.

"7. Practical suggestions and constructive criticism are always helpful and for that reason welcomed; we invite them through personal interviews or in writing.

"8. There must be harmony among the personnel of this house; no department and no individual can be independent; all departments are interdependent. Employes must be friendly with one another, at least as far as their relations may appertain to this business. Pull together in a determined effort to increase business—to place no blur on the lustrous heritage which the founder of this house, E. F. Droop, left his successors—namely, a good name and the confidence of the public!

"9. Our personal interest lies with those who are interested in their work—in the house and its aims—in those who endeavor at every hour of the working day to be 'on the job,' thus giving valuable service to the E. F. Droop & Sons Co., its patrons and to that great principle known as the 'World's Work.'

"10. We are with you and want you with us. When you need information come upstairs and ask for it. If it should be of such nature that it can be easily furnished by the responsible heads of various departments, we refer you to those men in whose judgment we place confidence.

"Keep the store in trim condition; do your part to this end. Don't shift the responsibility to other shoulders; every little helps and it makes each one's burden lighter.

"Go to your task with a song in your heart;

it will make the day brighter for everyone. Be helpful, considerate, sympathetic, willing, cheerful, energetic, interested, and if you have any troubles at the end of the day come with them to the undersigned—he will try to help you iron them out.

"Yours for uplift and progress in every phase of life and endeavor,

"(Signed) E. H. Droop, Secretary.

"P. S.—Make a note of this note: Remember, this is the time for everyone to realize that truth, courtesy and smiling service are not only the three great elements of personal success, but that they are constituent qualities of controlling force in the composite called progress. Exercise them—they are essential."

INTRODUCE TONEPEN NEEDLE

New Type of Needle Now Being Made by Tonepen Co.—Has Many Distinctive Scientific Features of Great Interest to the "Talker" Trade

The Tonepen Co., New York, recently introduced to the trade a new type of talking machine needle for use on all machines playing lateral cut records. The company is now manufacturing this needle in quantities and general trade distribution is under way.

William Dubilier, a well-known inventor in various mechanical fields, has invented this new needle, which has many distinctive scientific features. In a chat with *The World*, Mr. Dubilier stated that the dealers handling the new needle are enthusiastic regarding its practical merit, and quite a number of them have advised him that it represents a distinctive improvement in talking machine needle production.

The Tonepen Co. claims that this new needle, being tubular in shape, will transmit vibration quickly and more easily than a solid rod, and as the needle is of light weight it will not wear away the point so quickly nor does it cut the record material.

Mr. Dubilier states that by the use of the Tonepen needle the ordinary scratching of the record is almost entirely eliminated, and the point is so made as to be parallel for a distance so that the small portion of the record which is worn away does not become wider and does not cut the sides.

In the various experiments conducted by Mr. Dubilier the Tonepen needle played more than 500 records and the company is guaranteeing the needle to play at least 100 records. By slightly turning the position of the needle it plays loud, soft and medium tones and can, therefore, be featured to advantage as a needle adaptable for playing every type of record.

PREPARE NOW
For Bigger Record Business

Oké Records
Satisfy All Demands

EVERHART & BROWN ::

**1705 EAST BROAD STREET
RICHMOND, VA.**



The Windsor
Furniture Company
Chicago, U. S. A.

The lowest point of the recent business depression passed for us some time ago, and the revival has been more rapid than that following the panics of 1893, 1907 and 1914, as shown by our order records. With the exception of 1919 and part of 1920, our orders received are now equal to our average of 36 years.

WINDSOR FURNITURE COMPANY

1420 CARROLL AVENUE

CHICAGO

*All Grills and other Orna-
mentation carved in solid
Mahogany or Oak*





The Windsor Phonograph

The Windsor Furniture Company
IS THE
OLDEST MAKER
OF
CONSOLE PHONOGRAPHS

FACTORY:

1420 Carroll Avenue, Chicago

MAIN SALESROOM:

1411 South Michigan Avenue, Chicago, Ill.

Exhibit: January and July in Blodgett
Building, Grand Rapids, Michigan

EASTERN DISTRIBUTORS:

Hyman Bros. & Co., 47 West 34th Street, New York

*No composition or veneers
used as substitutes for
carving*





JULIA SANDERSON

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"

Talking Machine Trade Situation Analyzed by George R. Madson

His Observations on Current Conditions and His Suggestions Regarding Practical Methods of Merchandising of Considerable Interest

The general talking machine situation and developments which are to be expected in that branch of the industry were set forth at considerable length by Geo. R. Madson, of the Cheney Phonograph Sales Co., Cleveland, before the convention of the Music Merchants' Association of Ohio recently held in Columbus. Mr. Madson's broad experience in the merchandising of talking machines serves to lend weight to his opinions, which are printed herewith in full.

"I have been asked many times, during the last twelve months, what is the matter with the talking machine? Why has the slump been all out of proportion to some other lines of musical merchandise? The market for talking machines is satisfactory; what the industry needs is a change in merchandising methods, and the merchants who have recognized the change have no complaint to make. Every merchant and manufacturer should welcome this change. During 1918 and 1919 the majority of homes were able to purchase talking machines, so that the novelty period has passed and to-day the talking machine has reached a high place in the musical merchandise world. The talking machine has reached the piano stage of merchandising. The buying public must be shown, the goods must be right, prices must be right; talking machines are not readily sold to-day at any price just

because they are talking machines; you must help create the desire and go out and get the business.

"The talking machine industry is very fortunate in having high-grade manufacturers create and build up the business, keeping it clean, protecting the merchants and with very few exceptions advertising honestly and without misrepresentation. However, now that competition is becoming keener considerable nonsense, or, what is worse, false information along musical lines, is being put out by some manufacturers, either through national advertising or through advice to dealers. For example, the advertising manager of one of the large talking machine companies, to show its careful attention to detail, states that when calling on one of its high executives he noticed several plates containing rosin and upon asking for an explanation was informed: 'We are having a noted violinist make records to-day and I have been testing rosin; we want him to have the very best rosin obtainable.' The artist probably had a Cremona violin worth thousands and bow worth hundreds, but it was the rosin, according to that manufacturer, that was necessary for fine records.

"Another notice to dealers was brought to my attention. The manufacturer seemingly wished to explain to his dealers the saying, 'No person can do two things equally well,' evidently forgetting that the maxim conveys the meaning that no person can do two things equally well at the same time. The company explained, in its house organ, that its orchestra

director, for example, could only do one thing well—direct the orchestra; therefore, he was a great director; this advertising manager had evidently never heard of Ysaye, Gabilowitch or Sokoloff, really great directors and also among our greatest instrumental artists. It is such piffle that, when used by music dealers, keeps the talking machine from being taken seriously by the really musical public.

"Every successful piano merchant knows his pianos thoroughly, can explain every detail and method of construction. What do you know about the talking machine, except that it plays records? The talking machine is a mechanical device following well-known natural and mechanical laws allowing a full explanation. There is nothing mysterious about it.

"In selling a piano you sell tone and cabinet. In a talking machine for tone you sell naturalness of reproduction, and this is where the talking machine is confusing to a great many dealers.

"In the piano you have in every instrument the characteristic piano tone. You can only secure in different instruments a sweeter, more mellow or more brilliant tone. You merely compare one instrument with another. The talking machine has no tone of itself, it endeavors to reproduce the tones of other instruments and voices as nearly like the original as the manufacturer can make it.

"Are you capable of recognizing the characteristic tone of different instruments? You who are piano salesmen should be able to judge the correctness of piano reproduction; if you are a thorough violinist to judge the correctness of violin tones, and as the talking machine is not temperamental any instrument that reproduces any one instrument correctly will reproduce all instruments or voices correctly. As a mechanical device it is not capable of discriminating between the vibrations of piano, violin, cornet or voice and on the other hand any talking machine that is faulty in its reproduction of the

GLORIA REPRODUCER—AN IMPORTANT MESSAGE

A sound-box and diaphragm of entirely new principles

After four years' use and exhaustive test the GLORIA REPRODUCER is now placed on sale, with VOLUME—NATURAL TONE—NON SCREECH—NON BLAST and improvement with age.

The diaphragm of SPUN aluminum $\frac{2\frac{3}{4}}{1000}$ of an inch thick. Hear a cornet solo, piano, violin, cello and soprano voice, with the absolute fidelity of the original.

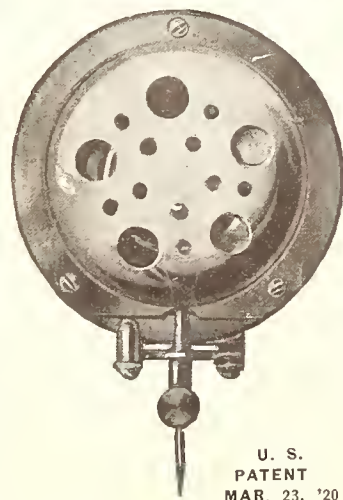
To the trade: The Gloria Reproducer will be shipped in sample lots for \$3.25. Tone Arm and Sound-box \$6.00. Send for yours.

Remittance must accompany all orders for samples

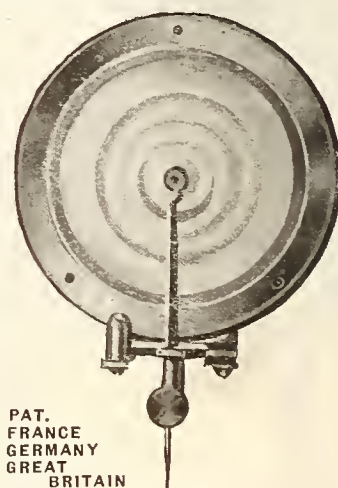
GLORIA PHONOGRAPH CO.

Factory
226 15th Street

Salesroom
559 Fifth Ave., Brooklyn, N. Y.



Ready for use



Open face

voice or any one instrument will be equally faulty in its reproduction of all.

"If you need advice as to which instruments are the best get the advice of one who knows, taking into consideration that some saxophone or trap players are not musicians.

"I recently heard a discussion of different makes of talking machines in one of the large music houses. One of the salesmen was explaining that a certain make reproduces violin records (he was a violinist) better than the other make, but, he said, the other make plays a well-known singer's records better. One of the salesmen asked my opinion. I explained that I was not sure; I had only heard that singer two or three times and that to judge I would have to be more familiar with that singer's voice. The salesman who made the assertion said, 'I have never heard him, but I like it better.'

"That is a sample of the knowledge displayed by the majority of talking machine salesmen in our music stores. 'It must be the best because I like it better.' Don't forget you frequently have customers that know almost as much as you do. An instrument sold by misrepresentation, even if unintentionally, will make a poor booster of a customer when knowledge comes to him.

"Know the design, construction, material and finish of the talking machine cabinet. A prominent talking machine manufacturer said to me, 'We are selling music, not furniture.'

"Suppose one of our great sopranos appeared before a concert audience dressed in a pink dress, red sash, high, black shoes and white hose. Would the concert be a success? Assuredly not. We insist on harmony. A piano merchant recently said to me, 'I cannot sell period cabinets; they are too new.' He forgot his pianos were period designs and that he would not think of buying the gingerbread designs of twenty years ago. Our architects and designers are trying their best to make us forget the monstrosities they forced on us during the past fifty years. We have begun to realize that the designs created and improved

upon by artists for centuries are still the best.

"What is the finish of your talking machine cabinets, construction, metal parts? Are you giving your customers their money's worth on a piece of merchandise? Your firm should be the court of last resort for musical instruments. You must know thoroughly what you are buying. Give your talking machine department the same amount of attention you give your piano department, employing just as high grade a sales force. Work for your talking machine business and you will surely get it—wait for it to come to you as in the past and you will always be asking what is the matter with the talking machine situation.

"As talking machine merchants we are doing this world a great good or a great harm, depending upon the class of records we are selling. Unfortunately, we must cater somewhat to the popular demand; but it is up to us as music merchants to co-operate with the different associations for the advancement of music, such as the Federation of Women's Musical Clubs, which are offering scholarships and prizes for American compositions, and do our share in educating the public to what is good in music. As someone has said, 'Music sweeps away the dust of every-day life!'

BRUNSWICK AND SONORA IN YONKERS

YONKERS, N. Y., October 5.—The State Music House, Inc., which opened at 485 South Broadway, this city, last week, carries a complete line of Sonora and Brunswick machines. J. H. Friedl, general manager, is well versed in talking machine merchandising and Percy Armitage, sales manager, formerly engaged as a Columbia salesman and later connected with the retail trade in New Rochelle, N. Y., is also well equipped to make the venture a success.

A large circle of friends and acquaintances is valuable to the talking machine dealer. One way of securing this is to take an active part in civic duties.

NEBRASKA ASSOCIATION TO MEET

Victor Dealers of That State to Hold Annual Convention in Omaha on October 17 and 18

OMAHA, NEB., October 8.—The formal announcement of the annual convention of the Nebraska Victor Dealers' Association, to be held at the Fontenelle Hotel, this city, on October 17 and 18, has just been sent out to the members of that organization, and the various features of the meeting are set forth in a manner that should insure a record attendance.

The program includes speeches by John G. Paine, of the Victor Co.; James J. Davin, of the Reincke-Ellis Co., and others; an interesting talk and demonstration by Miss Mayme A. Jardine, efficiency expert of the Mickel Bros. Co.; a talk and demonstration on window displays by representatives of the Burgess-Nash Co., and an illustrated talk by H. A. Beach or some other representative of the Unit Construction Co. There will also be a number of entertainment features.

A special feature of the convention will be the appearance of Thurlow Lieurance and his company, who devote special attention to Indian music, of which Mr. Lieurance has long made a special study. Several of his songs, including "By the Waters of the Minnetonka" and "By Weeping Waters," have been recorded for the Victor and are quite familiar to the dealers.

REMODELING LOUIS KAY STORE

Extensive alterations are under way at the Victor establishment of Louis Kay, 97 Chambers street, New York. New record demonstration booths, fixtures and woodwork are being installed and the display window is being enlarged and deepened to make room for better and more artistic displays. The service counter and record racks are being moved forward to facilitate record sales. The changes will add much to the attractiveness of this establishment so popular with downtown buyers.

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

\$2.50

Retail Price

\$2.50

**Retail price
REGULAR TRADE
DISCOUNTS**



U. S. Patents and Foreign Patents Pending

WALBERT MFG. CO.
925 Wrightwood Avenue, Chicago
New York Office: 200 Fifth Avenue



Widdicomb console art model of Early American period.

Widdicomb console phonographs are made in the most popular period styles. Each model portrays handsomely the fine art of true period interpretation. The artistic cabinet designs and finish are the handiwork of an organization which for three generations has enjoyed a splendid reputation for skill in the art of wood fashioning.

Widdicomb console models have many distinctive features of design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. Write for the latest Widdicomb catalog and the full facts of the Widdicomb dealer's franchise.

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

Merchants with the Widdicomb Franchise are creating increased patronage

Discriminating buyers endorse the two-fold appeal of the Widdicomb

THE enterprising phonograph merchant, who takes advantage of the fact that the Widdicomb offers much more than reproducing perfection alone, is gaining an enviable prestige among phonograph buyers. He is laying the foundation of a sound, constantly increasing business.

For the Widdicomb is not alone a musical instrument of superior type—it is an article of fine furniture, which can fittingly take its place in the most perfectly appointed room.

The Widdicomb Furniture Company were the first manufacturers to sense fully the possibilities for beauty in phonograph construction. For three generations they had been recognized leaders as builders of fine furniture. With their broad experience of the popular taste for furniture in period design, they visualized the appeal of a phonograph of similar master craftsmanship.

From that beginning came the exquisite Widdicomb Period Phonograph of today, deservedly known as "The Aristocrat of Phonographs." Built in the most popular period designs—Chippendale, Sheraton,

Adam, Queen Anne, and Early American Art—the Widdicomb blends harmoniously and unobtrusively with the furnishings of the most tastefully appointed room.

The tonal superiority of the Widdicomb is obtained through the Widdicomb Amplifying Tone Chamber—developed after years of experiment by the best phonograph experts possible to employ. This is an exclusive feature, which makes it possible to play all records without the least vibration or metallic harshness. "Blasting" is entirely eliminated.

For the first time in phonographic history every note in the chromatic scale, from the highest tones in the upper register to the deep, rich bass notes, is given its full tonal value and emphasis—no more, no less.

The remarkable beauty of Widdicomb upright and console models in period designs, complemented by the purity and richness with which they reproduce every varied expression of the artist—whether vocal or instrumental—is leading more and more persons of cultivated taste to select the Widdicomb.

Write today for the Widdicomb catalog and full details regarding the Widdicomb franchise—learn for yourself how you can increase your sales.

(60)

Prices Reduced!

Since September 15 prices on all models of Widdicomb Phonographs are reduced to the pre-war basis. The new retail prices for the various upright and console styles range from \$95.00 to \$300.00.

THE WIDDICOMB FURNITURE CO., Grand Rapids, Mich.

Fine Furniture Designers Since 1865

GRIT AND WORK, THE CURE FOR UPSET TIMES

Fear, Which Caused Depression, Must Be Overcome by Faith and Hard Work, Says Thos. A. Edison—Interesting Analysis of Conditions

Grit, determination and hard work can cure the economic conditions that upset the country, is the opinion of Thomas A. Edison, who recently, in the course of a talk with Wm. H. Crawford, pointed out that a general pessimistic view of the present business situation has done much to bring about depression and that "good times" can be restored by optimism, faith, common sense and hard work.

Mr. Edison pointed out that the psychology of fear is the prime cause of the depression which we are now so resolutely overcoming. "Hard times come in recurring cycles, and are nothing new," he remarked. "The point is that the country always recovers from them and goes forward with greater strides than before. We will get over it now, too. The tide has begun to turn. Times are getting better slowly. The bad periods are caused by a faulty adjustment of our economic machine, or by its being thrown out of gear by some unusual force, such as war. The machine will work properly as soon as the obstruction is removed."

After discussing the unemployment conditions in great detail he emphasized that we all must make sacrifices and that all necessary work, both public and individual, should be engaged in right now—that concerted effort on the part of national, State and municipal governments can utilize a large number of our unemployed.

"Another obstruction in our economic machine," said Mr. Edison, "is the uncertainty concerning future legislative enactments. The Congress should hasten to pass laws that will give assurance to capital and furnish it protection. Capital is timid at best. It hesitates to invest money on uncertainties, preferring to place it on an assured interest until it knows what expenses are to be attached in the form of tariffs, income and excess profit taxes, cost of labor and material. As soon as the Congress lets the capitalists know where they stand, how much it is going to cost to do business, what labor legislation is going to be passed, what is to be done about transportation and shipping and whether the freight rates are to be advanced or reduced, they can determine how far they can safely go in reopening their industries. The more favorable the legislation passed by the Congress is to business interests the greater increase there will be in industry, and the larger the number of unemployed put to work. A dilatory and inefficient administration of national affairs does more to hinder the return of prosperity than any other agency.

Wants Output Increased

"We must increase our output. The most obvious way to do so is by exporting more of our products. This cannot be done until the

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

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

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

D. R. DOCTOROW

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

tariff question is definitely settled. Our trade with most foreign nations is at present largely a matter of barter, because their money is practically valueless—flat money, with nothing to back it. You cannot buck a steel engraving plant and a printing press. Americans are not willing to sell their supplies on any such security; as our dealings with them are necessarily a barter, before we can satisfactorily deal with them we must know the definite tariff rates on which their products will be admitted. The New York Republican State platform expresses the tariff situation exactly:

"As we must sell as well as manufacture, no tariff law should be enacted in the unsettled economic conditions of the present that will prevent us from re-establishing the profitable exchange of foodstuffs and commodities by burdening those to whom we must sell to such an extent as to make it impossible for them to sell to us, and therefore to buy from us."

"The plan of Secretary Wallace to increase our export business is excellent. America has the goods and the money to finance under proper security foreign business and the other nations need our goods. When a definite and permanent tariff is established and concerted financial support secured it will be possible to very materially increase our exports.

Back to Normal Living

"We must get back to normal living and spending, forget our fears, our extravagances and our niggardliness, and live as if it were ordinary times. During the war America lost its head. Money was so plentiful, such high prices could be obtained for commodities, jobs paying such big wages could so easily be secured, that we fairly wallowed in extravagance. Then came the reaction, and we went to the other extreme.

"What we must do is to believe that normal times are close at hand and live accordingly. The manufacturer and miner, if they are optimistic, can, as far as the banks will carry them, make up stock for future delivery. The banker, if he is optimistic, can advance money to the manufacturer as far as is consistent with business principles. The laborer must get back to normal by recognizing that war-time wages are past and accepting a reduction of wages that will enable his employer to sell his goods at profit. The jobber and retailer must assist in the reorganization by charging off to profit and loss

the difference between prices based on the present wage and the prices which were paid for goods, and the consumer must begin buying normally. The whole people must work in unison with the definite aim of bringing back good times, which they can best do by living as if they were here already.

Our Money Value 100 Per Cent

"A restoration of confidence will do more to accomplish this end than any other factor. Let me emphasize that there is plenty of capital in the country to finance industry, provided it is safe to do so. That there are plenty of natural resources in our country to furnish the proper security to capital and to support many times the number of people that we now have. That there is nothing economically wrong with America. While other nations may be financially bankrupt our money is worth one hundred cents on the dollar. That while our taxes are high they are not confiscatory, as practically they are in some other nations. That we have the best transport system in the world, with more miles of railroads, more automobiles, more and cheaper methods of getting our products to market and a normally free buying public to consume our products.

"There has been an indescribable something in the air that caused our fears, which in turn created the depressed economic condition. This something will disappear as a mist in the morning. As we gain confidence the bankers will lend more money; gradually, of course, but more. The mine operator will increase his output, the manufacturer will employ more workers. As the prices come down the people will go back to normal buying."

McLAUGHLIN, THE MUSIC MAN

FRANKFORT, Ky., September 30.—Articles of incorporation were approved and a charter was issued to-day to McLaughlin, The Music Man, of Paducah, with a capitalization of \$75,000. Incorporators were O. C. McLaughlin, W. E. McLaughlin, S. E. McLaughlin and five others, all of Paducah.

Motorphone, Inc., of Union Hill, N. J., has been incorporated at Trenton with \$125,000 capital stock, to deal in phonographs. The incorporators are: Frances E. Harmon, Marcus O. Sarokin, Weehawken, N. J., and May J. Hurvutz

WHOLESALE



DISTRIBUTOR

WHERE Service to Victor Dealers is Backed by Long, First-hand Experience in the Field of Distribution.

EMANUEL BLOUT

VICTOR EXCLUSIVELY

2799 BROADWAY, at 108th Street, : : : NEW YORK

YOU can afford to buy Van Veen equipment. No need of experimenting with untried products for cheapness' sake.

Van Veen booths, racks and counters are being manufactured with the utmost economy, yet without sacrifice of quality or service.

The dealer who installs Van Veen equipment now is assured of the same high-grade product, at prices based on today's cost of production. Your holiday business will pay for the installation if you will have it done at once. We have it all ready to ship.

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

WINDOWS AS BUSINESS-GETTERS

The Chubb-Steinberg Shop, of Cincinnati, Putting Across Many Novel Ideas Which Help to Attract Public Attention—Window Value

CINCINNATI, O., October 6.—Although the opening of the new Chubb-Steinberg Music Shop, at



How Chubb-Steinberg Uses the Windows 17 East Sixth street, one of the most up-to-date stores of its kind in the Middle West, still is fresh in the memories of the people it has gained the reputation throughout the city as "a

place where things are done." With the opening, three months ago, Mr. Chubb and Mr. Steinberg, working hand in hand, began to put across novel ideas and each week brings a new and original business-getter. The large show windows are changed as often as three times a month, in order to keep up with the current events. The store contains ten Unico hearing rooms, including a delightful kiddies' room with cut-out pictures and juvenile furniture and a gentlemen's smoking-room and two large drawing-rooms. There are twenty-four feet of Sel-Rex counter, equipped with the Chubb & Steinberg record-a-phone. Blue and ivory prevail in the fittings and decorations, which are of exceptional elaborateness. There is a special lighting system, in which are included many polychrome lamps with shades harmonizing with the prevailing decorations. The fact that both members of the firm are active in the store and have as their aim originality is in itself enough to insure success, according to their friends.

SEL-REX ATTRACTS ATTENTION

Crowds Attracted by Novelty at Gotham Shop on Broadway—Downtown Store to Move

The attention of customers is being attracted to the Sel-Rex counter recently installed at the Gotham Shop at 135 Broadway, New York.

During the rush hour people line up to get a chance to listen to the music through the aluminum tubes. Irwin Kurtz, manager of the Broadway establishment, announced that the Gotham Shop on Nassau street, in downtown New York, has been closed, pending the acquisition of a new location.

R. N. WATKIN OFFERS GOOD ADVICE

Dallas Music Merchant Makes Plea for Fair Business Practices Among Competitors

Robert N. Watkin, secretary of the Will A. Watkin Co., Dallas, Tex., and known throughout the country for his activity in association affairs, recently sent the following message to the music merchants of Texas, which was published in *The Musicale*, a local music paper. In his message Mr. Watkin says:

"During the present conditions it is well to remember that there is competition in the music business. However, your biggest competitor is not the man selling a line of goods similar to yours, but the automobile dealer, the real estate dealer, etc., for the average purchaser has just so much to spend and if he spends it for autos he doesn't have it for pianos. A good policy to observe toward your fellow music dealer is one of fairness, one of mutual respect. Beat your competitor, if you can, by selling better goods, using fairer methods and being more courteous. Don't knock your competitor; get acquainted with him—you may learn something. Straight business wins out in the end."

NEW POST FOR A. NENNSTEIL

LOUISVILLE, KY., October 3.—Augustus Nennsteil, formerly manager of the talking machine department of the Herman Straus & Sons Co. and prior to that in charge of the Stewart Dry Goods Co.'s talking machine department, has gone to Huntington, W. Va., with the Brunswick and Columbia departments of the Alfred Wiley Piano Co.

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.





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

THE BRUNSWICK IN PITTSBURGH

National Phonograph Co. Arranges to Feature That Line in Aggressive Manner

PITTSBURGH, PA., October 4.—An elaborate showing of the Brunswick phonograph and the Brun-



A Display of Brunswicks

wick records was made by the National Phonograph Co., one of the latest additions to the list of Brunswick dealers in western Pennsylvania. Their show window was handsomely decorated

and very attractive models of the Brunswick phonograph were displayed, as well as a line of Brunswick records. The firm reports a good sale the past month of the Brunswick line and has keen anticipations for the Fall and Winter trade. The National Phonograph Co. occupies the entire building at 633 Liberty avenue and on one, the first, floor is the retail department. There are seven sound-proof booths, as well as a series of display and show rooms. The National Phonograph Co. also handles the Q R S rolls and a portion of the rear section of the first floor is given over to this player roll department.

MORRIS ROSS WEDS MARY LIPPMAN

Morris Ross, proprietor of the Rialto Phonograph Co., 104 Avenue B, New York, was recently married to Miss Mary Lippman, credit manager of the Emerson Record Sales Co., at the congregation Kol Israel, in New York. The ceremony was performed by Dr. Joseph Shlisky, famous Cantor and exclusive Vocalion artist. Those present included Director Rosenfeld, of the foreign record department of the Emerson Phonograph Co.; B. W. Gordon, of the Musical Products Co., Vocalion jobber, and Manager New, of the Emerson Phonograph Co., city sales department.

DO NOT IGNORE COMPETITORS

Interchange of Merchandising Ideas Between Merchants Is a Profitable Practice

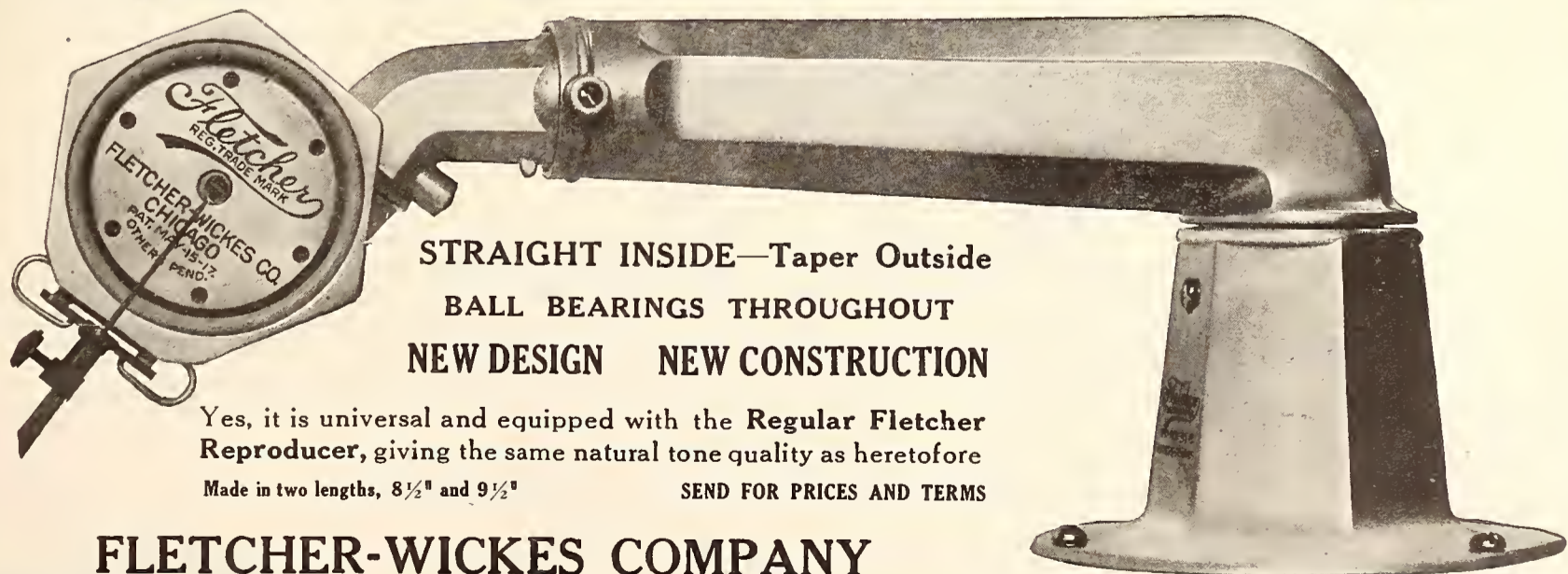
The dealer who adopts the policy of remaining by himself and entirely ignoring his competitors has chosen an unprofitable course to pursue. No matter how clever he may be there are other merchants just as clever, if not more so, and it ill behooves him to neglect the advantage to be derived from an attitude of friendliness toward his competitors.

"In union there is strength" is an old and true saying, as has been demonstrated time and time again by the unions which have been formed by the trades crafts, and the same applies to the music industries. The interchange of constructive merchandising ideas derived in this manner cannot help but work to the advantage of each individual dealer.

J. E. Henderson, district manager for the Columbia Graphophone Co., in Louisville, Ky., resigned last month and is taking a needed rest. Mr. Henderson has not announced his intentions for the future.

Things seldom get so bad that they couldn't be worse.

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



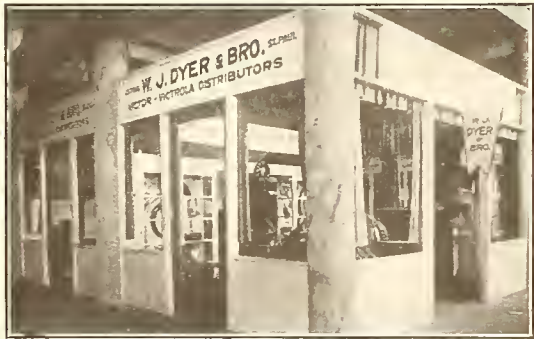
Back from vacation your customers will want to waltz to "Remember" and "In My Tippy Canoe," by Prince's Dance Orchestra. This big 12-inch double will go big this fall. A-6194.

Columbia Graphophone Co.
NEW YORK

EFFECTIVE STATE FAIR DISPLAY

W. J. Dyer & Bro. Have Elaborate Exhibit of Automatic Instruments, Pianos, Victrolas, Small Goods, etc., at Minnesota State Fair

ST. PAUL, MINN., September 30.—One of the interesting displays at the Minnesota State Fair, held recently, was that of W. J. Dyer & Bro., the old-established music house of this city, who



One of the Dyer Booths at State Fair had three booths at the fair devoted to exhibits of various lines handled by the house, either as distributor or retailer.

One booth was devoted to the display of orchestrions and pianos of the automatic type, including a Reproduco, made by the Operators Piano Co., Chicago, and a large automatic orchestrion made by the same concern, as well as an electric piano manufactured by the Link Co. This booth attracted considerable attention and brought in some real business.

The general house display occupied the two other booths, and included pianos, musical merchandise, Victrolas and Melodee music rolls, Dyer & Bro. being distributors for the two last named products. The musical merchandise was most effectively displayed in handsome wall-cases, electrically lighted, with the various instruments mounted on a background of white silk, and the result was most striking. Many

bandsmen attended the fair and stopped to inspect the display of band instruments. The accompanying illustration gives some idea of the arrangement of the booths.

BETTER OUTLOOK IN MEMPHIS

Visitors to Tri-State Fair Optimistic—Dealers Make Great Showing of Machines

MEMPHIS, TENN., October 3.—Business conditions continue to show steady improvement in this territory and at the Tri-State Fair, which closed here October 1, the crowds of visitors were all in an optimistic mood. There was quite a showing of talking machines at the Fair.

The newest home of the Victor in this city, the Bell-Wellburn Piano Co., has very attractive quarters at 160 Madison avenue and is making a very complete showing of records and machines.

Some very attractive windows were arranged by the O. K. Houck Piano Co. during the Fair week, one in particular, illustrating the musical artists of all nations, winning favorable notice.

Columbia Grafonolas are being given an excellent display by the McConnell Furniture Co. and Reinhardt's store at 25 Main street.

F. O. Stilling, formerly with the O. K. Houck Piano Co., has rejoined the forces of this establishment after two years' absence.

The Starr phonographs in various styles are being featured very effectively by the Stewart-Jones Furniture Co., while the Pathé is being shown by the Scott-Kelly Furniture Co. and Al Silberberg, whose Pathé window display is unusually artistic.

An Edison tone-test has been put on by the Edison Phonograph Shop and, as usual, it is arousing much interest.

C. C. Fletcher, who formerly conducted a talking machine establishment in Kansas City, Kan., has moved his business to Shenandoah, Ia.

TRADE SERVICE FOR MUSIC DEALERS

Trade Service Bureau of Music Industries Chamber of Commerce Offers Two Attractive Series of Advertisements to Merchants

The Trade Service Bureau of the Music Industries Chamber of Commerce, under the direction of C. L. Dennis, has announced that it is prepared to furnish to the members of the National Association of Music Merchants a number of service items for individual use covering problems of advertising and selling, business forms and methods, collection helps and sources of information on the music industry.

As the first feature of the service there is being offered to the music merchant a selection of two series of copyrighted illustrated advertisements taken from the previous co-operative advertising campaigns of the National Bureau for the Advancement of Music and representing, it is said, the cream of these advertisements.

Under the plan the use of the advertising will be limited to the first dealer in each town who places a definite order for either series, the order including full sets of newspaper mats, which are sold to the dealer at cost, the amount of the charge being extremely small. The first of the series of advertisements includes twelve pieces of copy, four-column size, twelve inches deep, under the caption, "What the Great Minds of All Time Say About Music." The second series of eight advertisements, also four-column size, twelve inches deep, represent the development of the subject, "Music—the Birthright of Every Child."

It is expected that the offer of the special advertising service will prove interesting to music merchants just now, in view of plans being made for Fall and Winter business.

Other features of the Trade Service Bureau will be announced at intervals as they become ready for operation.

"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.

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.



Our *Oké* Record

“The Record of Quality”

Our Splendid Dean Needle

“The Needle of Quality”

This combination assures
Sales and Profits

No better needle made to play *Oké*
Records and all other records *perfectly*

*We are at your service with new
prices—it will pay you to investigate*

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.
Branch Offices: Chicago, Ill. Toronto, Can.





The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., October 8.—Business appears to be on the mend, so the trade generally seems to think. The present indications are that the Fall will show a much bigger increase in volume of business than was the case last season, and the jobbers are making ready to fill a large volume of orders. There are some types of machines of pretty nearly all makes that are running low and special efforts are being made, in view of the popularity of these styles, to get a replenished stock. The retail shops would scarcely be stocking up if they, too, did not feel confident that there is a good season ahead, and their confidence is warranted in large degree by the inquiries that are being made for machines of all the standard makes. That the corner has really been turned in general conditions is getting wide belief, and even banking institutions are sharing in the optimistic sentiment. Statisticians who keep their eyes and ears close to the prevailing economic situation are putting out highly encouraging statements and all this looks good to the man who has been holding on in the face of adverse conditions.

Music Men to Meet October 26

There was a special meeting yesterday of the committee of the New England Music Trade Association to arrange for the annual meeting of the organization, and it was decided to have a dinner at Young's Hotel, October 26. An effort will be made to get a distinguished speaker, for it was the opinion of the committee that the members—that is, the piano trade—are ready for serious things and anxious to hear from someone who has a real, live message to give touching the immediate future of business. The man whom the committee will try to get is Roger Babson, the famous statistician, whose views on current economic questions are being widely quoted. Mr. Babson conducts an Institute at Wellesley which has a number of students who are getting highly specialized instruction. The annual meeting of the Association really should have been held the middle of September, but the occasion was postponed until this later date.

New Brunswick Representatives

The latest best news coming from Kraft, Bates & Spencer, Inc., regarding the Brunswick, which, during September, found a bigger demand than in many a month. Harry Spencer is going over shortly to New York for several

days in the interests of the Brunswick, and Kenneth T. Finney, the wholesale representative, is also going on a trip in a few days, taking in fifteen or sixteen places through New Hampshire and Vermont and getting as far as the border—and he may decide to get across. He plans to be away ten days. The Brunswick has just been signed up for two new representations. One is The Brunswick Shop, at 60 Washington street, Salem, of which Francis B. Odell is the manager. The other is the New Tog Shop, at 127 Main street, Andover, the manager of which is A. Sutherland.

Marked Improvement in Vocalion Business

Manager Wheatley, of the Vocalion Co., reports that the September business, both in machines and records, was a marked improvement over recent months and he is looking confidently forward to a good holiday demand for the Vocalion line. A new record made by the Vocalion, for advertising purposes and therefore for private distribution, is that recently made for the Moxie Co. On one side is a Moxie song, so-called, which was written by Dennie Shea, a popular press representative for several of the Boston theatres, while on the reverse side the same thing is made into a one-step. The song was recorded by the Shannon Four, while the dance number was recorded by the Aeolian Dance Orchestra. Several months ago the Vocalion made a record for the Filene Co., the numbers being selections that were a feature of one of the Filene shows that was staged at the Tremont Theatre, and the Moxie people were so well pleased over that achievement that they wanted one of their own.

Wider Okeh Record Distribution

E. B. Shiddell, head of the company bearing his name, at 142 Berkeley street, this city, reports that September was a surprisingly good month in the distribution of Okeh records, and he is looking for still bigger business in part because of a circular which he sent to New England houses early in the month and which already has brought forth many replies from persons who are anxious to take hold of the Okeh line. With each letter were sent samples of twelve records, and a point was made in the circular that a man did not necessarily have to be a talking machine dealer, actually carrying machines, to handle the record proposition; that anyone could sell these as a side line. Person-

EASTERN SERVICE

"NEW ENGLAND SERVICE
FOR NEW ENGLAND DEALERS"



"In Union there is strength."
We stand ready to unite with you
in the merchandising of Victor
products.

Eastern Talking Machine Co.
785 Essex Street
BOSTON MASS.

ally Mr. Shiddell has made several trips recently to nearby territory in the interests of his line. As he had no vacation this past Summer he is planning to go away on a hunting trip the latter part of October or early in November, and probably will select Canada as the most attractive place for good game.

W. F. Chick in Charge at Widener's

There's a new manager now in charge of Widener's, at 23 West street. He is W. F. Chick, who at one time conducted a shop in Worcester, where he featured the Harmonola. He has also had other experience in the selling line, so that he comes into his new post with a fund of valuable knowledge. Mr. Chick was

(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)

three years in service, one year of which was spent in the French army and two with the American forces, Twenty-sixth Division. Mr. Chick says that the Granby is finding rapid favor with the public and he is sure that there will be an increasing demand for it as time goes on, owing to its obvious merits.

Take on New Record Line

With the Hallet & Davis Co. eventually to retire from the retail business there is a special sale in the Pathé goods now going on at the Boylston street warerooms, and since September 25 a great many sales have been made. A new line of records on the market, called the Musica, put out by the Opera Disk Distributing Co. of New York, has been taken over by the Hallet & Davis house as distributing agents for the New England territory, and the catalog that is put out has surprised local people by the list of prominent musicians that are included.

Charles F. Bruno

Charles F. Bruno, president of the Tremont Talking Machine Co., of Tremont street, has returned from his Summer home at Gloucester, where he had a cottage for the season. He is about to make a change in his Winter residence from Cambridge to Arlington, where he is sharing a new home with Warren Batchelder, who is head of the retail sales force of the Tremont Co. Retail business at this house is showing manifest signs of improvement and a very good demand for goods is looked for from now on, say all those connected with the warerooms.

Hold Great Educational Conference

An educational district conference of the music supervisors of Greater Boston schools has just been finished. It was a three days' session at the headquarters of the Columbia Co. and proved eminently successful from every point of view. The conference was similar to others lately held in Cleveland and Kansas City. It was held under the auspices of the general

education department of the Columbia Co., of which W. A. Willson is the manager, and during the three days there were two sessions each. Professor Mohler, of Columbia University, who is a recognized authority on music appreciation, directed the course, which followed the same general lines as the courses he conducts at Columbia. Many invitations had been sent out

to the music supervisors in the schools throughout Greater Boston, and many availed themselves of this rare opportunity. In addition to Professor Mohler there were present Miss Skilling and Miss McKee, of the Columbia education department in Canada; Miss Martin, of the New York State education department, and

(Continued on page 85)

HORTON-GALLO-CREAMER CO
NEW HAVEN  **CONNECTICUT**

VICTOR SERVICE SPECIALISTS

An essential factor in our service to New England dealers is our location in New Haven, from which freight lines radiate throughout New England.

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
 PHONOGRAPHS AND RECORDS

"The Musicians' Phonograph"

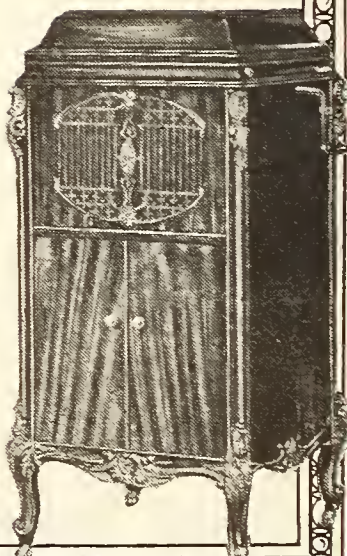
It is highly significant of the success of The Brunswick Phonograph and Brunswick Records that you will find them in the homes of many of the leading musicians of both Europe and America.

These exacting critics have at last found something in phonographic music which they can admire and which passes the severe tests they naturally make of any musical instrument.

Brunswick dealers find that it is easier to sell a Brunswick to a trained musician than to the untrained layman, because the musician is better able to appreciate the great strides which have been made in the Brunswick Method of Reproduction.

KRAFT - BATES & SPENCER, Inc.
 1265 Boylston Street Boston, Mass.

NEW ENGLAND DISTRIBUTORS
 Steel Needles Albums Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 84)

Mrs. Grace Drysdale, the Columbia Co.'s educational representative for the New England territory. The general subject of music appreciation in its various aspects was gone thoroughly into and those attending went away with a valuable fund of new ideas touching the proper presentation of music all along the line, from the kindergarten department up to the high-school grades. The evening sessions were attended by a number of the local Columbia dealers who could not attend at any other time.

C. A. Buechner Now Traveling Representative

Announcement is made by Manager Fred E. Mann, of the Columbia Co., of the appointment of C. A. Buechner, of Boston, as traveling sales representative for western Massachusetts and Vermont, succeeding J. F. Fagan, who has recently resigned. Through long association Mr. Buechner is well informed on the talking machine business. At one time he was associated with the Emerson and the Granby lines.

Big Victor Demand at Steinert's

Kenneth Reed, wholesale manager of the Victor department of M. Steinert & Sons, has had to roll up his sleeves and get right down to hard work lately and he, therefore, has not had the opportunity for playing golf that came his way earlier in the season. This is another way of saying that business with the Steinert house is showing up better and better as time goes on and there are several models of Victor machines which, because of the heavy demand for them, are actually out of stock for the time being. The present demand for goods Manager Reed looks upon as a healthy forerunner of what may be expected later, and, while he is not anxious to actually predict a shortage of goods, it is in order, he thinks, to warn the trade that it will prove good business in the end to place orders as early as possible. With a vision of good business ahead and the necessity for having increased accommodations for larger stocks, Manager Reed has arranged to enlarge the record stockroom by 50 per cent



**STEINERT
SERVICE
SERVES**

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

On October 10 Manager Reed intends to go over to Camden to attend the second Victor jobbers' class, to be held, as usual, at the factory. Incidentally, about this time there ought to be something doing in Canton, for it is the tenth wedding anniversary of Mr. Reed and his wife. A few weeks ago Kenneth Reed met with a loss which has necessitated his purchas-

ing a new automobile. His old car was a Haynes twelve-cylinder. The stable on his estate at Canton, where he kept his machine, was found to be in flames. It took some time to put out the fire, which came near reaching the house. The Haynes car was a wreck by the time the blaze was extinguished, so now Mr. Reed owns a handsome Hudson speedster.

Hovey Dodge Back From West Indies

Hovey Dodge, of the Eastern Co., is home from a three weeks' trip taken to the West Indies. He sailed from New York on one of the United Fruit Co.'s vessels and while away he stopped at Panama, Costa Rica, Cuba and Colombia, having good weather all of the time, though the vessel went a long way out of its course to avoid the terrific hurricane which was experienced by so many craft. Hovey returns greatly benefited in health and filled with pep for the Winter's activities.

Featuring the Operatone

Arthur Erisman, head of the Grafonola Co of New England, has had a very busy time during September, and he is another who has good reason to look forward with pleasant anticipation to the next several months. Toward the end of the month he was over in New York on business. Manager Erisman has just taken on another device which is sure to make a hit with the public. It is the Operatone, based on "true scientific principles," which is controlled by the Naturelle Reproductions Corp., of New York City, and, though it has been demonstrated here only a couple of weeks or so, everybody is most enthusiastic who has heard it at this well-known shop at the corner of Tremont and Avery streets. A new addition to Manager Erisman's staff is Fred L. MacNeil, lately in charge of Widener's in West street. Mr. MacNeil has a host of friends in the trade and he knows the art of selling.

Cullen Developing Emerson Business

A. L. Cullen, of the Lansing Sales Co., has been making several trips by auto lately into New Hampshire and Massachusetts cities and towns in the interest of the Emerson machines, and he has been able to interest quite a number of substantial houses in this proposition.

Welcome for Unico Man

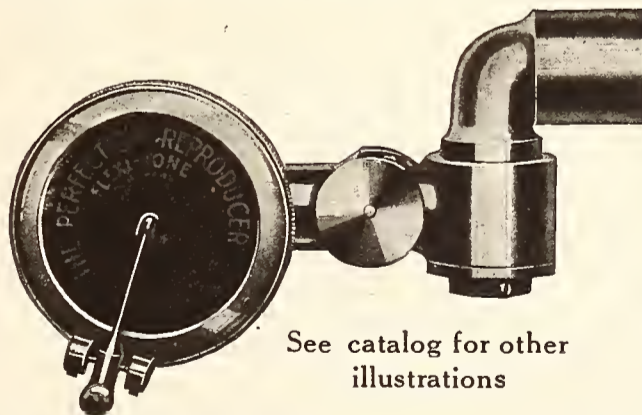
George Lyons, of the Unit Construction Co., called upon the trade throughout New England

(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)

LANSING KHAKE COVERS

The Pioneer Moving Cover



High
Grade

Government
Khaki

Dealer's Prices NOW:

\$6.00 medium
size
43"x20"x23 1/2"

\$6.50 large size
49"x23"x24 3/4"

\$7.35 extra large
52"x22 1/2"x 23 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.

the latter part of September and, as usual, got a pleasant welcome. He spent considerable time in and around Boston.

Lansing Supplementary Leaves

The Lansing Sales Co., New England distributor for a number of well-known accessories in the talking machine and piano field, has recently issued a sheaf of supplementary leaves to be inserted in the Lansing loose-leaf record catalog, which was issued in the early part of the year. In a letter accompanying the supplements A. J. Cullen, president of the company, calls particular attention to the material reduction in prices shown and requests that all previous price lists be taken from the catalog and the

"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 Yeuell.

revised and latest price list be inserted therein.

Harry G. Russell Calls on Victor Jobbers

Harry G. Russell, of Providence, who now travels through Rhode Island and Connecticut in the interests of the Victor, made a special trip to Boston during September and called on the three Victor jobbers in this city.

Business Shows Up Satisfactorily

Manager Herbert Shoemaker, of the Eastern Co., spent several days at the factory the middle of September, in attendance upon the jobbers' class and at which there were twenty present. Mr. Shoemaker says business is showing up very satisfactorily.

Orders Steadily Increasing

The New England Talking Machine Co., of this city, manufacturer of Perfection tone arms and reproducers, reports a decidedly favorable increase in the business done during September, compared with the months of July and August, and is looking forward to a still larger volume for the following month.

INTERESTING DATA FOR THE TRADE

The Musical Tastes of the New England Public Reflected in a Recent Report Showing Number of Farmers Owning Pianos or Talkers

BOSTON, MASS., October 1.—From the milk industry to talking machines seems a far cry, surely, but there has lately been an investigation hereabouts which tells a story touching the musical tastes of one part of the general public. Recently the New England Milk Producers' Association made a canvass among the farmers in those parts of New England that are especially devoted to the dairy business and five States were included, namely, Maine, New Hampshire, Massachusetts, Connecticut and Vermont. The canvass was to show the state of prosperity of the families, what they possessed in the way of comforts and luxuries, and while there are some items that have no bearing on the music trade even remotely there were some figures of more than passing interest to the trade. For instance, in the State of Maine it was found that 27 per cent of the farmers in the sections inquired into had pianos, 23 per cent had organs and 17 per cent had talking machines.

In Massachusetts the figures were these: Pianos, 57 per cent; organs, 25 per cent, and talking machines, 39 per cent.

New Hampshire: Pianos, 65 per cent; organs, 6 per cent; talking machines, 45 per cent.

Connecticut: Pianos, 58 per cent; organs, 8 per cent; talking machines, 6 per cent.

Vermont: Pianos, 52 per cent; organs, 24 per cent; talking machines, 44 per cent.

The figures are worthy of close study.

H. S. BROWN OPENS BIG STORE

New Establishment in Fitchburg, Mass., Is the Largest in City—Complete Line of Pianos and Talking Machines Handled

FITCHBURG, MASS., September 30.—Henry S. Brown, of Lynn, Mass., opened one of the largest piano and talking machine establishments in this city by taking over the piano and musical instrument store formerly operated by A. F. Girouard and a pool room adjoining and turning the whole into one large store.

The ground floor contains the business quarters of the firm, as well as several large demonstration rooms. The second floor consists of a showroom, in which are displayed thirty-five different makes of pianos and sixteen lines of talking machines. The Shoninger pianos are featured. One of the many provisions for the comfort and convenience of patrons consists of a large rest room, beautifully furnished. The third floor of the establishment is used as a store room and a large reserve stock of pianos and talking machines is kept here. Hoisting apparatus and a special building which is to be used as a shipping department facilitate the handling of instruments.

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.

NEW GRANBY MODELS ANNOUNCED

Expansion of Console and Upright Line Interests Trade—News From the Granby Sales Department—Kiwanis Club Visits Granby Plant

NORFOLK, VA., October 5.—Two new Granby models, an upright and a console, are announced. The upright is known as the No. 10 Sheraton, is listed at \$100, and is furnished in mahogany, walnut and oak. The console's number is 50 and is also a Sheraton, listed at \$175. This machine is furnished regularly in mahogany and walnut. These styles have been added owing to the pressing demand for lower-priced models than those which heretofore have constituted the line.

J. G. Widener, president of Widener's, Inc., spent several days this week at the factory of the Granby Phonograph Corp., in Newport News, and at the Granby headquarters in this city.

D. D. W. Connelly, who recently joined the Granby sales organization, has been temporarily transferred from Philadelphia to headquarters here.

S. Bemis, a new salesman in the Granby organization, will cover Maine and New Hampshire, making his headquarters in Boston.

Harry Coplan has been working the Middle Western Cities of Cincinnati, Indianapolis and St. Louis for almost a month. He reports that business conditions are improving throughout the Middle West and he feels that the phonograph business is due for a prosperous Fall season.

Members of the Kiwanis Club attending a recent convention in Norfolk journeyed to Newport News, a large number being guests of the Granby Phonograph Corp. at its factory. Souvenirs were distributed by Irving Beckhardt, Granby credit manager and a member of the Kiwanis Club, who showed the visitors how a good phonograph should be built.

G. W. B. MUSIC CO. MOVES

The G. W. B. Music Co., of Herrin, Ill., recently opened its new quarters in the Herrin State Savings Bank. Edison phonographs and pianos are handled. Paul W. Balance, well known in local business circles, has been made manager of the establishment.

Superior Quality
COTTON FLOCKS

For Record Manufacture

Made by

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

You'll ring the bell on your cash register with these two fox-trots that ring the bell, "Molly O" and "Goodbye, Pretty Butterflies," by Art Hickman's Orchestra. Order a good stock. A-3458.



Columbia Graphophone Co.
NEW YORK

NEW PATHE DISTRIBUTORS IN OHIO

Alms & Doepke Co., of Cincinnati, Appointed Exclusive Pathé Jobbers for State of Ohio—A. R. Saunders Manager of Department

CINCINNATI, O., October 5.—The appointment of the Alms & Doepke Co., of this city, as exclusive Pathé distributor for the State of Ohio has been announced by the Pathé Frères Phono-



A. R. Saunders

graph Co., of Brooklyn, N. Y., taking effect September 28, 1921. From this date the requirements of all the dealers formerly supplied by the Fischer Co. will be taken care of by the Alms & Doepke Co. from a brand new stock of Pathé phonographs, Actuelles, Pathé records and Actuelle needle-cut records. The former stock of Pathé merchandise held by the Fischer Co. has been repurchased by the Pathé Frères Co.

A. R. Saunders, who deservedly earned an enviable reputation during the years he was employed by the Fischer Co., has been appointed manager of the Alms & Doepke Co. wholesale Pathé division.

It is the plan of the new company to render the maximum of service to the Pathé dealers and to co-operate efficiently with each individual in merchandising helps.

EXCISE TAX ARGUMENT ON RECORD

Fred Gennett, of Starr Piano Co., Adopts Novel Means for Presenting Views to Congressmen

RICHMOND, IND., October 1.—The use of the talking machine record for the purpose of stating the case of the people to the legislators has been made for the first time by Fred Gennett, secretary of the Starr Piano Co., who recorded the views of the music industry on excise taxation on a special Gennett record and had it taken to Washington by the Starr Co.'s attorney, Guido Gores, for presentation to Senator Watson. Through the co-operation of the Gennett laboratories the finished record was ready for delivery within twenty-four hours from the time Mr. Gennett did the recording.

JOHN STEEL VISITS CLEVELAND

Popular Victor Artist Introduced to Cleveland Dealers—Cleveland Talking Machine Co. Presents Him to Trade in That Territory

CLEVELAND, O., October 6.—John Steel, Victor artist, made firm friends of the Victor dealers, who met him at a luncheon at the Cleveland Athletic Club during his appearance at the local Keith's Theatre. The luncheon was given by the Cleveland Talking Machine Co., Victor wholesaler, following its policy of acquainting the artists and trade with each other. Of the many artists who have met the dealers none has been so generous as Mr. Steel, who sang, gladly, "A

Rose, a Kiss and You," which, by the way, is a favorite of his; "Eli, Eli," which showed his splendid Hebrew diction; "Rose of Picardy" and "Gipsy Trail." He appeared the following day at the Rotarian luncheon and called on the Victor stores during his stay—a busy man who still had time to add to his list of business friends.

OPENS SCHOOL RESEARCH SECTION

Thos. A. Edison, Inc., Establishes School Research Department at 473 Fifth Avenue With Prof. C. H. Farnsworth in Charge

Growing out of its investigations of the use and need to humanity of music Thomas A. Edison, Inc., has established its school research department under the same roof with the headquarters of the Phonograph Corp. of Manhattan, at 473 Fifth avenue, New York City. Prof. Charles H. Farnsworth, of the department of music, Teachers' College, Columbia University, is the head of the new department, and Dr. Esther L. Gatewood, of the Ohio State University, is his associate.

The main purposes of the school research department are to study school music problems and the various uses of school music, together with the service of general research. That is, music teachers, supervisors and others who use the Edison phonograph in their work are cordially invited to ask questions or seek advice pertaining to their work. Suggestions for courses of music study, based on Re-creations, and any special programs desired, will be furnished to applicants. Edison dealers who desire to give school programs, and who wish to interest teachers or clubs in New Edison material, will be urged to seek the help of the new department. In connection with these questions Prof. Farnsworth and Dr. Gatewood will devote thought and energy to general and theoretic problems of music and their purpose and application to society and industry.

PHONOGRAPH RECORD LABELS



That will meet the requirements of the manufacturer of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY

321-327 Pear Street
SCRANTON, PA.

Our Specialties—
Phonograph Record Labels
Gummed Stickers of large quantities
Trading Stamps, etc.



Record Department

Machine Department



UNICO DEPARTMENT of the Gramophone Co., Ltd. London, England

There Is Still Time

for you to re-equip your department before the Holiday season opens up. Unico Service can transform your Talking Machine Department into the Musical Headquarters of your Community in a few days.

We Are in Daily Receipt

of orders by wire, mail and phone from all points extending from Coast to Coast. These orders, whether large or small, are going forward frequently the day received, always within a few days. Unico Service Men follow immediately and the new store or department is completely installed "before you can say Jack Robinson."

Speed—Yes, But Not at Sacrifice of Quality

For months we have been preparing for this active trade revival. The Unico equipment we install for you in such miraculously short time has been made in the good old-fashioned slow way, completely finished, fitted and held ready for rush order shipment.

Better Still

You need make but a very small immediate cash investment. The Unico Deferred Payment Plan enables you to finance the operation out of Profits from Increased Sales.

Unico Departments As Low As \$500.00

and we mean complete departments, Room, Rack and Counter equipment. Whether your requirement is for \$500.00 or \$50,000.00, and irrespective of your geographical location, the Unico System is unquestionably your wise choice because of guaranteed quality, service and speed of delivery.

You Can Still Improve Your Selling Facilities

in time to take advantage of the most active machine and record demand of the year, which is just ahead, but—

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

See Our Full Page Announcement of New Unico Portable Stand in this Issue

ANNOUNCE "DREAM PICTURES"

Collings & Co. Call Attention of Dealers to Value of De Cou's New Idea for Illustrating the Mood of the Music—Interesting Move

Collings & Co., Victor wholesalers of Newark, N. J., have brought to the attention of their dealers this month the possibilities in the use of the "Dream Pictures" originated by Branson De Cou, who is well known in the trade for his work in the educational department of the Victor Talking Machine Co. and more recently as an educational director for an important jobber.

It is pointed out by Collings & Co. that through the showing of "Dream Pictures" in various localities, under the auspices of various dealers, it is not only possible to arouse the direct interest of talking machine owners in the records featured and in Victor records generally, but it is also possible to provide the means for assisting schools in securing the necessary funds for the purchase of Victrolas and suitable

libraries of records. "Dream Pictures," it is explained, are simply a program of five Victor records with the mood of each selection illustrated simultaneously upon the screen by many richly colored pictures fading one into another. For instance, when the October record, "In a Monastery Garden," is played there floats across the screen a wonderful series of pictures of the old California missions.

The "Dream Pictures" were seen at the Bamberger store in Newark, N. J., during the week of October 3 and were also shown at the Wanamaker store, New York, during the week of October 10.

For the purpose of attracting visitors to the store so that they may hear the new records and inspect the new line of machines it will be best for the dealer to conduct an invitation recital. Arrangements can be made with Mr. De Cou, however, for school recitals for the purpose of producing revenue for Victrola funds when tickets are sold for stipulated amounts.

Suggestions for handling the "Dream Pictures" are made in the Collings & Co. announcement.

SELLING AND ADVERTISING JOIN

Entire Separation of Advertising and Sales Department of Business Declared to Be Grave Mistake by W. A. McDermid

With the modern tendency toward specialization there has been a noticeable inclination on the part of certain business concerns to divorce their advertising department from the sales department.

It is, of course, true that the modern advertising man must have an expert knowledge of many technical sides of the advertising profession which the sales manager, or executive responsible for sales, need not acquire.

Similarly, there is much knowledge pertaining to sales and sales promotion which those in charge of the advertising need not acquire, but that does not mean that the two can be divorced or even nearly so. They must be meshed in a

most perfect fashion to get satisfactory results.

As W. A. McDermid, vice-president of the New York Sales Managers' Club, said in a recent interesting article:

"Whoever ultimately determines a company's sales policy should co-ordinate the advertising program as an integral part of that policy before it is sent to the official who is finally to approve it. This rule will work hardship at first in some cases, but its observance is imperative to a final, satisfactory orientation of the sales-advertising enterprise."

In connection with this matter, a man hailing from Missouri might well remark: "Show me the concern where the man or men really responsible for the sales of a company are not always playing a directing part in the advertising effort and I will show you the concern that, if not approaching failure, is at least incurring a large percentage of waste in both its sales and advertising departments."

DEATH OF DAVID BISPHAM

Once Leading American Baritone, Interpreter of Wagnerian Roles and Columbia Artist—Made American Debut in 1896—A Great Favorite

David Bispham, American baritone and Columbia artist, for many years one of the foremost figures in the American operatic and concert field, passed away of heart disease suddenly October 2 at his home in New York City.

The deceased, who was sixty-five years of age at the time of his death, was born in Philadelphia, of Quaker parents, in 1857. In 1866 he went to Europe, where he studied under Vanucinni in Florence, Italy. His first professional appearance was made in the Palace Theatre, London, in an opera "Bejoché." In 1896 he realized his ambition when he first appeared in grand opera at the Metropolitan Opera House, New York. In a short time his fame was established and for the next twenty years he was associated with every kind of baritone part in grand opera, singing in Italian, French, German and English. He was famed particularly as an interpreter of Wagnerian rôles. Mr. Bispham was one of the founders of the Society of American Singers and enjoyed membership in many clubs, including the Lambs' Club, Century, Players, etc. He is survived by his widow.

THE EDISON LINE IS ADDED

The Rooney Co., 1451 St. Nicholas avenue, New York, Victor dealer, has taken on the Edison line, and on Monday, October 3, gave an interesting concert of Edison Re-creations as a feature of a "grand opening." Striking advertisements were carried in the New York papers connected with this event.

OPENS STORE IN HAMILTON, PA.

A talking machine establishment, to be known as the Control Music Shop, has been opened in Hamilton, Pa., by Michael Lonsetta.

ANNOUNCEMENT OF SERVICE

TO NEW YORK STATE DEALERS ON

Vocalion Red Records

FROM SYRACUSE

October Specials

14242	My Sunny Tennessee Sweet Lady	Yerkes S. S. Flotilla Orchestra	10"	85c
14240	Ilo—Fox-trot Yoo-Hoo—Fox-trot	Newport Society Orchestra	10"	85c
14237	Who Will Be the Next One to Cry Over You Cry Baby Blues	Ernest Hare Aileen Stanley	10"	85c
14236	Tuck Me to Sleep (In My Old Kentucky Home) Down in Happy Valley	Shannon Four Hart & Shaw	10"	85c
14241	Ma—Fox-trot Just Like a Rainbow—Fox-trot	Al Jocker's Dance Orchestra	10"	85c

Our Business Experience of Over Fifty Years Leads Us to Believe That We Can Successfully Serve You. Your Inquiry Will Be Appreciated.

GIBSON-SNOW CO., Inc.

WHOLESALE DISTRIBUTORS

SYRACUSE

NEW YORK

WABASH BLUES

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

ASK TO HEAR IT

FEATURED BY
LEADING —
ORCHESTRAS
EVERYWHERE

A SNAPPY BIT OF SYNCOPATION
AS GOOD AS THE FAMOUS
"WANG WANG BLUES"

GREATLY IMPROVED DEMAND FOR MACHINES IN ST. LOUIS

Dealers Report Increased Sales of Medium-priced Models—T. B. Hauk Buys Field-Lippman Co. Branch—New Quarters for Lehman Piano Co.—Some News Brieflets of Interest

St. Louis, Mo., October 8.—October is commonly looked upon as a good talking machine month in St. Louis, and it is starting off as though it meant to merit the good reputation it has won in the past. Toward the end of September there was a noticeable improvement in the movement of machines. It was not pronounced, but there was no mistaking the quickened demand and all the indications were and still are that the improvement will continue and increase as the holidays draw nearer. The best demand is for medium-priced instruments, ranging in price from \$100 to \$200, the better grade of popular-priced machines. The fancy machines that command fancy prices are still sold, but not as frequently as formerly. The present demand for medium goods is considered more healthy than

the other and is believed to have elements of greater permanence. The improvement is in both the wholesale and retail fields. Records are selling well with Caruso demand still evident.

T. B. Hauk Now the Owner

The Field-Lippman Piano Co. has sold its North Side branch at 3702 North Grand avenue to T. B. Hauk, who has been manager of it since it was opened two years ago. Mr. Hauk, who will conduct the business in the future, will continue handling the Brunswick line.

Tri-State Association to Meet

Great preparations are being made for the coming of the Eight Famous Victor Artists, on October 10, under the auspices of the Tri-State Victor Dealers' Association. The concert, which will be at the Odeon at 8 p. m., will be preceded

by a business meeting at 3.30 p. m. at the Claridge Hotel and a dinner at the same hotel at 6 p. m. After the concert there will be a dance at the Arcade Dance Hall from 11 p. m. to 1 a. m. The arrangements are in the hands of the Executive Committee, composed of T. W. Maetten, Val Reis, Charles Lippman, Frederick Lehman and E. C. Rauth.

C. R. Salmon Goes to Los Angeles

C. R. Salmon, for the past year sales manager of the Artophone Corp., has severed his connection with that organization and has gone to Los Angeles, Cal., where he will locate and make his home in the future. Before going with the Artophone Corp. he was for eleven years with the St. Louis branch of the Columbia Co., and has been one of the best-known talking machine men in St. Louis. In California he will either embark in business for himself or will form a connection with an established firm as Pacific Coast representative. He has several propositions under consideration.

Lehman Piano Co. in New Quarters

The Lehman Piano Co. took possession on September 30 of its new store at 1101 Olive street, the first floor of which will be given up largely to the demonstration and sale of talking machines and records. Attractive booths have been erected along the west wall of the store, facing the Eleventh street windows. Welch & Co., who handle talking machines along with furniture, will occupy the old Lehman store, together with their present store at 1109 Olive street. This gives them needed room.

Some Edison Activities

T. J. Price, Edison dealer at Belleville, Ill., had an attractive float in the annual "Ding Dong" parade at Belleville last week.

The G.-W.-B. Music Co., of Marion, Ill., Edison dealer, made a display of Edisons at the Marion County fair last week.

The Silverstone Music Co., in recognition of the St. Louis celebration of the Missouri Centennial, had a window display designed to impress the progress in invention in 100 years through the inventiveness of Thomas A. Edison. An animated figure of Lafayette reminded sidewalk gazers that 100 years ago there was no Thomas A. Edison and no phonograph, electric light or motion pictures.

O. C. Gammon, an Edison dealer of Humboldt, Tenn., was a recent visitor to St. Louis.

The Wellston Talking Machine Co. has moved into a new building at 5956 Easton avenue, across the street from the former location.

J. H. Bennett, of the Brunswick Co., has returned from a business trip to Memphis, Tenn.

Manager E. M. Morgan, of the Columbia Co., reports a very large percentage of increase in the volume of sales for September over previous months. Large orders for Columbia Grafonolas and Columbia records from many dealers are a sign of confidence in all sections for big Fall and Winter business.

L. A. Mifflin, proprietor of Mifflin's Book Store, Herrin, Ill., spent a day in St. Louis, replenishing his stock of Columbia products. Carl



Patent Hinged Rim for Victrola IX

Here's a Way to Sell Victrola IXs

Put your Victrola IXs with the UDELL Talking Machine Record Cabinet 1402. The cabinet is the thing that will sell the machine. This cabinet is made in either Mahogany or Quartered Oak. It holds eight Victor Albums.

Victrola dealers all over the country have used the UDELL Record Cabinet as a selling tool with which to dispose of their Victrola IXs.

\$13.50
F.O.B. Indianapolis

No. 1402

There are many little points of superiority about the UDELL Cabinets. The patented hinged rim makes the Victrola IX and Cabinet appear as one whole piece.

The UDELL WORKS

1309 West Twenty-Eighth Street
AT INDIANAPOLIS

**"BLACK DIAMOND"
GRAPHITE
Spring Lubricant**

*The Lubricant
Supreme*



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in collapsible tubes; 1/2, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.

North Side, Pittsburgh, Pa.

Manufacturers' Representatives

LOUIS A. SCHWARZ, INC.

1265 Broadway, New York City

21 East Van Buren St., Chicago, Ill.

525 Forsyth Bldg., Atlanta, Ga.

FOR SALE BY ALL LEADING JOBBERS

Burchett, of Kirksville, Mo., also called at the branch headquarters.

G. H. Crossen, the Columbia dealer in Eldon, Mo., was here with his wife, and paid the Columbia branch office a call. Other visitors have been: Phil A. Dallmeyer and wife, of Jefferson City, Mo., and T. R. Burns, of Willow Springs, Mo. Both are live Columbia men and are out after the business.

O. C. Melchior has been appointed St. Louis city salesman for the Columbia, to succeed W. L. Peters, resigned.

Places Machines in Schools

Miss Florence E. Hazlett, representative of the Columbia educational department, spent several days recently in Murphysboro, Ill., and, with Rolens & Millikan, the Columbia dealers, placed Columbia Grafonolas and educational records in a dozen schools in Jackson County. She also spent a very profitable week in Springfield, Mo., co-operating with Columbia dealers there. Her

later activities include several teachers' institutes at Shelbyville, Marshall, Murphysboro, Ill., etc.

Assistant Manager J. Bryant made a special trip to Litchfield, Ill., where the Columbia dealer, M. E. Rubinowitz, is pushing the line in his usual energetic fashion.

Remodel Kramp Store

Charles Kramp has remodeled his store at 1305 South Broadway, St. Louis, refurbishing it throughout in first-class style, making it one of the best appointed phonograph shops in the city. He has inaugurated a series of Wednesday evening Columbia record demonstration concerts, which are proving very successful and profitable. His audiences test the capacity of the accommodations.

Changes in Selling Staff

Many changes in the selling staff of various St. Louis Victor houses are taking place. At Stix, Baer & Fuller the new ones are Miss Lacey McGhee, Miss Katherine Walsh, Mrs. Billie Ladd and Miss Evelyn Nagel. At Field-Lippman's are Miss Laura Hagge and Mrs. K. Holland, formerly with Saenger Bros., Dallas, Texas. At Glaser's Music Shop is Miss Betty Zlotnik.

Jerome Munie, O'Fallon, Ill., has just taken on the Victor line. Mr. Munie plans to discontinue his soda fountain business and devote his time to music. This is a Koerber-Brenner account.

It is with deep regret that we chronicle the death of Mrs. Glaser, wife of J. Glaser, Victor dealer in Sixth street.

Opens Store in Collinsville

Collinsville, Ill., is able to buy Victor records at home for the first time in years. Roy Sauer opened a handsome Victrola store at that place on September 10 with three sound-proof booths, record racks and all equipment of the latest. Friends are predicting great success for Mr. Sauer.

A Delightful Hobby

Highfill & Neifind, Victor dealers of Caruthersville, Mo., have an unusual customer in a physician of the town. This doctor's hobby after office hours is to train canaries. He releases them from their cages and allows them the

full freedom of the house. Then he starts the Victrola, using actual bird records, as well as those of the whistlers and nature singers. His success keeps him calling for new records.

H. Altemueller, of Washington, Mo., also has a couple of canaries whose taste in music is highly cultivated. When the representative from Koerber-Brenner Co. comes to play the monthly samples the birds are silent throughout the list of dance numbers and most popular songs, but they show their full appreciation of the Red Seal numbers by trilling ecstatically.

Big Send-off for Wellston Co.

They called the police to keep out the crowd whose pressure at one time threatened the glass of the beautiful show windows at the new home of the Wellston Talking Machine Co. F. Coleman has been a dealer solely in Victrolas and Victor records for many years. He opened a handsome new store last month. The booths and woodwork are finished in ivory and old ivory with silver lighting fixtures. Three thousand Penn dogs were given as souvenirs. Mr. Coleman's neighboring dealers showed the high esteem in which he is held by filling the house with flowers. This shop has the unique distinction of employing no outsider, the work being carried on by Mr. and Mrs. Coleman, with their daughter and son-in-law, Mr. and Mrs. C. A. Dieke.

BIERMAN OPENS NEW EDISON SHOP

NORTHFIELD, MINN., October 4.—C. A. Bierman, local Edison dealer, who for some time was located in A. W. Bierman's furniture store, is now located in new and larger quarters on South Division street. Mr. Bierman's stock is much larger than formerly and in addition to phonographs he now handles pianos and musical instruments.

The Coale Music Co., of Stockton, Cal., due to its rapidly growing business, has moved to larger quarters on South Sutter street. A complete line of talking machines and records is handled.

**IT PLAYS
ANY & ALL
DISC
RECORDS**

**IT PLAYS
THEM AS
OTHERS
CANNOT**



THE WARREN
STYLE B

The Manophone

THE PHONOGRAPH FOR THE DISCRIMINATING. OUR SELLING PLAN OUTSTRIPS COMPETITION AND ASSURES UNUSUAL PROFITS;—SEND FOR IT.

WITH IT'S INCOMPARABLE QUALITY OF TONE

THE MUSIC-MASTER OF PHONOGRAPHS

A MUSICAL INSTRUMENT BUILT BY MUSICAL INSTRUMENT BUILDERS. IT HAS THE VOX-HUMANA—A HUMAN THROAT, REPLACING THE COMMON THROAT OF PIPE.

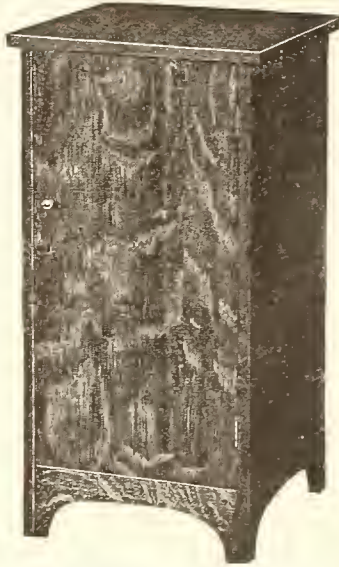
THE MANOPHONE CORPORATION
ADRIAN MICHIGAN

LONG CABINETS (Illustrated) at REDUCED PRICES for OCTOBER



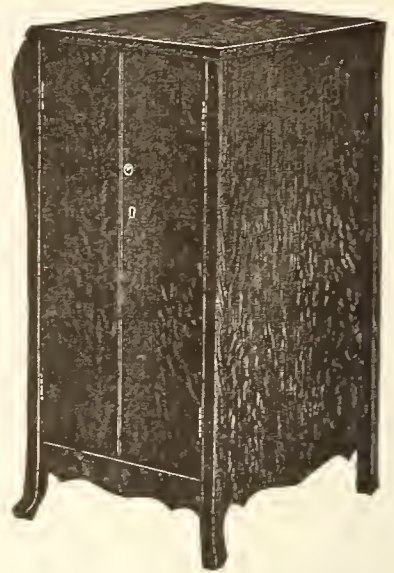
Style 71—Mahogany and Golden Oak. Height 33 $\frac{3}{4}$ in. Top 17 $\frac{1}{2}$ x17 $\frac{1}{2}$ in.
OCTOBER SALE PRICES:
Flat top racks\$9.37
Flat top shelves10.12

This sale will close positively
OCTOBER 31st
ORDER TODAY
to secure prompt deliveries.



Style 24—Mahogany and Golden Oak. Height 33 in. Top 17x17 in.
OCTOBER SALE PRICES:
Flat top racks\$6.93
Flat top shelves7.68

This sale will close positively
OCTOBER 31st
ORDER TODAY
to secure prompt deliveries.



Style 72—Golden Oak only. Height 34 in. Top 16 $\frac{1}{2}$ x20 in.
OCTOBER SALE PRICES:
Flat top racks\$10.12
Flat top shelves 10.87



Style 86—Mahogany and Golden Oak. Height 30 in. Top 19 $\frac{1}{8}$ x22 $\frac{5}{8}$ in.
OCTOBER SALE PRICES:
Flat top racks\$10.12
Flat top shelves 10.87
Top moulding racks 10.87
Top moulding shelves 11.62



Style 87—Mahogany and Golden Oak. Height 30 in. Top 19 $\frac{1}{8}$ x22 $\frac{5}{8}$ in. Made with shelf interior only
OCTOBER SALE PRICES:
Flat top shelves.....\$12.37
Top moulding shelves..... 13.12

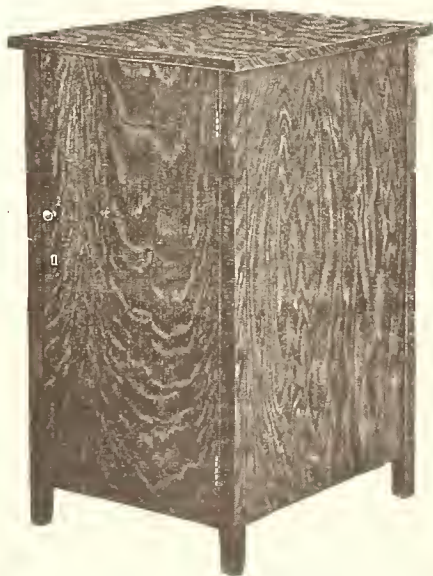
There is also a special September price list for LONG Player Roll Cabinets—Write for Details.



Style 32—Mahogany and Golden Oak. Height 30 in. Top 24x20 in.
OCTOBER SALE PRICES:
Flat top racks\$10.12
Flat top shelves 10.87

The Geo. A. Long Cabinet Company

HANOVER, PA.



Style 76—Golden Oak only. Height 34 in. Top 19 $\frac{1}{8}$ x22 $\frac{5}{8}$ in.
OCTOBER SALE PRICES:
Flat top racks\$10.50
Flat top shelves 11.25
Top moulding racks 11.25
Top moulding shelves 12.00



Style 79—Mahogany and Golden Oak. Height 34 in. Top 19 $\frac{1}{8}$ x22 $\frac{5}{8}$ in.
OCTOBER SALE PRICES:
Flat top racks\$14.25
Flat top shelves 15.00
Top moulding racks 15.00
Top moulding shelves 15.75



Style 77—Mahogany and Golden Oak. Height 34 in. Top 19 $\frac{1}{8}$ x22 $\frac{5}{8}$ in.
OCTOBER SALE PRICES:
Flat top racks\$13.12
Flat top shelves 13.87
Top moulding racks13.87
Top moulding shelves 14.62

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., October 5.—The talking machine business in Philadelphia during the month of September showed an improvement over the previous month. It did not reach to the figures of 1920, but with many firms there was a near approach. Business was considerably better in the outlying territories than it was in this city and this is attributed to the fact that such districts are not feeling the pinch of hard times to the extent that they are in this city. A thing that the talking machine men cannot account for is that the piano business in this city is moving ahead faster than is the talking machine business, and in quiet times the dealers feel that conditions should be just the reverse.

The Philadelphia trade has, however, been stocking up heavily, and at the present time it does not look as if there was going to be any shortage of goods this Fall; at least, not to the extent that the dealers will be unable to supply something satisfactory.

R. M. Nelson New Brunswick Manager

There has been a change in the Brunswick management in this territory, in that Richard M. Nelson has come here as the Philadelphia manager, replacing C. P. Chew, who has represented the Brunswick here since its local introduction. Mr. Nelson was originally connected with the Brunswick in New York and for the past year has been in Atlanta, Ga., managing the Brunswick wholesale business in that section. He came here September 1.

Mr. Nelson states that the Brunswick business in Philadelphia during September has shown a decided improvement. He believes that his firm is going to have a very good, substantial business this Fall. He says: "I do not feel that it is going to be like the boom times of two

years ago, but I do believe we are going to have a satisfactory business—a good, staple business."

New Brunswick Agencies

Snellenburg Co.'s talking machine department has just added the Brunswick to the other machines it is handling, and it is going to give it prominence. The Brunswick was also placed, during the month, in the big department store of Isaac Bensch & Son, of Pottsville; with the Jacob Bros. firm, of Scranton, Pa., and with the firm of Eugene M. Goldman, 623 South street, Philadelphia.

Mr. Nelson says: "We have a big stock of Brunswicks, but we are not heavily stocked on certain lines. The new models have been going very good and there has been such a demand for these instruments that we have been entirely cleaned out on a few styles, but have several large shipments under way."

O. F. Jester Added to Staff

O. F. Jester, who until recently was the Granby representative here and previous to that was with the Columbia Co., has been added to the Brunswick sales force. Mr. Jester will represent the firm in the southern and central section of the city. The Brunswick Co. is just getting into the foreign record field and during October will come out with ten Jewish records, three of which are by the famous Jewish cantor, Kwartin. These records will be handled by all the Brunswick dealers and they anticipate a large demand. These Jewish records will be followed by those of other nationalities from month to month.

Penn Co. Reports Better Business

The Penn Phonograph Co. men, all four of whom are on the road at present, report business as being quite good in the outlying sections and

they are sending in some very good orders. The Penn Co. has been receiving large orders for its dogs, which are, no doubt, being secured for Winter and holiday window displays. It is also having a number of inquiries for the Victor miniature operatic figures, and particularly those of Caruso in his various characters.

Columbia Activities

At the Columbia Co. headquarters here the report is that business shows a tendency to pick up and that dealers are showing a much more active inclination to order. The firm is well stocked with both records and machines and has just put on several new salesmen. The sales meeting in the Columbia's Model Shop on the 17th was one of the most interesting and enthusiastic of any thus far held.

Among the Columbia Co.'s out-of-town visitors during the month were: J. E. Nace, of Hanover, Pa.; Sol J. Phillips, of South Bethlehem; Calver Anderson, of Atlantic City; Mr. Geyson, the talking machine manager of Lichtenwalner, of Allentown, Pa., and William Josh Daly, who went from here to visit the dealers in the vicinity of Wilkes-Barre and Frackville.

The Happy Six, well-known exclusive record makers of Columbia dance records, are about to invade this territory for several months and will give a number of concerts among Columbia dealers, assisted by Stanley Peters.

Join the Columbia Forces

The Columbia Co. has appointed, for educational work in this territory, Miss Margaret R. Martin, who will work from this branch in conjunction with any of the dealers who will desire her services. A. M. Laurie has been added to the Columbia sales force, replacing F. D. W.

(Continued on page 94)

LEADERSHIP

THE position expected of every Victor Dealer in his community—possible because of the class and quality of the merchandise he sells.

This organization aspires to leadership in this territory—and accepts such recognition, not as an honor, but as a responsibility.

Keeping the Victor business on a high and profitable basis these days calls for mature judgment and character dealing.

The Louis Buehn Company
of Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

Connelly, who resigned quite recently to enter the automobile business.

Exhibition at Bethlehem Show

W. T. Briggs, of the Columbia Dealers' Service department, spent several days during the month in Bethlehem, assisting Sol J. Phillips with his exhibition at the Bethlehem Show, which was given by the various firms of that city, including the Bethlehem Steel Works. Mr. Phillips had a very attractive booth, and the P. 3 Adam period Grafonolas, which were featured, were the cynosure of all eyes, as placed in the uniquely dressed booths. Two Grafonolas were given away as prizes and a special stunt that was pulled off was the playing of the Grafonola with the orchestra during the intermission.

To Retire From the Field

The Philadelphia Show Case Co., which relinquishes the representation of the Vocalion line by January 1, will retire entirely from the talking machine business, and it is said that a number of persons are after this valuable representation in this city. Manager Burkart has not been connected with the department for several weeks, but the business is being looked after by Graham French.

A recent visitor to the Sonora Co. of Philadelphia was Frank H. Coupe, vice-president of the Sonora Co. of New York. The Sonora pushed materially ahead in September and good reports from all sections are being received regarding business.

H. W. Weymann Is Optimistic

Harry W. Weymann, head of H. A. Weymann & Son, reports that their business is picking up in very fine shape. Their business is better than last year. Mr. Weymann says: "September trade showed a decided improvement over the month of August and the advance orders that have been received from dealers for shipment this month indicate that the volume of business to be done during the next three months—the last quarter of the year—is going to be quite satisfactory. I believe there is going to be a marked improvement right along."

Mr. Weymann says that the reduced price of the new Motrola, of which they are the exclusive representatives in this section, which they sell to be retailed at \$19.50, has brought in a volume of orders from all the dealers in their territory, and in many cases has helped the dealers to increase the sales of their machines and records. Among their dealers here recently were E. T. Eiler, of Schuylkill Haven,



“ROLL YOUR OWN”

ASK ANY OF OUR OKEH
DEALERS—THEY KNOW

Okeh Records

ARE PROFIT MAKERS BECAUSE
“THEY SATISFY”

SONORA
COMPANY OF PHILADELPHIA

1214 ARCH STREET PHILADELPHIA

Pa., and Mr. Britz and his son, of the Manigold Music Co., of Reading, Pa.

The W. C. Stiver Co., dealer in phonographs at 64 West Cheltenham avenue, Germantown, is now in the process of closing out its business.

Mr. Youngjohns, of Norristown, Pa., is adding new booths to his store, and he recently took over the adjoining building and is preparing to almost double his selling capacity.

Joins the Ludwig House

Edward Toye, for a long time connected with the Gimbel Bros.' talking machine department, has resigned and has accepted a position to take charge of the talking machine department at the Ludwig House.

Well Pleased With the Outlook

Everybody's Talking Machine Co. had a very much better business in September than it had in August, and it is very much elated with the present outlook. This company is making many

improvements in its store and has added a considerable amount of shelf capacity. A considerable amount of export trade is being done at present. In September shipments were made to Melbourne, Australia; Vancouver, B. C.; Juarez City, Mexico, and Ponce, Porto Rico. New sizes have been added to Everybody's Co.'s list of machine springs, which now number thirty-one. It expresses the wish that if anyone knows of any spring that it is not handling to write and it will gladly add it to its stock for it means to carry everything that anyone may inquire for. It is having quite a heavy sale on its needle called Umantone, which is made expressly for its trade. Paul Baerwald, sales manager of the General Phonograph Corp., was a recent visitor.

Harry Fox Makes Good Report

Manager Harry Fox, of the Emerson, states that its business is rapidly assuming a normal condition. September business was considerably ahead of August and more nearly approaches the Emerson business of a year ago. Plenty of machines and records are in stock and collections are excellent. Mr. Fox has spent considerable time in New York at the Emerson headquarters and says that everything looks to a very large business for the firm this Fall. All plans for handling it have been laid, as well as an Emerson advertising campaign. "The firm's policy is now set," says Mr. Fox, "and it is up to the distributors to put it over."

Recent Philadelphia talking machine men from the nearby territory who were here were C. C. Shelly, of the Arco Drug Store Co., of New-castle, Pa., and Leon Wittich, of the Wittich store, of Reading, Pa.

Opens New Store

The People's Talking Machine Co., on the 10th of September, formally opened up a new store at Seventh and Wolf streets, which is one of the finest-appointed stores in this city. It is a branch of the 502 South Fifth street store and reports that it is doing a very fine business. It has torn out the side of the former building and built a series of display windows, and has had seven booths installed.

Some Changes in Sales Staff

Fred Adams is no longer connected with the Perfek'tone Co. and House Salesman Wright has been replaced by George H. Bein. Both Mr. Adams and Mr. Wright have gone into the automobile business. The Perfek'tone has been enjoying a very good business and has recently

On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company

913 Arch Street

Philadelphia, Pa.

Victor Wholesale Only

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

been putting some new models on the market. Harold Cregar, of the Penn Phonograph Co.'s sales force, was recently married and spent his honeymoon at the Delaware Water Gap.

Buehn Business Steadily Advancing

The Louis Buehn Co. reports that its Victor business each week in September showed a satisfactory improvement. On most of the records stock is being received in a most satisfactory way, but there is a shortage on some of the most popular of the numbers. Among the Buehn firm's recent visitors were: Mr. Taylor, of Shifler & Taylor, of Carbondale, Pa.; E. J. Youngjohns, of Norristown, and C. C. Shelly, of the Arco Drug Co., of Newcastle, Pa., which company, it is reported, will shortly handle the Victor products in its store in Waynesboro.

Long Console Model Popular

William S. Eitler, representative of the Geo. A. Long Cabinet Co., of Hanover, Pa., in this city and surrounding territory, reports that the new Long console cabinet is meeting with a demand that has exceeded all expectations. The other numbers of the Long line are also being ordered in noticeably increased quantities.

Increased Demand for Cheney Products

G. Dunbar Shewell, president of the Cheney Sales Corp., of New York and this city, reports a decided improvement in business. Large orders are being received as a result of the readjustment plan offered by the Cheney Talking Machine Co., allowing Cheney dealers a rebate on the old models in stock which were superseded by new models, provided a corresponding number of new models is ordered.

Moves to New Quarters

The Unico Talking Machine Co., wholesaler and retailer of talking machine supplies, has moved to 227 South street, this city.

Joins the Granby Forces

F. D. W. Connelly has joined the sales organization of the Granby Phonograph Corp. in this city. Mr. Connelly will cover Baltimore and most of Maryland, Delaware and Southern New Jersey as far as Trenton.

Blake & Burkart Report Progress

Blake & Burkart report that the end of September showed a considerably better business than the beginning of the month, but it has not yet reached the pace that it was going at this time last year. Mr. Blake states that while the majority of the machines and records they sell are the Edison, for they have come to be recog-

nized as Edison dealers, yet they have been doing very well with the Vocalion. He says that in the six months that they have handled the Vocalion they have yet to get a complaint of

any trouble with the instrument, and he believes the sales of this instrument will increase right along. Mr. Blake is very optimistic regarding the business outlook.

UNICO EQUIPMENT DEMANDS TELL OF TRADE REVIVAL

Over One Hundred Talking Machine Concerns Located in Various Parts of the Country Have Recently Placed Contracts for Unico Equipment—Will Hold Openings This Month

PHILADELPHIA, Pa., October 3.—The Unit Construction Co., of this city, reports that over one hundred talking machine concerns located in various sections of the country from coast to coast have recently placed contracts for Unico equipment and the majority of these concerns will have formal openings this month. This renewed activity on the part of the trade in

preparing for the usual rush of Fall and holiday business is, perhaps, one of the surest signs of the returning normalcy.

The Unit Construction Co., having anticipated this demand, is meeting it with a service which, it states, is eliciting great commendation from its customers. For example, a very large installation for the George J. Birkel Co., of Los Angeles, with special features throughout, was completely delivered in less than six weeks, shipment being made by way of the Panama Canal.

Rayburn Clark Smith, president of the company, pointed out that "Unico departments, complete in every detail and irrespective of size, can be shipped within twenty-four hours from the receipt of order and railroad deliveries are now operating on a very fast schedule, enabling the Unico service department to complete the final installation of the equipment in the dealer's store in a few days after the order is placed." He also remarked that among the new departments with Unico equipment which will be formally opened are the following: George J. Birkel Co., Los Angeles, Cal.; John Elliott Clark Co., Salt Lake City, Utah; Lamar & Johnson, Denver, Col.; Hellrung & Grimm, St. Louis, Mo.; Leopold Krchma, Chicago, Ill.; Krause Furniture Co., Chicago, Ill.; Frank Solar, Chicago, Ill.; J. M. Wilcockson Co., Hammond, Ind.; Noble Piano Co., Detroit, Mich.; Miller & McCracken, Royal Oak, Mich.; C. J. Duncan, Massillon, O.; Standard Talking Machine Co., Pittsburgh, Pa.; Aaron Furniture Co., Greensburg, Pa.; Hansen Melody Shop, Moundsville, W. Va.; W. B. Dutrow, Harrisonburg, Va.; R. S. Kishpaugh, Fredericksburg, Va.; C. F. Maxwell, Renova, Pa.; J. J. Kneis, Mahanoy City, Pa.; Henry Weltman, Glen Lyon, Pa.; L. H. Soper, Waterville, Me.; Stranburg's Music House, Jamestown, N. Y.; Weil Bros. Furniture Co., New York City; Cool & Shaller, New York City; H. Kahansky, Brooklyn, N. Y.; Jos. A. Herzenburg, Franklin, N. J.; Traco Co., Toms River, N. J.



The "NEW" MOTROLA

WITH UNIVERSAL MOTOR

Retail \$19.50
(former price \$30)

This marvelous little electric, self-winding mechanism attached to any type Victrola or any make Talking Machine will accomplish what the self-starter did for the automobile.

We, as exclusive wholesalers in Eastern Pennsylvania, New Jersey and Delaware, of the New Motrola with universal motor, are ready to fill your orders now.

Write for Trade Discounts

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street
PHILADELPHIA



MELON TIME *in* DIXIELAND

A SNAPPY ONE-STEP SONG

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

ASK TO HEAR IT

PROMISING TRADE IN THE WEST

Harry A. Beach, of Unit Construction Co., Brings Back Most Encouraging Report From Transcontinental Business Trip

PHILADELPHIA, PA., October 1.—Harry A. Beach, vice-president of the Unit Construction Co., manufacturer of Unico talking machine ware-room equipment, of this city, who recently re-



Harry A. Beach

turned from an extended trip as far as the Pacific Coast, reported many entirely encouraging conditions throughout the country.

In a recent interview with *The World* Mr. Beach stated: "The trip, as a whole, was an intensely interesting one, as it enabled me to become intimately familiar with conditions in the talking machine trade in the Far West. I was more than gratified over the amount of business being done during the days of my visits to the various cities. In fact, in Los Angeles business was up to the top notch. They, seemingly, did not experience any slump in trade. In

San Francisco it was somewhat tighter, although quite a large volume of business was being done. I did not get up to Portland, Seattle and Spokane, as I originally planned, but I learned that these cities were not doing quite the volume of business that Los Angeles and San Francisco were doing. In Salt Lake City the outlook was very good. Resumption of good business was already taking place just about the time I was there. In Denver business was improving and reports from a number of dealers were decidedly favorable. This same condition was to be found in Omaha and an even still better condition in Minneapolis and St. Paul. Both Chicago and St. Louis are also receiving better business and signs of good business resumption were also to be found in Toledo, Detroit, Cleveland and Pittsburgh.

"I was more than encouraged over the situation as a whole and both direct and indirect results were all that could be expected. One thing that impressed me, probably more than anything else, was the fact that where dealers were going out after business in the way in which they should results were forthcoming. There were innumerable instances of business reported which I would characterize as normal, not as based on 1919 figures, but normalcy of the present day, which I would compare more directly with those figures of 1917."

A CLEVER BIT OF PUBLICITY

Spraytone Phonograph Corp. Issues Cutout of Room With Triangular Machine in Position

The Spraytone Phonograph Corp., of Ridgewood, N. J., manufacturer of a triangular-shaped talking machine made particularly to be set in the corner of a room, has just forwarded to the trade multi-colored cutouts of a miniature room with the machine fitting snugly in the corner. This is a unique method of placing before the trade the features of the product, and R. B. Lin-

den, president of the company, states that it has already created much attention and has brought in some substantial returns.

CIROLA AN ALL-YEAR INSTRUMENT

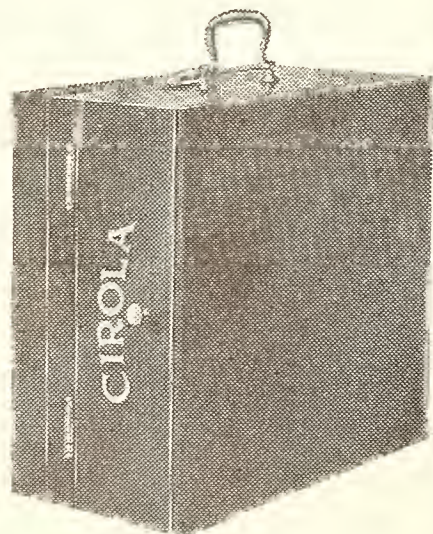
Big Summer Business Closed—Great Campaign for Fall and Winter Under Way—Two Important Appointments—U. S. Government a Buyer

PHILADELPHIA, PA., October 1.—The Cirola Distributing Co., Inc., distributor of the portable machine of that name, reports that the Summer of 1921 was the biggest season in its history. Meanwhile it is a mistaken idea that the portable machine is only for the Summer trade. The sales records of this company show that there is a good demand for portables all the year round. Interesting literature has recently been mailed stressing the all-year-round sales opportunities of the Cirola portable.

G. D. Giacomo, president of the company, announces the appointment of G. Porter in charge of the advertising and sales end of the business. Mr. Porter is well experienced in this work and under his able direction an intensive Fall campaign has already been launched. The appointment of Stanley F. Miller to the sales staff of the organization is also announced. The latter is thoroughly familiar with the talking machine trade, having been connected previously with the branch office of the Brunswick-Balke-Collender Co. in this city.

The United States Government was a recent pleased purchaser of Cirolas. Mr. Giacomo received last month an order to ship six Cirolas to the Marine Barracks at Quantico, Va. Some weeks later a testimonial of a most practical character was received in the form of a repeat order for six more.

J. Watson has been appointed receiver for Cushman & DeVerner, Inc., dealers in talking machines, at 1771 Amsterdam avenue, New York.



Size: 12½ x 11½ x 6
Weight 16 lbs.

DEALERS SAY—Their Success With Popular Priced

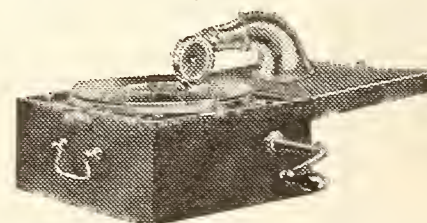
"ALL—YEAR—ROUND"
CIROLA PHONOGRAPHS

IS
UNPRECEDENTED
IN THE HISTORY OF THE TRADE

CIROLA DISTRIBUTING CO., Inc.
204 Colonial Trust Bldg.
PHILADELPHIA, PA.
U. S. A.

SMALL INVESTMENT
FOR DEALERS

RETAIL PRICE \$35.00
LIBERAL DEALERS' DISCOUNT



A Phonograph with three wonderful tones at a price which meets the demands of present-day business conditions

INDUSTRIAL CONDITIONS AFFECT TRADE IN PITTSBURGH

Talking Machine Fraternity Optimistic and Working Hard for Better Business—New Playertone Models—Brunswick Publicity—Novel Pathé Advertising—Edison Tone-tests Popular—Other News

PITTSBURGH, PA., October 5.—While there is some improvement noted in business in talking machine circles in the Steel City at this writing there have not come back the trade conditions that the live talking machine dealer wishes and hopes for. It is true that September has shown a marked increase in sales of talking machines and records over August, but the fact remains that the volume of business desired by the retail trade has not materialized. However, it must be noted that the industrial situation here, on which is predicated all of the material prosperity that Pittsburgh enjoys at any time, has not reached the plane which is commensurate with top level payrolls. It is true that many mills have resumed operations during the past three or four weeks, but there are still quite a number that are preparing to operate. When the iron and steel output has reached 75 to 80 per cent capacity (as it undoubtedly will) then there will be disbursed such payrolls as will have a most stimulating effect on business and on the talking machine trade as well.

The talking machine fraternity here, as a whole, is optimistic concerning the future and, while it has been rather difficult to maintain the morale of the sales staffs in times when business was abnormally sluggish, the various dealers believe that they are in for a good Fall and Winter season. The live dealers are using printers' ink to good effect and are taking advantage of every opportunity to form a liaison between buyer and seller.

Buehn Reports Real Gain

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, in referring to business conditions, said: "We find that the closing days of September showed a real gain in sales in our wholesale department. I feel sure that with the coming of October and the cooler days when people seek the fireside and naturally turn to music for entertainment there will be a marked increase in the talking machine trade. We feel very hopeful concerning the future and are making our plans for business accordingly."

Two New Handsome Playertone Models

I. Goldsmith, president of the Player-Tone Talking Machine Co., with offices at 967 Liberty avenue, in speaking with The Talking Machine World representative, said: "We are now placing before the trade two handsome models of the Player-Tone that are bound to make a sensation in the retail line. One is the famous Sheraton console model, No. 250, priced at \$135 retail, and the other the popular Queen Anne console, Model No. 300, which sells at \$150 retail. These are models that will add grace and dignity to any shop in which they are displayed. The entire equipment, including cabinet hardware, is heavily gold-plated, making the most complete, artistic and perfect tone-producing instrument sold in America, with our guarantee against spring breaking or defective workmanship for one year." Mr. Goldsmith emphasized the fact that "the retail talking machine dealer will always buy an article that has merit and that will appeal to his patrons." Mr. Goldsmith is of the opinion that just as soon as the readjustment period is completed in the iron and steel trade and the mills are operating on something

like normal that business conditions in general will vastly improve.

Brunswick Billboard Campaign

A great publicity program has been started, whereby some 400 or more advertising billboards will be placed in various sections of the Pittsburgh district by the Brunswick-Balke-Collender Co., with the object of bringing more forcibly to the attention of the public the Brunswick phonograph and the Brunswick records. This was explained by J. A. Scanlan, Jr., manager of the Brunswick phonograph department here. He stated that a regular twenty-four-sheet poster would be displayed on the billboards through the co-operation of the Brunswick-Balke-Collender Co. and the several Brunswick dealers in the Pittsburgh territory.

New Brunswick dealers added the past few weeks are as follows: S. Seegman, New Kensington, Pa.; De Coster Bros., Jeannette, Pa.;

A. G. Ditmar, Butler, Pa.; Robinson Furniture Co., Saltsburg, Pa., and Ullomar & Bailey, Waynesburg, Pa.

T. T. Evans Encouraged Over Outlook

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co, who spent several weeks among his Victor clients in eastern Ohio and western Pennsylvania, stated that he was much encouraged by the outlook for trade and anticipated a good trade for the coming Fall and Winter.

Novel Publicity Brings Results

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., is much pleased with the results obtained by a novel publicity move by some of the enterprising Pathé retail dealers. During September a number of fairs are held at various county seats in western Pennsylvania and West Virginia. In co-operation with the Pathé dealers at the county seats, where the fairs were held, it was arranged to have a Pathé display. All women who visited the Pathé booths were given a numbered coupon card. On the closing day of the fair the cards were placed

(Continued on page 98)

What the Franklin Line Offers for Your Fall and Holiday Business



The Franklin phonograph is sold *direct* to you, thus reducing the cost considerably.

Each model has a distinct appeal and sells quickly, thus assuring a quick turnover.

The Franklin line of phonographs is supreme in tone, cabinet work, case architecture and structural design. Franklin phonographs occupy a distinct position among high-quality phonographs.

Order a sample of this model and you will quickly re-order.

Our prices are reduced. Our terms most liberal.

FRANKLIN PHONOGRAPH COMPANY
INCORPORATED

1711-13-15-17 North Tenth Street
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.

TRADE CONDITIONS IN PITTSBURGH

(Continued from page 97)

in a large barrel and thoroughly mixed. Then Major Jack Barnett, the Liliputian demonstrator of the Pathé line, was utilized to draw out of the barrel one of the numbered tickets. The number on the card was announced to the throng around the booth and the holder of the stub with the corresponding number was awarded a No. 10 Pathé machine. The idea has already worked out well.

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is back at his post again after a delightful vacation trip, followed by a visit to the Victor plant at Camden, N. J.

Give Edison Tone Tests

Hardy Williamson, the noted English tenor, and the charming Fleming Sisters Trio have been giving a series of tone-tests in the Pittsburgh zone under the direction of the Buehn Phonograph Co., Edison distributor, during September, and have met with warm welcome.

On October 4 Mr. Williamson and the Fleming Sisters Trio appeared in Point Marion, Pa., under the auspices of E. S. Tyler, the local Edison dealer; on October 5, in Morgantown, W. Va., under the auspices of the S. A. Phillips Music Co.; on the 6th, in Grafton, W. Va., under the auspices of H. U. Tobias; on the 7th, in Philippi, W. Va., C. B. Smith; on the 10th, in Buckhannon, W. Va., Whitescarver Furniture Co.; on the 11th, in Clarksburg, W. Va., Palace Furniture Co.; on the 12th, in Salem, W. Va., C. C. Keys; on the 13th, in Shinnston, W. Va., Hursey Music Co.; on the 14th, in Mannington, W. Va., Furbee Furniture Co.; on the 17th, in Cameron, W. Va., E. E. Koontz; on the 18th, in McMechen, W. Va., E. E. Koontz; on the 19th, in Moundsville, W. Va., E. E. Koontz; on the 20th, in Marietta, O., Marietta Furniture Co.; on the 21st, in Spencer, W. Va., Spencer Phonograph Co.; on the 24th, in Parkersburg, W. Va., Varney, Jackson & Enoch; on the 25th, in Caldwell, O., Baughman & Law; on the 26th, in Cam-

bridge, O., Baughman & Law; on the 27th, in Wheeling, W. Va., New Music Shop; on the 28th, in Wilkinsburg, Pa., Puffinburg Furniture Co.; on the 31st, in Waynesburg, Pa., J. M. Burns & Son; on November 1, Washington, Pa., G. W. P. Jones Music Co., and on November 2, in Tarentum, Pa., Windsor Music Co.

H. F. Andres, formerly manager of the retail Victor department of the W. F. Frederick Piano Co., is now associated with the wholesale Victor department of the same company, which is under the direction of George H. Rewbridge.

The Howson Music Co., which has been featuring the Kimball phonographs, reports a brisk sale during September.


Marion Harris, the well-known Columbia artist, who is in the Keith vaudeville circuit, was one of the attractions at the Davis Theatre the week of October 3 and was well received with her songs and her playlet, entitled "Record-breaking Musicale."

SELLS CARLOAD OF MACHINES

Jesse French & Sons Piano Co. Sells Carload of Grafonolas—Uses Publicity and Intensive Salesmanship in Securing Results

MONTGOMERY, ALA., October 6.—The Jesse French & Sons Piano Co., of this city, Columbia dealer, evidently does not feel the bugaboo of depression very badly, for this enterprising dealer recently ordered a carload of Columbia Grafonolas. Upon receipt of the carload the company used generous newspaper advertising which, coupled with intensive salesmanship, made the sale a decided success.

The sale officially opened on Saturday, and by the following Thursday eighty-one Grafonolas and over 2,000 Columbia records had been sold. At the end of the week's sale the Jesse French & Sons Piano Co. used advertising featuring individual types of Grafonolas, and at the conclusion of the second week's business only thirty-nine Grafonolas remained out of the carload of 146.



THE RESURRECTONE
—lateral and longitudinal adjustment

Patented
Jan. 21, 1913
June 22, 1915

Patents Pending
FREE OF BLAST
CLEAR AND SMOOTH SOUND

Order a sample now. Subject to return if not satisfactory.
"Tuned Up Like a Piano" Write for Quantity Prices
HOFFAY PHONOGRAPH CO. 59 Fourth Ave., New York City
Makers of the "Air-tight" Tone Arm and Hoffay Phonograph

NEW EDISON SHOP IN CANTON, O.

Rhines Edison Shop, of Massillon, O., to Open Well-equipped Branch in That City

CANTON, O., October 3.—Rhines Edison Shop will open about October 10 in a new storeroom in the new Witters Building, Third street and Cleveland avenue, N. W., it is announced. The Rhines Co. already maintains a high-class music store in Massillon, O., and this will be its first branch store. The new store will be modern in every respect and, according to the management, will carry Edison machines and Re-creations exclusively. The location is directly opposite the proposed new quarters of George C. Wille & Co., an old-established Canton music firm which now holds forth in Market avenue, N.

BECOMES CONNORIZED DISTRIBUTOR

PHILADELPHIA, PA., October 4.—The United Music Stores Co., of this city, distributor of talking machine accessories, music rolls and sheet music, has also been appointed distributor of the new Connorized record, made by the Connorized Music Co., of New York City.

The talking machine department of the Haverty Furniture Co., Birmingham, Ala., is now under the management of Miss Maurine Bond.



ST50
H37W40D23



ST53
H37W40D23

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

It will pay you to investigate our proposition.

Natural Voice Phonograph Co.

ONEIDA, NEW YORK



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

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 retail talking machine trade in Brooklyn territory is showing marked signs of revival. The month of September produced substantial sales, not only in records, but in machines as well. Dealers worked aggressively during the Summer months, and this work has produced tangible results, influencing the public to buy and giving them renewed confidence generally.

Columbia Dealers' Timely Aid

Emphasizing the fact that talking machine dealers can create good will among the consumers in their locality and at the same time add to their own prestige, the R. W. Olsen Co., at Fifth avenue and Dean street, well-known Columbia dealer, has volunteered to assist the ex-service men at the Fox Hills Hospital. F. C. Heiser, manager of this store, recently sold a large size Columbia Grafonola to an ex-service man who conceived the idea of auctioning a full-rigged miniature sailing yacht, the proceeds of which would be turned over to the soldiers at the hospital. In order to give this event greater publicity, Mr. Heiser volunteered to donate a large corner display window, where the yacht was exhibited.

Victor Trade Is Optimistic

"Victor dealers are buying and stocking goods in satisfactory quantities and the prevailing opinion is that the public is entering the present market with indications of substantial buying," said G. T. Williams, head of the Victor distributing organization, the G. T. Williams Co., Inc. "There is a healthier tone to business generally and we are all making plans for an active Fall trade."

Store's Location Produces Sales

The Olympic Talking Machine Co., Columbia dealer at 28 Myrtle avenue, corner of Adams street, has one of the most desirable locations for a retail talking machine store in Brooklyn. The store, being located on one of the busy corners of Brooklyn and near the entrance of the subways and elevated road, attracts many transient customers. Leon Goldapple, proprietor of this live Columbia store, reports that business has been exceptionally good, particu-

VICTROLAS

"The Tide Has Turned"

COTTON has gone away up, bringing prosperity to the South. Tobacco growers are getting the highest prices they have ever received. Other industries are returning to normal—the tide has undoubtedly turned.

Your Fall sales will increase and gather momentum from week to week. A heavy holiday business is assured.

Plans to meet this improved situation are in order—the present is none too soon. Are you ready?

VICTOR RECORDS

G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

larly in the early weeks of September, and that all indications point to an active Fall and Winter trade.

Dealers Ordering More Stock

The American Talking Machine Co., Victor wholesaler, reports that signs for an active Fall trade are in evidence more and more each day. R. H. Morris, general manager of the company, states that many dealers who heretofore have been content to place their orders for records at the beginning of each month are now telephoning every day repeat orders for records and Victrolas.

Henry A. Heineman, of this company, has returned from a two weeks' vacation, which he spent in the Fulton Lakes region of the Adirondacks.

Live-Wire Pathé Dealer

One of the most active dealers in Brooklyn is C. I. Sommers, a Pathé dealer recently estab-

lished. Mr. Sommers says that although many talking machine dealers near by were finding business difficult to obtain during the past few weeks, he has been able to place many Pathé machines in homes in his immediate vicinity through aggressive work. His enthusiasm is unbounded and, as he says, "with a little hard work we have been able to more than hold our own and, in fact, show a decided increase in selling."

Renovates and Enlarges Store

Sofus Kjeldsen, Victor dealer at 5403 Fifth avenue, recently completed extensive alterations and redecorations in his store. New booths have been installed and a very attractive demonstrating and reception room is located near the entrance of the store. A complete new system of record racks has been built conforming with the construction of the rest of the store and the whole general appearance is an exceedingly attractive one.

Enlarges Its Quarters

The Ormondo Music Shop, 1314 Fulton street, has found it necessary to greatly enlarge its present quarters, to take care of its increasing Victor business. New record racks have been installed and additional booths have been erected, and in general the entire plan of this already attractive shop has been materially changed. This exclusive Victor store is owned and managed by Herschenroder Bros., who have had a wide experience in the merchandising of Victor machines and records. Although they have been in this location but a few months, they have made an enviable record by their efficient and courteous service. They have a large and growing patronage.

Giving the "Starr" Strong Representation

Breuer Bros., known throughout Brooklyn as accomplished musicians as well as live talking machine retailers, recently purchased an entire building at 775 Woodward avenue, corner of Madison street, where they moved their talking machine business. The first floor was entirely redecorated, new equipment installed and arranged generally into one of the most attractive shops in the city. Mr. Breuer stated that since moving into this new location they have been able to increase their business in both machines and records materially. They carry a complete stock of Starr phonographs and Gennett records, and are one of three exclusive Starr representatives in Brooklyn. In addition to a complete line of talking machines and records, they have a full stock of all musical instruments.



AMERICAN TALKING MACHINE CO.

VICTOR
WHOLESALE

BROOKLYN
NY

NEEDLES

THE BEST NEEDLES TO
SUIT ALL TASTES

VICTOR

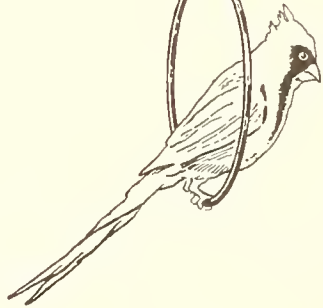
- Full tone Steel
- Half tone Steel
- Extra loud Tungstone
- Full tone Tungstone
- Half tone Tungstone

SEE THAT YOUR STOCK
IS IN SHAPE FOR THE
HOLIDAY DEMAND

New Records

New Hits

The Cardinal Records



*Now Ready for Delivery. Send Your
Order in at Once*

11—NEW POPULAR HITS—11
10—NEW ITALIAN RECORDS—10
20—NEW JEWISH RECORDS—20

New Records Issued Every Month in Each of the Above Catalogs

CARDINAL NOVEMBER RELEASE

- | | |
|------|------------------------------------------------------------------------------------------------------------------------------|
| 2050 | { PLANTATION LULLABY—Tenor Solo, Orch. Accomp. Sung by Vernon Dalhart |
| | { HONOLULU HONEY—Tenor Solo, Orch. Accomp. Sung by Vernon Dalhart |
| 2051 | { MA!—Baritone Solo. Accompanied by the Merry Melody Men. Sung by Arthur Fields |
| | { CRY-BABY BLUES—Accompanied by the Merry Melody Men. Sung by Ernest Hare |
| 2052 | { TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME—Solo, Orch. Accomp. Sung by Irving Kaufman |
| | { DAPPER DAN—Solo, Orch. Accomp. Sung by Irving Kaufman |
| 2053 | { I WANT SOME LOVING BLUES—Blues. Accompanied by the Merry Melody Men Sung by Dorothy Dodd |
| | { DANGEROUS BLUES—Orch. Accomp. Sung by Dorothy Dodd |
| 2054 | { SWEET LADY, from "Tangerine"—Fox-trot. Played by Cardinal Dance Orchestra
Dir. Maurice C. Rumsey |
| | { SOUTH SEA ISLE (Intro.: "She's Just a Baby," from "Scandals of 1921")—Fox-trot
Played by Ben Selvin's Novelty Orchestra |
| 2055 | { BABY FACE—Fox-trot. Played by Ben Selvin's Novelty Orchestra |
| | { YOO HOO—Fox-trot. Played by Cardinal Dance Orchestra, Dir. Maurice C. Rumsey |
| 2056 | { JUST LIKE A RAINBOW—Fox-trot. Played by Harry Raderman's Novelty Orchestra |
| | { ILO—Fox-trot. Played by Cardinal Dance Orchestra, Dir. Maurice C. Rumsey |
| 2057 | { ROSIE CHEEKS—Fox-trot. Played by Harry Raderman's Novelty Orchestra |
| | { MOON RIVER WALTZ—Waltz. Played by Ben Selvin's Novelty Orchestra |
| 2058 | { COMRADES OF THE LEGION—March. Played by Cardinal Military Band |
| | { GENERAL MIX-UP OF THE U. S. A. Played by Cardinal Military Band |
| 2059 | { SAXOPHOBIA—Saxophone Solo, Orch. Accomp. Played by Rudy Wiedoeft |
| | { HUMORESQUE—Xylophone Solo, Orch. Accomp. Played by George Hamilton Green |
| 2060 | { ALL BY MYSELF—Fox-trot. Vocal chorus by Arthur Hall.
Played by Lenzberg's Riverside Orchestra |
| | { PEGGY O'NEIL—Waltz. Vocal chorus by Arthur Hall.
Played by Yerkes' Metropolitan Dance Orchestra |

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 catalog 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.

The voice of voices appears in all its grandeur in "Pace, Pace, Mio Dio" (Peace, Peace, Dear Lord) from "La Forza del Destino," by Rosa Ponselle, exclusive Columbia artist. A great seller by a great soprano! Columbia 49859.

**Columbia Graphophone Co.
NEW YORK**



UNIQUE SERIES OF CONCERTS PLANNED IN LOS ANGELES

Talking Machine Records of Various Makes to Furnish All the Music at Sixty-four Concerts—W. H. Richardson Has Narrow Escape—New Stores Opened Recently

LOS ANGELES, CAL., October 3.—A very interesting and novel idea "for the advancement of phonographed music" is about to be carried out in Los Angeles. Frederick W. Kellogg, famous managing editor and owner of the Los Angeles Evening Express, recently invited all of the various music merchants of this city who have phonograph departments, together with many of their managers and sales managers, to a luncheon at the Los Angeles Express Building. Visitors were promised an announcement by Mr. Kellogg which would show a new and novel method of increasing the popularity of phonographs and records. Everyone was on tiptoe with anticipation and curiosity—a man from the outside was about to point a new way. They were not disappointed. Mr. Kellogg's scheme consists of the holding of sixty-four afternoon concerts, a concert each day, except Sundays, in the Los Angeles Evening Express auditorium, where there is a daily attendance of four or five hundred persons, which will be, doubtless, much increased on account of the novel attraction created. These concerts will consist of the playing of ten phonograph records of one make; in other words, one day's concert will be all Columbia records, the next day all Victor records, the next Brunswick, and so on. Eight different makes of records will be used on different days; there will be no comparing or competing of different makes. The ten records at each concert will be played or operated by ten customers chosen by the different dealers and prizes of five, three and two dollars given for the best records as decided by the audience's vote. There will be fifty-six concerts by each of the eight makes of records, with a total of \$500 in prizes. Then eight more concerts will take place by the seven first and second prize-winners for grand prizes of fifty dollars each, another total of \$400. Thus, five hundred and sixty customers will have competed, any eight of the contestants having a chance of winning \$55, besides the other prizes. The prizes, aggregating \$960, are being given by the Los Angeles Evening Express. The auditorium is provided and big publicity given free of charge by the generous donor. Nothing is asked in return and there are no strings attached to trip dealer or customer.

Although names and photographs of prize-winners will be published the dealer's name furnishing the winning customer will not be given—competition among dealers will not appear, nor will there be any comparison between the different makes of records.

Los Angeles dealers are to be congratulated on having such a fairy godfather—if such a term can be used.

Dealer Narrowly Escapes Death

W. H. Richardson, well-known president of Richardson's, Inc., bears a charmed life. Turning over and over no less than eight times in

an automobile, which fell down a 250-foot precipice, "Bill" protested at being carried to a nearby house and rushed to the receiving hospital. Eye-witnesses, who hastened to the spot where he finally lay—he was hurled free from his sedan car after the eighth and final overturn—expected an undertaker's job rather than the hospital. Yet, he escaped with many bruises and a cut on his right hand and a scalp wound.

Canadian Opens Store in San Diego

R. L. Tamplin, who recently arrived here from Canada and was formerly an exclusive Columbia dealer in Windsor, Ontario, Can., has purchased one of the two Frank stores in San Diego. The new store has been entirely remodeled and decorated and bears the blue and gold front of an exclusive Columbia store.

Los Angeles Dealer Sells Out

The Musical Record Co. has decided to retire from business. Its entire Victor stock has been purchased by Story & Clark and the Victrola agency will be continued in its attractive department at 841 South Broadway.

Pathé Dealer Reports Good Business

Alfred Danz, president of the Crescent Music Co., exclusive Pathé dealer, reports excellent business throughout September and good prospects for the Fall. The Crescent Music Co. is the only phonograph house on Spring street and has a clientele entirely its own.

Vocalion Records Make Big Hit

E. R. Darville, sales manager of the Western Jobbing & Trading Co., Southern California distributor of Vocalion phonographs and records, states that his company had a phenomenal sale of the records "Canadian Capers" and "Why,

Dear?"; it also sold many thousands of "Mimi" and "A Second-hand Rose."

New Brunswick Shops

Howard Brown, local branch manager of the Brunswick, reports, among others, a new Brunswick agency with the Searles Music Co., which has a most attractive music store on Western avenue, established about one year ago.

Mr. Brown also reported the opening of a new and up-to-date Brunswick store in Alhambra by M. D. Campbell in the new Alhambra Central Building.

M. F. Fybush Visits North

M. F. Fybush, general manager of the Blue Bird Talking Machine Co., recently returned from a trip to San Francisco, where he arranged for the shipment of one thousand phonographs to one music house. Mr. Fybush also reported that Blue Bird phonographs were exhibited at the Fresno County Fair in Fresno by Chandler & Newman and at the Pomona Fair by the Sheets Music Co.

Wireless on Hamburger's Roof

Harry N. Briggs, general manager of the music department of Hamburger's, has arranged for the transmitting by wireless of the six latest Brunswick records daily at 3 p. m. and 8 p. m. from the roof of Hamburger's Department Store. The records are played on a Brunswick phonograph and announcement is made by the operator. The wireless is an extremely powerful instrument and operates at a radius of 1,500 to 2,000 miles.

Phonograph Man Weds

David Doughty, well-known member of the phonograph sales force of Barker Bros., married Miss Vera Mack a few days ago. At first he allowed Mrs. Doughty to carry the suitcase, so that people would not suspect newlyweds, but now he's an old married man. The World should know about it—good luck, Davey!

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

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

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

SONORA DEALERS HOLD CONVENTION IN INDIANAPOLIS

A Large Body of Retailers Attend Helpful Sessions—Edison Machines in Local Post Office—Increase in Volume of Sales Reported—Collins Exhibit of Emerson Records—Other News

INDIANAPOLIS, IND., October 5.—Fifty Sonora dealers gathered September 15 at the Severin Hotel, in this city, for the second annual convention, held under the auspices of the Kiefer-Stewart Drug Co., for the dealers of the State, of whom there are 119. O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Co., says that the meeting made up in enthusiasm and educational value what it lacked in attendance, which was kept down largely by the opening of schools. There has been a remarkable improvement in business since the meeting, he says.

The meeting was held on the roof garden of the hotel, where a buffet luncheon was served at noon and a banquet in the evening. The business session was held from 1:30 to 5:30 and was presided over by Mr. Maurer. Salesmanship and the mechanism of the Sonora machine formed the theme of talks given at that meeting. The principal speakers were George E. Brightson, president of the Sonora Phonograph Co.; Frank Coupe, vice-president and sales manager; G. Barrett Moxley, vice-president and general manager of the Kiefer-Stewart Co.; George Corrigan, salesman, and Frank Chance, Indianapolis advertising man. The latter spoke on the subject of advertising. Other members of the State sales organization also spoke, including Mr. Maurer.

The Edison in the Post Office

W. O. Hopkins, of the Edison Shop, has taken advantage of the publicity given to the use of music in the post office at Minneapolis to induce the postmaster in this city to accept an Edison for trial in the mailing room until the first of the year. The postmaster and the foremen of the mailing room forces have announced themselves as well satisfied with the innovation and Hopkins is confident that the sale is as good as made, inasmuch as the latest report from Minneapolis is that after a trial of music there the post office employes formed a club to buy the phonograph used rather than go without music.

Mr. Hopkins, of course, stressed the importance of the mood change value of musical selections and has provided for the post office force such records as develop moods necessary for livelier and steadier work. Mr. Hopkins says he is realizing now on mood change parties he gave last Spring and that with the advent of cooler weather he is receiving numerous requests to put on the demonstration at church gatherings and private parties.

Increase in Co-operation

As a result of the prize contest started last month by the Kipp Phonograph Co. among its Edison dealers in the State there is a marked increase of co-operation among the dealers in the sales plans of the company, says H. G. Anderson, general sales manager. The contest,

he says, has worked wonders in livening up dormant territory.

Musicales Attract Public

Regular afternoon musicales, to be given once a week, are planned by A. C. Hawkins, manager of the Indianapolis Talking Machine Co. The first of the events was a Caruso concert on a Saturday night. The attendance at that concert was such as to tax the capacity of the store. Mr. Hawkins expects in the near future to construct a regular concert room.

The concerts or musicales planned for this Winter will be devoted to one particular artist. Miss Lucy Alice Wells, who formerly was with the company, has returned to take charge of the educational department. She will personally conduct the concerts and present as a feature of each one a lecture on the artist and the musical selections rendered.

Mr. Hawkins has employed Paul Richardt, of Evansville, an expert window dresser, to take charge of the floor sales and the window dressing for the company. One of the earliest Victor models was featured in a window Mr. Richardt prepared for the national encampment of the G. A. R. The machine was labeled "Our Old Veteran" and was displayed beneath the spread wings of an eagle that served as the setting for a picture of Lincoln. Other models of the Victor were shown. Business in Victor machines and records in August was double that of July, according to Mr. Hawkins, who says the prospects as he sees them point to a lively Fall and Winter trade.

Increase in Volume of Sales

W. G. Wilson, manager of Widener's, Inc., which store handles the Granby and Columbia machines, reports a marked increase in volume of sales in September over August. He attributes the increase to the sale of the larger models, particularly the period models of the Granby line. The Columbia record business has shown an increase in the last few weeks, chiefly in the sale of the recent Ted Lewis numbers.

R. D. Duffy, representing the Granby Phonograph Corp., in Indiana and central Kentucky, reports prospects exceedingly bright for a good Fall business in his territory. He is having success, he says, in adding new accounts on the strength of having a line of popular-priced console models. He returned the latter part of September to his headquarters with Widener's after an extended trip through central Kentucky. Harry Coplan, sales promotion manager of the Granby Corp., spent considerable time with Mr. Duffy in the territory.

Collins' Emerson Exhibit

C. E. Collins, of the Collins Phonograph Co., says that since the release of Emerson records for October the reorders on records have been more frequent and larger than at any time since last Spring. The outlook for October business



Free!

TINTED PHOTOGRAVURE OF McCORMACK

Or your choice of any of the following Victor artists' portraits: GALLI-CURCI, KREISLER, SCHUMANN-HEINK. A limited quantity of these tastefully-colored likenesses, suitable for framing in drawing room or demonstration booth.

Send Postage ONLY

These photogravures are FREE to Victor Dealers, who send requests on firm stationery and enclose 8 cents in stamps to cover mailing. They are being sent free to introduce our three-dollar set of Famous Victor Artist portraits. Requests for free photogravures will be filled as long as a limited supply lasts. *Send immediately.*

STEWART
TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS



in both machines and records, he thinks, is such as to give promise of a better month than any month since last Winter.

The Collins Co. will have a booth at a manufacturers' exposition of made-in-Indianapolis goods to be held at the State Fair grounds October 10 to 15. All models of the Emerson machine are made in this city with the exception of the period models, and the Collins exhibit will show those Indianapolis-made models. In addition there will be exhibits of the machines by the various concerns that manufacture them.

Great Volume of Victor Business

H. E. Whitman, of the Circle Talking Machine Co., reports a September business in Victor machines considerably ahead of the business of September a year ago. Inquiries, he says, lead to the belief that Christmas business this year will be much better than that of last year. His record business has developed a decidedly better tone in the last thirty days. It is his opinion that nothing but strikes can stand in the way of industrial progress that is leading rapidly to better days for the talking machine business.

E. W. Killgore, Victor field representative, was in this city last month and spent a week calling on the dealers. His work was along the line of suggestions helpful in creating a feeling

THE PHONOMOTOR

THE ELECTRIC PHONOGRAPH MOTOR OF THE AGE

Rather than just wait for business to come back we have adjusted our prices to lower levels, to where we feel volume of business can be done. Let us quote you prices—Remember—Lower prices, but always is our policy high grade guaranteed motor. *The best made today.*

The Phonomotor is the pioneer in the art. We have been giving satisfaction for seven years. We want you, Mr. Phonograph Manufacturer, Mr. Dealer and Mr. Repairman, to look into this motor before you purchase. We want you to start *right* on your equipment. Send for sample motor and let us quote you our new prices today.

The Phonomotor is FOOL PROOF

Built right to stand the gaff—for years—oil it like you do your automobile or other mechanical apparatus. Once every six months or so. The motor—a well-known, reliable motor is used that will run silently on ac or dc current. The current consumption is negligible, it being less than a 25-watt lamp. The motor is protected by a 200-ohm resistance coil, making it practically impossible to burn out. The motor is hung on a spring rod, in connection with our patented silencing device, which eliminates the hum of the motor on the ac current.

The belt is woven endless cotton belt, good for long wear and quiet running. Cotton being chosen for flexibility and friction on the pulley wheels. The worm gear—built up of rawhide, backed with fibre and brass discs and accurately cut, protected by a simple clutch, which makes it impossible to harm the gear, even if the turntable is revolved backwards when the motor is running forward.

Office:

WRITE FOR QUOTATIONS

73 State Street

GEO. CLAY COX, *Manufacturer*

Rochester, N. Y.

of good will among the dealers in this city. The Levy Furniture Co., Victor dealer, of Henderson, Ky., accomplished a bit of good publicity work when it furnished a new portable Victrola No. 50 and a quantity of records for the Boy Scouts of this town to use at a camping party held along the Green River.

Busy Times With Stewart

George E. Stewart, vice-president of the Stewart Talking Machine Co., spent the last week in September at the Victor factory.

Encouraging reports of increased interest among buyers are being made to the Stewart Co. from its dealers in the State as a result of work of members of the educational department of the Victor Co., together with the work of Miss Caroline Hobson, of the Stewart Co.'s educational department, at the county school institutes.

School Classification Helps Sales

The Victor dealers have received additional encouragement from a report of plans made by the State Board of Education for the classification of all elementary schools in the State with a view to raising their scholastic standards.

What the Victor dealers consider of particular importance to them is a sub-classification which is found under the main head of Equipment. Two points is the grade given a room (or school in case all the grades are in one room, as is often the case in rural schools) if there is a talking machine in that room. This, of course, means that in order for a school to have a perfect grade or classification it is necessary that there be a talking machine in each room. Under the main heading of Equipment, article fourteen is as follows: "A good talking machine with ten good records for use in each school room."

Eight Victor Artists to Appear

All Victor dealers in Indianapolis are exerting themselves to obtain a capacity audience for the appearance of the Eight Famous Victor Artists, who are to appear at the Murat Theatre on October 16. Last year the artists appeared in the English Opera House and played before a packed house. These concerts did much to advance the sale of Victor records during the ensuing year both in the city and the State. The Murat Theatre seats a thousand more people than does the English Opera House, and the admission prices for the concert this year have been set at \$1, \$1.50 and \$2, which are cheaper than last year, when the highest price was \$3.

Many Pathé Prospects Received

Twenty-five thousand bona fide registrations were received at the booth of the Pathé Shop during the Indiana State Fair as the result of the advertising scheme of O. M. Kiess, manager, whereby tags numbered in duplicate were issued to the Fair visitors with a promise of Pathé phonographs given to all tag wearers who reported at the booth in pairs, each pair wearing tags with the same numbers. The registrations so obtained are being distributed by the Mooney-Mueller-Ward Co., distributors for the State, to the out-of-town dealers serving the territories in which the registrants live. The information is to be followed up by the dealers with the view of turning the prospects into buyers.

The Pathé Was the Feature

G. A. Palmer, of the Palmer Music House, of Portland, Ind., Pathé dealers, took advantage of a concert given in that city to raise money for a memorial to a Civil War general whose home was in Portland. Mr. Palmer obtained a place on the program for a Pathé machine which he hid behind a large flag. He played violin records of the old-time jigs and reels with such success that the audience was taken by surprise when the flag was drawn aside and it was revealed that a Pathé talking machine and not a violinist in person was rendering the music.

Secures Pathé Representation

The Mooney-Mueller-Ward Co announces that Campbell & Sons, furniture dealers of Coatesville, Ind., have taken on the Pathé agency formerly held by Otto Lakin.

GRAFONOLA SALES VIA AIR ROUTE

Morton R. Swinney, distributor of Columbia Grafonolas and records in Niantic, Conn., has made arrangements with the Aero Transportation Co., of New London, to send its six-passenger seaplane to Niantic any time that he has five passengers.

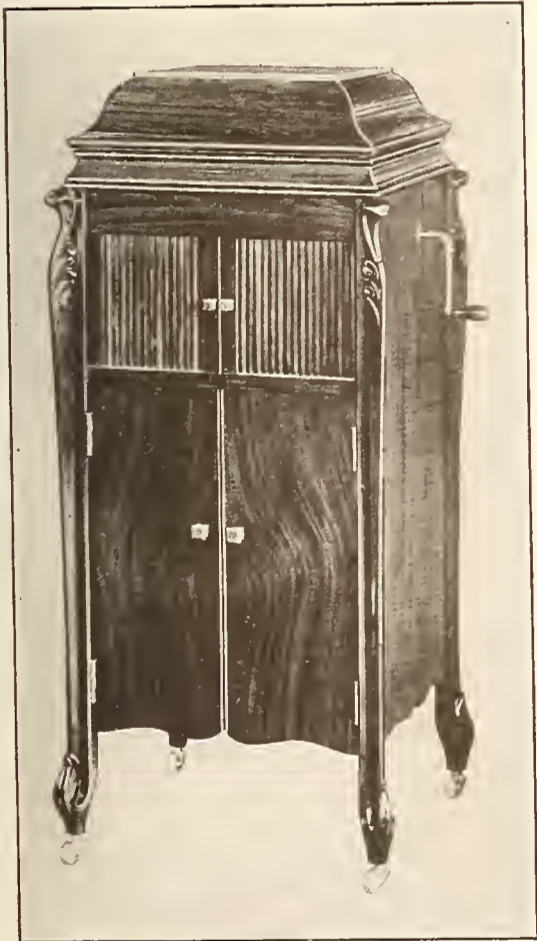
Mr. Swinney offers a free ride in the aeroplane with the purchase of any Columbia Grafonola from the C-2 to the F-2, and he offers two tickets for seaplane rides on models G-2, H-2, K-2 and L-2.

Mr. Swinney reports that this unique offer results in considerable advertising and profit for him. Other dealers in whose localities aeroplane, hydroplane or seaplane companies are operating could, with profit, simulate this example of business progressiveness.

NEW YORK FIRM GETS CHARTER

A charter of incorporation has been granted to the Recordophone Co., of New York City, under the laws of New York State, for the manufacture of talking machines, with a capital of \$70,000. Incorporators are: A. M. Frost, C. H. Hussey and J. F. O'Brien.

The
Tiffany



MODEL B

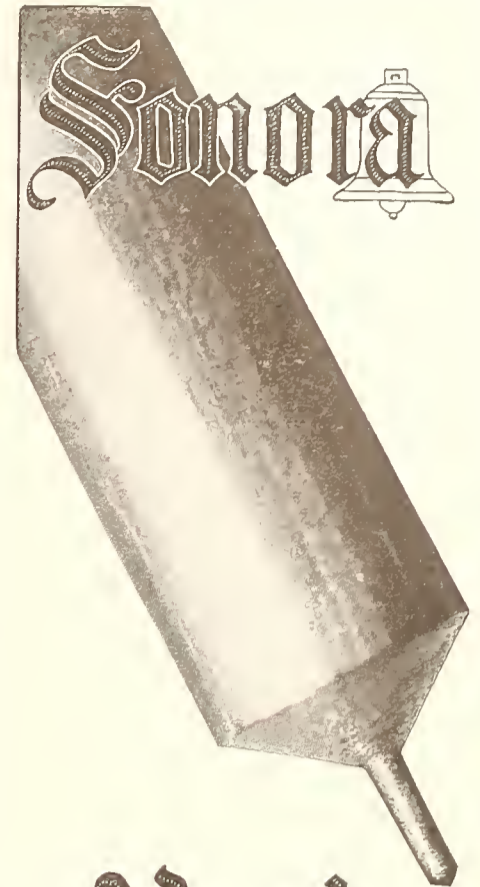
"Stands for Quality"

Mr. Dealer

Tiffany Agents are making quick turnovers. Write us today for the reasons why.

Tiffany Phonograph Sales Company

Sales Offices
1404 East Ninth St. Cleveland, Ohio



Needles

Steady Customers

are made through sales of Sonora 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 or the quality of the 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.

CAUTION: Beware of similarly constructed needles of inferior quality.

Sonora Phonograph Company, Inc.

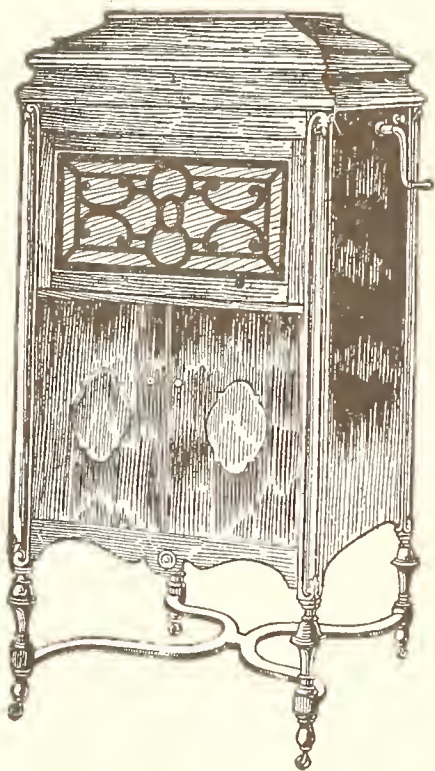
GEORGE E. BRIGHTSON
President

New York, 279 Broadway

Canadian Distributors:
I. Montagnes & Co., Toronto

What are your plans for Christmas?

THE holiday season is golden for the dealer whose phonograph line is adequate, whose stock is complete, and whose selling franchise is right. It will be a memorable year for Dalion dealers—with every indication of a whirlwind finish.



Dalion Model 40 is a veritable jewel among phonographs. It offers you a leader which will change the preconceived notions of any prospect. Featured as gift model.



This truly meritorious phonograph is offered in a wide range of size, price and style. Cabinet work of uncommon beauty. Mechanically, none is better. It sells because it is absolutely a *value leader*. With as many exclusive features as any!

If you look *further than the product* in making a connection with manufacturers, Dalion factory and sales department policies will clinch the decision.

There is still time to fall in with the Dalion instruments for the Christmas Season. By so doing, you might double—yes, triple—any sales volume possible with a less interesting proposition to your public. Correspondence invited.



Milwaukee Talking Machine Mfg. Co.

MILWAUKEE, WIS.

TRADE OUTLOOK IN BALTIMORE CONSTANTLY BETTERING

Leading Jobbers and Dealers Full of the Spirit That Triumphs Over All Difficulties—Cohen & Hughes Sales Force Meet—Association to Resume Meetings—Voluma Corp. Organized—News of Month

BALTIMORE, MD., October 8.—While the trade here suffered a slump during the latter part of September, due principally to the unusually warm weather prevailing for practically the entire month, business started off with a rush the first of the present month and has kept up ever since.

"In fact," as H. T. Bosee, sales manager of Cohen & Hughes, put it, "we are oversold on all popular machines, especially the Three Hundred, and have been since the first of the month, with every indication of a shortage of these machines this Fall. Dealers generally are buying more liberally, ordering stocks which will give them more complete lines, than they have had for some time past. The outlook for the Fall and Winter business is very promising and this opinion seems to be shared by the retail trade generally."

This spirit, which is typical of the trade in general, is apparent throughout the city. Retail dealers are making improvements in their places, window displays are all on a more lavish and expensive scale and the majority of the trade is again using newspaper advertising in a more extensive way.

Pessimism, which had been evident during the past few months, has disappeared and a spirit of optimism is permeating the trade as a whole, showing, beyond a doubt, that the trade in Baltimore is again back to normalcy or at least as near normal as it is possible to get under business conditions.

W. T. Davis, Victor representative in this section, who has just returned from a trip through his territory, says there are unmistakable signs of a healthy business revival and that the improvement is not spasmodic, as has been the case for some time past, but is a good, steady increase that may be counted upon to continue right along now.

The Baltimore and Washington sales forces of Cohen & Hughes held a round-table conference here last month, at which business conditions generally were gone over thoroughly and it was the consensus of opinion that the tide in business had turned and every indication was for a healthy, normal business this Fall and Winter.

The Hub has discontinued its talking machine business at the Baltimore and Charles street store and transferred this line to its branches in west and south Baltimore.

The Victor Dealers' Association will resume its monthly meetings the latter part of the month, after the Summer suspension, and Cohen & Hughes, local distributors, have discontinued their monthly dealers' night, when new records were played and showed for the first time, and instead will hold a quarterly "get-together" meeting and smoker, at which general trade conditions will be discussed and suggestions for the benefit of the dealer offered by the best posted men connected with the talking machine industry.

October records are going strong, especially the dance records, and Eubie Blake's "Shuffle Along," "Baltimore Buzz" and "Inner Boat" are having a big run here. The demand for Caruso records is still good and in many cases dealers are unable to supply the demand.

D. P. Paul, of Paul-Gail-Greenwood Co., of Norfolk, Va., was in town the first part of the month and reports the Fall outlook very encouraging in his section of the country.

The jobbers' class at the Victor factory has made a big hit in this section and every session is being attended by a large number of talking machine jobbers here. The last session was attended by William Roberts, of the E. F. Droop & Sons Co.; E. Eisenbrandt, of Eisenbrandt's, and H. T. Bosee, of the Baltimore store, and F. S. Harris, of the Washington branch of Cohen & Hughes.

The Voluma Corp., 2826 Huntingdon avenue, has filed articles of incorporation with the State Tax Commission. The capital stock of the company is \$100,000, with par value of \$10, and is organized to manufacture and deal in talking machines, sound amplifiers and such products.

The incorporators are: James J. Cook, Louise M. Cook and Edward H. Wertz.

Robert Ansell, Inc., has changed the name of its store at 108 West Lexington street to the Lexington Shop, Inc., but will continue the store at 1108 Light street under the name of Robert Ansell, Inc.

NOW THE PHONOGRAPH-CAMERA

The phonograph-camera has now come into existence, according to an article appearing in a recent issue of the Popular Mechanics Magazine. A regular spring-wound motor drives the talking machine part of the combination. Practically all the modern features of a large machine are incorporated in this novel invention.

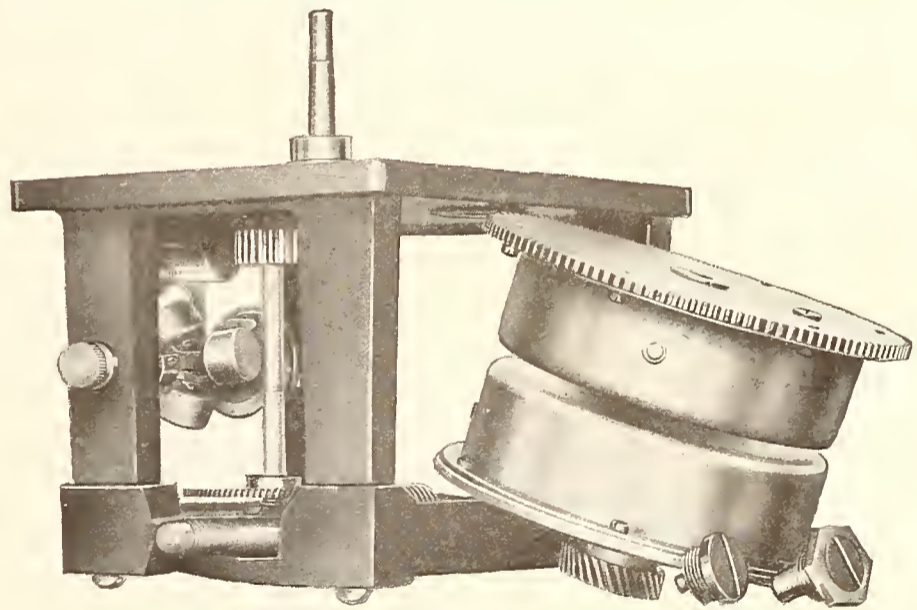
OPEN NEW MUSIC STORE

McKinley & Graber, formerly in the music business in Kingsburg, Cal., have opened a new music store in Hanford, Cal. Pathé phonographs are handled in addition to pianos.

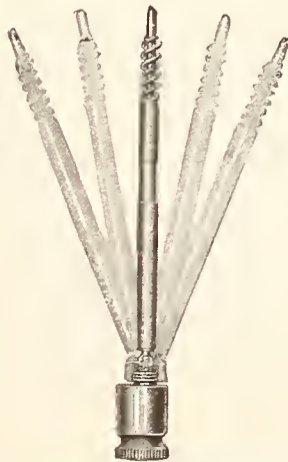
Study the
SILENT Motor

Its Advantages for Your Line of Talking Machines Are Self-Evident

Over 300,000 in Actual Use



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive
SILENT MOTOR Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street,

BROOKLYN, N. Y.

Warbletone 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 tone 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.

WARBLETONE MUSIC CO.

225 Massachusetts Ave. INDIANAPOLIS, IND.

RECORD ARTISTS HELP AROUSE INTEREST IN CLEVELAND

Personal Appearance of Recording Stars Proves Strong Attraction—Elaborate New Granby Department Opened in Alliance—Circulating Record Library for Schools

CLEVELAND, O., October 4.—The second of the series of meetings between artists and talking machine dealers, arranged by the Cleveland Talking machine Co., was held at the Cleveland Athletic Club, in conjunction with the first vaudeville appearance here of John Steel, Victor artist, formerly musical comedy singer and church soloist. Mr. Steel spoke on record making, but his songs, covering a wide range, were even better received by dealers and their representatives, since few of them had known him other than by means of his voice on records. The meeting was arranged by Miss Grazella Puliver, educational director, assisted by George H. Deacon, W. D. Sayle, of Cleveland, and Miss Maybelle Rich, educational representative. Members of the Euclid Music Co., the Buescher Co., the Deutsch-Craigne Co., William Taylor Son & Co. and other prominent talking machine dealers attended.

Resignation of J. L. Du Breuil

The resignation of J. L. Du Breuil as manager of the Cleveland branch of the Columbia Graphophone Co. was announced for October 1. Mr. Du Breuil, who has become a prominent figure in the trade during the four years he has been in charge of the Columbia northern Ohio territory, has been planning to go into other business for some time. His leaving was fittingly remembered by the Cleveland branch staff in the presentation of a fitted traveling bag, the presentation being made by William Inderieden, member of the staff. His future plans will be announced by Mr. Du Breuil at an early date.

Recording Artists to Appear

The appearance of Columbia stars in concert here this season will be closely linked with dealers' activities, according to E. F. Hughes, service manager of the Cleveland Columbia branch. Special advertising matter, window dis-

plays and literature are being prepared for their use in pushing records of these artists. The first artist to be heard will be Jeanne Gordon, on October 13. Others include Rosa Ponselle, Eddie Brown, Florence Macbeth and Percy Grainger. The first allotment of the "Sally" record, made for the Columbia by Ted Lewis' Orchestra, has been practically cleaned out, according to George Krauslick, record department manager at the local branch.

The Victor artists who "appear in person" will appear in Cleveland once more some time in November, it is planned, according to deci-



Great Parade in Honor of Granby Phonograph in Alliance

sion made by members at the first Fall meeting of the Talking Machine Dealers' Association of Northern Ohio. Samuel Deutsch, of the Deutsch-Craigne Co., will look into the details of bringing the justly famous octette of singers to this city.

Planning Fine Department

Plans for one of the largest and finest talking machine departments in this section were being made by A. C. Mayer, of the Unit Construction Co., here about October 1. Mr. Mayer has closed numerous deals with dealers throughout the country, all of whom assert that new

equipment is one big asset to bigger business. Discontinued models of different makes of talking machines are being disposed of by E. A. Friedlander, of the Bailey Co., in a unique manner. Use of classified ads in daily newspapers turns the machines into cash quickly, he asserts, one ad bringing ten cash buyers in one day.

Elaborate Opening in Alliance, O.

Among the first of the Fall openings of new stores has been that of the J. H. Johnson's Sons, Alliance, which starts operating a Granby phonograph department, in conjunction with Columbia and Okeh records. The event was a notable one, being linked with a comprehensive campaign put on by all Alliance merchants, who offered low prices to speed up their sales. In addition they gave away an automobile, which was drawn for by patrons who obtained tickets

with each one-dollar purchase. The Johnson organization's part in the festivities was planned and conducted by C. H. Kennedy, H. C. Schultz and E. H. Hart, of the Kennedy-Schultz Co., Granby Cleveland distributor.

For several days before the actual opening windows were used to display telegrams which told of the de-

parture of a carload of Granbys from the factory, while these telegrams were linked with newspaper advertising. Both forms of publicity concealed the fact that Granby was a phonograph until the opening day. On that day a two-page advertisement was taken in a local newspaper, the usual circulation of which is 18,000, but for this day was boosted to 45,000.

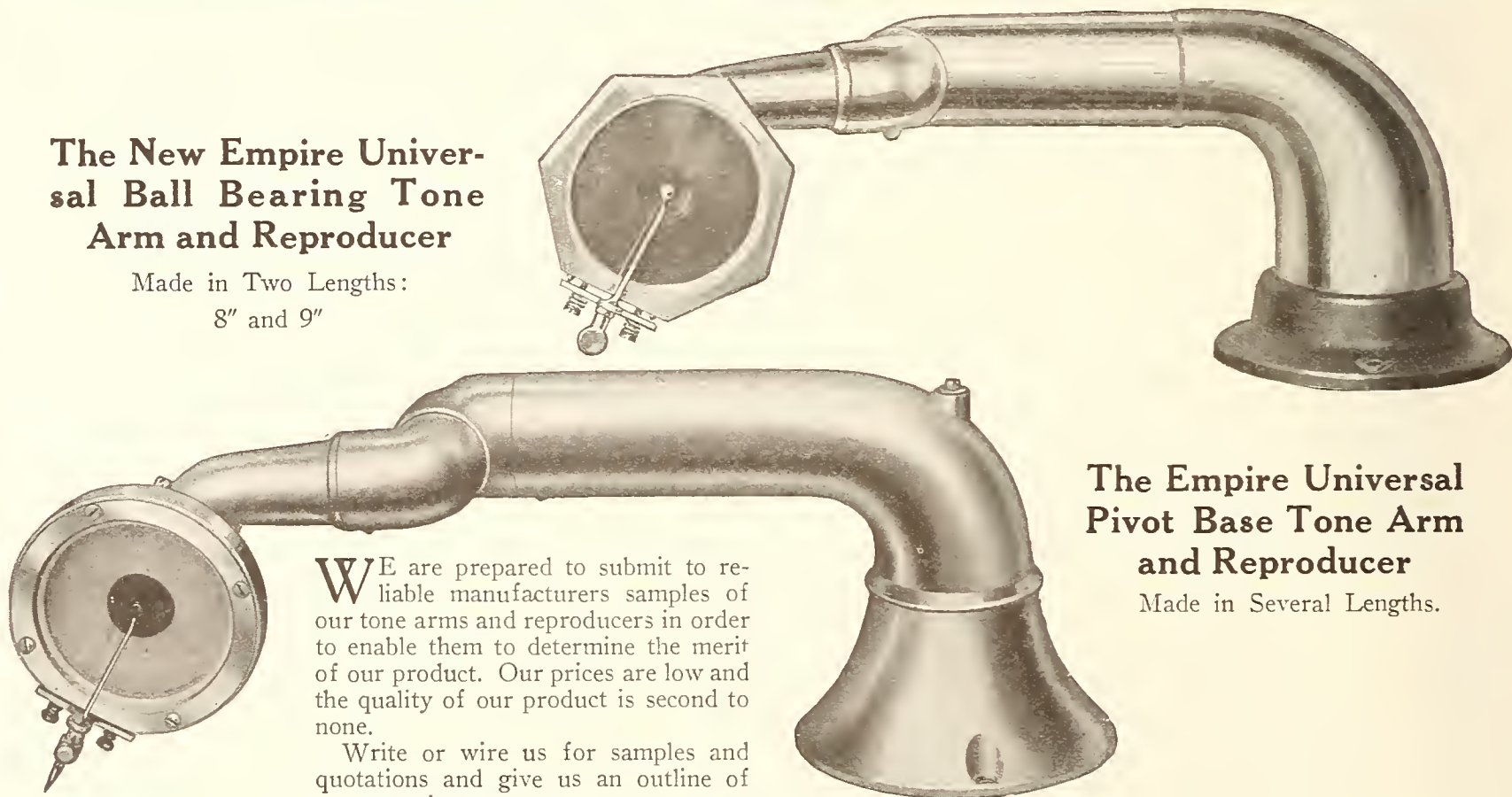
Parades to Attract Attention

The opening day found a minstrel show in town, with its usual parade, and when the carload of phonographs arrived they were placed on trucks and, headed by an automobile parade,

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

Now **98 c.**

RETAIL

The "PHONO-MOVIES"

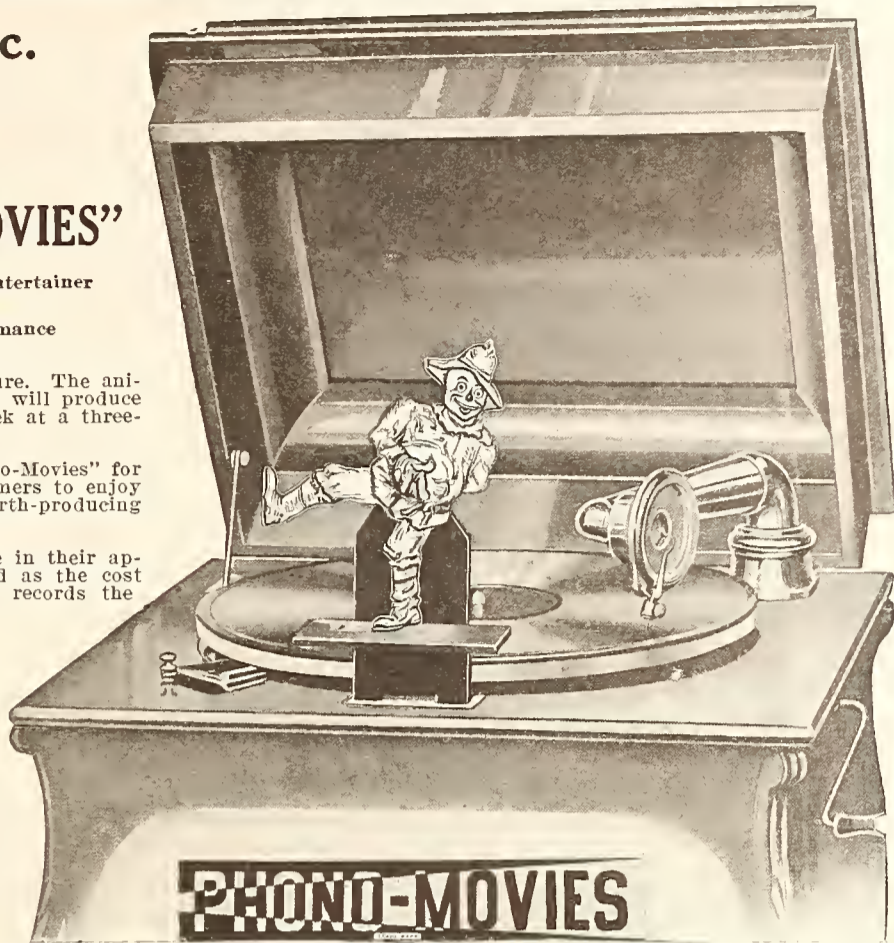
The High-class Phonograph Entertainer

Always a diversified performance

A highly perfected amusement feature. The animated antics of the "Phono-Movies" will produce the laughter and merriment 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, mirth-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

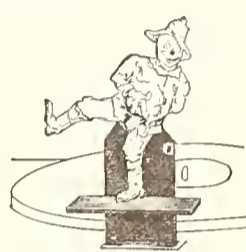
Patented Feb. 11, 1919 and other patents pending



Dancing Darky



Ballet Dancer



Scare Crow

COMMERCIAL ART SHOP, Covington, Ky.
Find 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 "made in the U. S. A." novelty of merit, well boxed, all complete with directions.

Use the coupon for sample and money-making particulars.

Commercial Art Shop
Covington, Ky.

with the Alliance Boys' Band playing in the lead, this parade was hooked up with the minstrel show parade. Later an exclusive Johnson-Granby parade was held, following which a reception was held at the store, when the new machines were demonstrated. Many machines were sold on this occasion and Mr. Hart, of the Kennedy-Schultz Co., is continuing to work with salesmen in the Johnson territory and developing prospects and sales the while.

The Johnson firm is preparing for a series of monthly concerts, when, for an hour and a half on one evening of the month, the new records will be played for persons who have received invitations for the occasion. No records will be sold until after the concert is over.

All-Star Trio Meets Dealers

Wadsworth's All-Star Trio were the first guests of the 1921-1922 series of music sales talks to be held at the Cleveland Talking Machine Co. The object of these meetings, as during last season, will be to bring the makers of records and the sellers of records closer together. At this first meeting Mr. Wadsworth explained how saxophone records are made and offered the suggestion that work such as his company is doing is to music what the cartoonist is to art.

Series of regular salesmanship classes will be held by the Cleveland Talking Machine Co. during the Fall and Winter. First of these found F. C. Erdman, special Victor representative, in the guise of a salesman and Miss Grazella Puliver, of the company, as the buyer. Many points to emphasize, and others to avoid, were developed at this meeting. Criticisms and suggestions will be required of salespeople.

Spurt in Cheney Business

A new spurt in talking machine business has been attained by the Cheney Phonograph Sales Corp. since prices have been reduced, according to George R. Madson, president and general manager. Several new accounts were added by this firm during its display and demonstration at the convention of the Music Merchants' Association of Ohio in Columbus recently.

Business Review and Other Subjects

Miss Maybelle Rich, of the educational department, Victor Talking Machine Co., has arrived in Cleveland and will cover the territory hereabouts during the next two months.

Mrs. Loretta B. Flading, formerly manager of the talking machine department of the Aldrich Howey Co. and well known for several years in the trade in this section, has been appointed manager of the talking machine de-

partment of the Jones Music Co., in Mansfield

Careful survey of business conditions by leading jobbers in the talking machine industry here proves that the tide in favor of more business has turned. This is backed up by steady growth in demand from both old retailers and new dealers. According to figures compiled by one of the jobbers September has exceeded expectations—running ahead of August in volume, while August was better than both June and July combined. Of particular significance is the recent closing of an order by the Cleveland Talking Machine Co. for 177 machines with one dealer alone.

Circulating Record Library for Schools

Greater interest in the schools will be developed, it is believed, through the adoption of a unique plan by the Medina County school superintendents. At the meeting of the school and dealer interests at the Columbia Graphophone Co.'s model shop last month it was suggested that a circulating library of records, for use in

all schools, should be started. This suggestion has taken definite shape in the purchase of records, about 500, which will be used to start the library in Medina County, and give some fifteen schools the advantage of hearing all the music, a departure from the old method of each school buying its own records, which often results in duplication and does not offer the broad scope which the library system does. The plan is approved by W. A. Wilson, educational director of the Columbia Co., and may be developed in other communities.

Marion Harris was one of the first Columbia stars to be featured by the Columbia branch here, E. F. Hughes, service manager, co-operating with dealers in pushing her records and obtaining special hand-made posters, made by the Keith theatre organization, for display in dealers' windows.

Some Changes in Youngstown

One Okeh record firm discontinues at Youngs-

(Continued on page 108)

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

NEWS FROM CLEVELAND TERRITORY

(Continued from page 107)

town and two new ones develop. The firm of Ress Brothers has been dissolved. Joseph Ress will continue the business under his own name and L. M. Ress, under the firm name of L. M. Ress & Sons, opens another establishment. Both will feature foreign records, as well as standard numbers. The foreign record business has taken remarkable strides during the last few weeks throughout the territory, according to A. H. Lichtig, manager of the Kennedy-Green Co., Okeh distributors in northern Ohio.

New Brunswick Dealers

New Brunswick dealers have been established in this territory. W. W. Lerch, Canton, in the music business for five years, installs the Brunswick machines and records and C. M. Huber, at Ada, takes on the line with the Pathé.

E. M. Scott, recently of the St. Louis branch of the Brunswick, has been appointed to the Cleveland branch of that firm and will assist V. K. Henry, branch manager here.

F. W. Schwoebel With Eclipse Co.

F. W. Schwoebel, long identified with the talking machine trade and expert on sales methods, has joined the Eclipse Musical Co. as territory sales representative. Mr. Schwoebel comes from a large Southern Victor jobber, where he was sales manager. Prior to that he was traveling representative for the Victor organization itself. His addition to the staff of the Eclipse is considered a big asset for that firm.

Educators Attend Columbia Conference

More than one hundred school superintendents, supervisors, teachers and salespeople attended the educational conference held in the Columbia Graphophone Co.'s model shop to hear Prof. M. L. Mohler and Educational Director Wilson, of the Columbia Co., explain the record and its use in school work. Prof. Mohler, who has conducted a course at Columbia University, used this course in condensed form. Cleveland is one of three cities given these conferences by the Columbia Co., Boston and Kansas City being the others. Assisting in the work were Mrs. Sharpe, educational director at Cincinnati; Mrs. Brigel, Pittsburgh, and Miss Quealey, Chicago. Edmund Vance Cooke, Cleveland poet, spoke. Assistant Branch Manager H. C. Cooley was host to the visitors every day at Liberty Inn. The event lasted three days. Many records were sold to teachers.

Lecture on Caruso in Church

The church is recognizing music in a new way. A Canton pastor, soon after the death of Caruso, conducted a lecture on the singer, using records to illustrate his remarks, these being supplied by the George E. Wille Co. The lecture was so successful, and his hearers demanding more of like character, this minister proposes to give several similar lectures on artists appearing in or near Canton during the coming season, using their records as illustrative matter.

Take Over the Phillips Business

The Deutsch-Craigne Co. has been organized



Let One Man Deliver Your Talking Machine

The Lea Talking Machine Truck will handle the large machine with ease and safety. No stairs 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

to take over the establishment formerly conducted by Joe Phillips, East Fifty-fifth street, Woodland. Members of the new firm are well known in the vicinity in the amusement industry. The staff will be enlarged and the store improved and special effort to develop the high-class trade in the neighborhood will be made.

NEW PORTABLE CABINET STAND

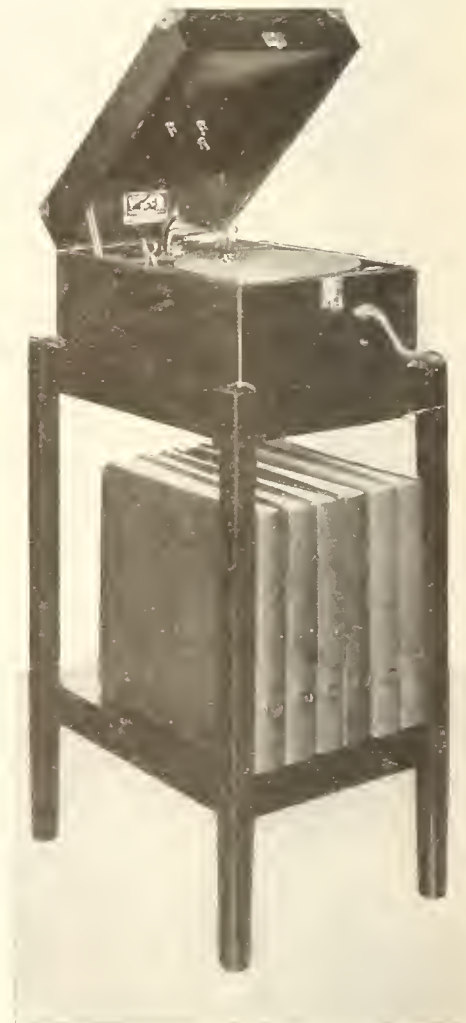
Product Put Out by the Unit Construction Co. for the Victor Portable Model Will Make a Strong Appeal to Merchants

PHILADELPHIA, Pa., October 8.—A new and original product has been developed by the Unit Construction Co., of this city, in the Unico No. 50 portable cabinet stand. As will be seen from the illustration, the Victor portable model in combination with the Unico No. 50 is converted into a semi-cabinet style machine, and, while both machine and cabinet stand are absolutely portable, the combination furnishes an ideal machine for the home as well.

The Unit Co. emphasizes the fact that this is a quality product in every particular. Built of solid mahogany and harmonizing in design and finish with the Victor portable, the Unico cabinet stand is of sectional construction and shipped in individual cartons, the package size being only three by sixteen by thirty-nine inches and the weight of the complete package but fourteen pounds. It can be carried under the arm or delivered by local parcel post for 12 cents. Owing to its unique construction, this cabinet stand can be readily assembled by anyone in less than five minutes.

Another interesting feature claimed for the Unico cabinet stand is the fact that it may be assembled with equal facility either as a base for the Victor portable or as a mahogany table for use in either demonstrating rooms of the store or for any and every home purpose. The officials of the Unit Construction Co. report that those in the trade who have inspected this new product predict that it will greatly stimulate the demand

for the Victor portable and have a very active sale, not only because of its many unique fea-



The Unico No. 50 Portable Cabinet Stand features but also because of the pleasing design and the quality of workmanship and materials used in its construction.

A pleasant greeting to a customer brings golden returns.



THE ORIGINAL

"DOWN HOME BLUES"

IS A

BLACK SWAN RECORD No. 2010



Sung by ETHEL WATERS—The Best Blues Singer in America. Your customers want the genuine original. Why accept imitations?

Another ETHEL WATERS record soon. Place your order early.

MADE BY

PACE PHONOGRAPH CORPORATION, 257 W. 138th Street, New York



ANTICIPATE

Your Orders for

LONG

Console Cabinets

The tide has turned, and the LONG factory is now working overtime to cope with the demand for LONG CONSOLE CABINETS.

Avoid disappointment and anticipate your orders as far ahead as possible. This is not an idle prediction, but a suggestion based on actual facts. We are receiving orders by telegraph, telephone and mail, and we are endeavoring to give our dealers prompt and efficient service.

LONG CONSOLE CABINETS are the pioneers in this field. They have won countrywide success through superb quality and unsurpassed workmanship, and they will bring profits and prestige to your establishment.

Place your orders today.

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.



Style 600
Sheraton



Style 601
Colonial



Style 602
Louis XV



Style 603
Chippendale



Style 604
Hepplewhite



"A Sweet-as-Sugar" Fox-Trot SWEETHEART"

BUFFALO ASSOCIATION TO TAKE UP IMPORTANT MATTERS

Talking Machine Dealers to Guard Against Misleading Advertising—Business Is Showing an Improving Trend—Rural Trade Profitable When Properly Followed Up—News of Month

BUFFALO, N. Y., October 10.—Talking machine dealers of this city are going to take extra precautions this Fall to guard against any possibility of the use of misleading advertising during the holiday season. A careful check will be kept to see that there are no talking machine ads published in the papers in which the reader is given in any way an enlarged impression of what he is getting for the money he spends.

This is one of the important matters which may come up for discussion when the Buffalo Talking Machine Dealers' Association holds its first Fall meeting this month. Last year some ads which appeared in the papers from one concern caused much discussion among the dealers, it being claimed that the reader who did not go over them thoroughly, reading small type as well as large, might get the impression that he was getting more for his money than was really the case.

The matter of misleading advertising will probably also come up at the meeting of the music group of the Buffalo Chamber of Commerce, which will be held this month. Definite dates for either of these meetings had not been set at the time this letter was written.

Election of officers for the coming year will be held at the first meeting of the talking machine dealers. C. E. Siegesmund, president of the association, will give a talk on the organization's work during the past year.

"Looking up," is the way most of the talking machine men report business. Employment conditions here are on the mend, many large plants reopening. The dealers report that inquiries are more numerous now than they have been for some time.

Victor wholesalers here have attended the school for wholesalers at Camden.

V. W. Moody and O. L. Neal, of the Buffalo Talking Machine Co., were in Camden. "We had a most enjoyable and entertaining, as well as an instructive, time," said Mr. Moody.

Curtis N. Andrews also went to Camden. He has just returned. Mr. Andrews is chairman of the music group of the Buffalo Chamber of

Commerce, and will preside at its opening session.

H. B. Haring, manager of the Columbia local branch, has just returned from a trip through his territory and reports that all signs indicate general improvement in business.

H. J. Hermansdorfer, of the Brunswick branch here, has just become a benedict. He was united in marriage to Miss Lily Wagner, of this city. They went on a honeymoon trip through the East. The Brunswick branch is growing rapidly. Within the last few weeks sales of records have increased to such an extent that it has been found necessary to put three new men in the record-shipping department. Miss Edna Rosenbloom has been promoted to the position of chief assistant in the phonograph division of the Brunswick branch. Among recent visitors were Mr. Schwab, of Schwab Bros., Holland, and Oscar Steinberg, of Jamestown.

R. F. Bolton, manager of the international record department, and J. A. Marshall, assistant manager of the dealer service department, were recent visitors at the Buffalo Columbia branch.

A new music store has just been opened at Niagara Falls which will carry, among other things, a fine line of Grafonolas. It is the Music Shoppe, which is located at 210 Falls street.

J. A. Goldstein has just taken possession of his new Grafonola Shop at the Falls. The Columbia company wishes to extend, through these columns, to Mr. Goldstein, its sincere sympathy upon the death of his sister, and also to E. D. Sweet, of Perry, N. Y., upon the death of his brother, Clarence.

The following Columbia dealers have been visitors at the local branch: Mr. Saeli, of Jamestown; Jense brothers, of Lockport; Mr. Dickinson, of Auburn, and J. A. Goldstein, of Niagara Falls.

Miss Florence Throm, secretary to Manager Haring, of the Buffalo Columbia branch, has just returned from a vacation in the Adirondacks.

Talking machine dealers are still finding it profitable to send salesmen into the country. Many of them report that many sales have been

made to people living in the rural districts.

Exhibits of talking machines to be seen at many of the county fairs, which are so numerous at this time of the year, are bringing many customers.

G. B. Satcye, who, for a number of years, has been Dictaphone manager of the Columbia branch here, has resigned and has gone to Cleveland. His successor has not yet been appointed. The local branch has also lost the services of R. A. Grant, formerly a company auditor, who has gone to New York to enter a new line of work.

C. E. Lehmann, of the Jewett Phonograph Co., Detroit, was a recent visitor to this city.

EDISON ARTISTS IN RECITAL

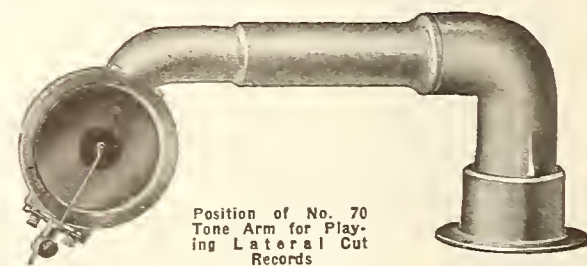
Hardy Williamson and Fleming Sisters Trio Appeal Strongly to Ohio Audiences

EAST LIVERPOOL, O., October 3.—Music lovers of this city were delighted by a group of artists who have thrilled large audiences throughout the country with their wonderful music when the Fleming Sisters Trio, instrumentalists, and Hardy Williamson, tenor, gave a joint concert Wednesday evening in the high school auditorium. The concert was made possible through the efforts of the Frank Crook Co., local Edison dealers. The program included selections sung and played in combination with the New Edison. The resulting effort proved to the delight of the audience the wonderful power of re-creating music.

A. E. Christensen has taken charge of the new Brunswick phonograph department of the Chipman Mercantile Co., at American Fork, Utah.

Money & Green, of Spencer, Ind., announce the opening of a new Edison shop.

ASSOCIATED No. 70 UNIVERSAL TONE ARM



Position of No. 70
Tone Arm for Play-
ing Lateral Cut
Records

Quality Construction
Unusually Good Tone No Blasting
For use in Phonographs retailing up to \$100.
Price for sample—\$2.00.
Quantity price on application.

Associated Phonograph Supply Co.
Dept. 71 Cincinnati, Ohio

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

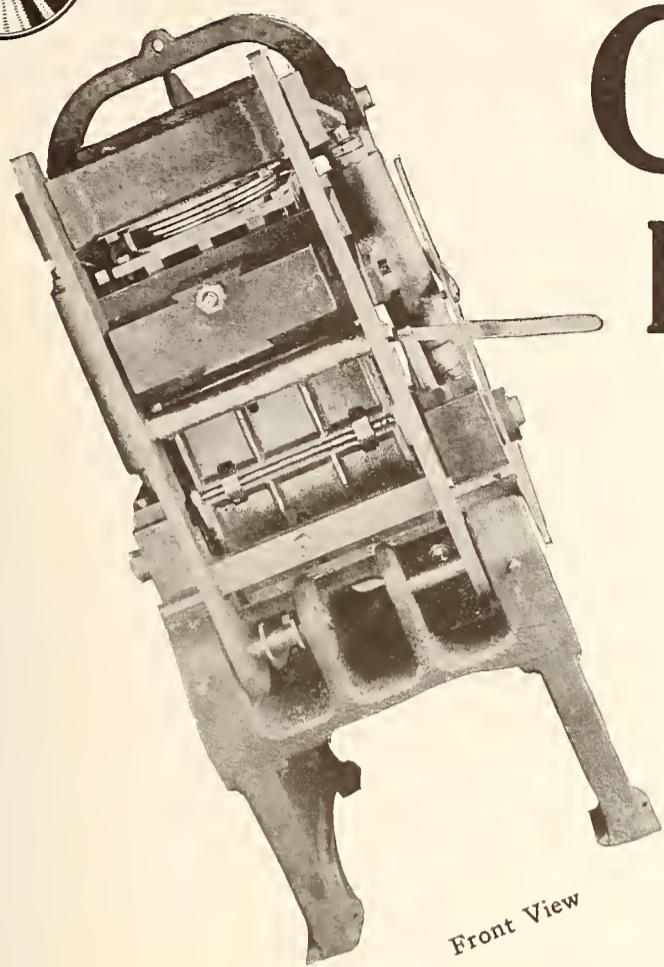
**RENE MADE SPRINGS AND PARTS ARE BETTER
COST LESS**

RENE MFG. CO.

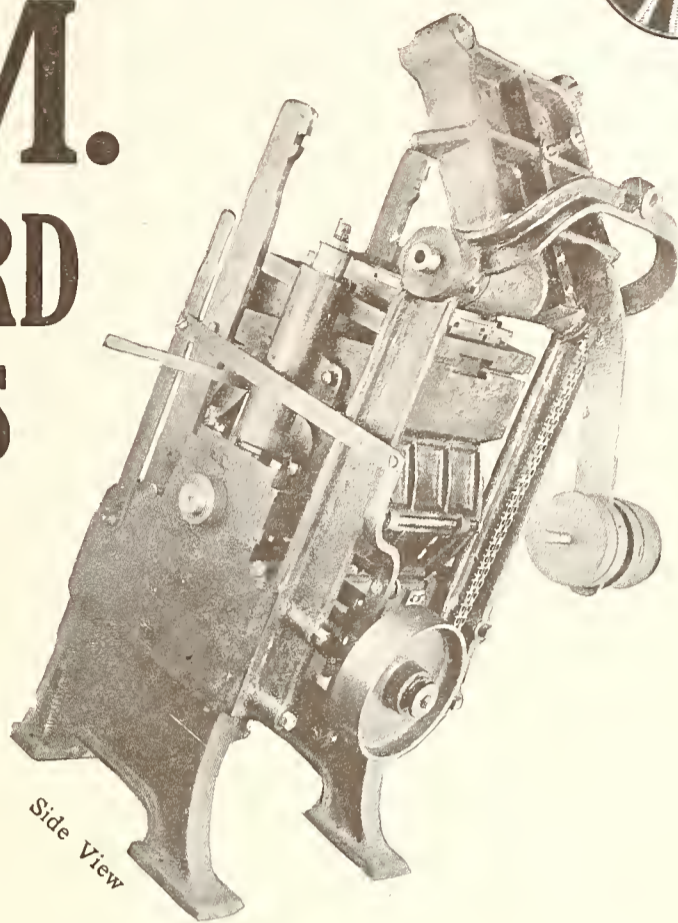
Montvale, N. J.



THE NEW
O.M.
RECORD
PRESS



Front View



Side View

**HIGH-CLASS RECORDS
PRESSED FOR THE TRADE**

*Samples and Prices on
Request*

Write for Information to

THE BRIDGEPORT DIE and MACHINE CO.

170 ELM STREET

BRIDGEPORT,

CONN.



Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., OCT. 10, 1921.

WHEN we say that the farmer is the backbone of the business and general prosperity of the United States we say something which, to the mid-Western man or woman, needs no further evidence than the mere statement. Chicago is the center of the country's agricultural interests, and Chicago knows the farmer as no other great American city can know him. Out here we realize to the utmost the extraordinary importance of the farmer's buying power, his prosperity and his intentions. We know that when the farmer declines, or is unable, to buy, the business of the whole country is disturbed, if not actually crippled. The people of the Eastern and Western coasts know these things too, but they do not know them intimately, as we know them. For which reasons we present, without further apology or explanation, some vitally important facts about farmers, which we imagine will rather interest our readers.

The Farmer Rules

THE Farm Journal has more than one million subscribers, and it is only one of a good many farm papers. Among these subscribers are

Twelve Thousand Smiths

more than twelve thousand bearing the name Smith. A month or so ago the research department of the Farm Journal was trying to determine how best to select a representative delegation from its subscribers, big enough and well enough distributed to represent the farming community genuinely, but small enough to be manageable. To such a delegation, numbering perhaps ten thousand, the Farm Journal purposed to put some questions about economic matters. A young man in the research department hit upon the really brilliant idea of selecting all the Smiths in the subscription files and sending the letter of inquiry to them. Twelve thousand such Smiths were found and each one was asked, in behalf of himself and of his family, what he proposed to spend on repairs, replacements, new buildings, new articles of convenience such as motor cars, washing machines, house and farm lighting systems, musical instruments, etc., etc., etc., during the next twelve months.

THE Smiths seemed to like the idea, for they responded in great

The Smith Plebiscite

form. And their answers indicate an amazingly interesting and encouraging state of affairs in every part of the country where farmers abide. Of those who answered, we find that:

- 74.9 per cent will paint, build or repair buildings, which would mean 513,700 if the percentage be held to apply to the entire subscription list of more than 1,000,000; that
- 56 per cent will build or repair fences, meaning 521,400 on the same proportion; and that
- 11.5 per cent will buy automobiles unless things go very wrong. This means 126,500 on the same proportion.

And, taking the smaller purchases, the replies received indicate that if the percentages among the Smiths hold good for the entire subscription list of the Farm Journal it is certain that

- 68,500 will buy lighting plants
- 33,100 will install heating plants
- 78,100 will buy washing machines

and, what is still more interesting to us, that 120,000 will buy musical instruments, including

Pianos	16,600
Talking Machines.....	31,100
Violins	8,000
Organs	8,300
Saxophones	8,200

The above figures are sufficiently remarkable in themselves, but it may be well to remind our readers that the Smith family, as the Farm Journal calls its Smiths, is a representative family. It is scattered all over the country and is predominately American. What the Smith family will do the great American farming community will do likewise. Now, conservative estimates have been made as to the money value of all the goods mentioned above, as well as of others of lesser general importance. These disclose the fact that, if the one million subscribers to the Farm Journal, or any other one million farm families, make purchases in the same proportion during the coming twelve months as the Smiths said they plan to make

the total figures will exceed \$911,000,000! Here is a lesson in the magnitude of the American farmer's collective buying power. Here, too, is a lesson in good sense; not in "optimism" but in good sense. The farmers of the U. S. A. furnish the backbone of the nation's buying power. The farmers are recovering confidence. They are also recovering their temporarily reduced buying power. As they go the nation goes.

THE talking machine man will note the important place which the talking machine takes in the list shown above. The talking machine,

Dane County, Wis.

in fact, is the farm musical instrument par excellence. No other gives so much music, whether as to quantity or variety, to the isolated household, as does the talking machine. Dealers who understand and are in sympathy with the ideas and thought of the farmer community are always sure of a profitable business with that community. But sympathy and understanding are needed. There lies before us, as we write, a booklet issued by the College of Agriculture of the University of Wisconsin, which is a State institution and very closely connected with the State Government in many of its branches. It is addressed to country school teachers and is intended to give advice as to the best methods of taking social surveys of school districts. A social survey is an investigation of the racial, economic, religious, educational and domestic conditions of the district and is made by the school teacher with the aid of volunteer workers secured from among the pupils. Every farm or village home in the district is visited and the occupants invited to give answers to questions about their property, their crops, their methods, their farm conveniences, their home conveniences, including musical instruments, and so on. Already in Wisconsin the rural study project has been wholly or partially carried out over the greater part of the State and the results are very interesting. For instance, statistics have been collected about the number of talking machines in farm homes. A talking machine map of Dane County, for instance, is one of many such which have been made from the results of the social survey. There are thirty-five townships in the county and the map shows that one township has more than eighty, several fifty or more, nearly all more than twenty, and only one has so few as one talking machine. There must be nearly eight hundred machines in the entire county.

What does that mean? Why, simply that the talking machine is a necessity to the modern farmer. But talking machines mean records. And if it be taken for granted—which is allowing far too much—that none of the machines in Dane County or in hundreds of other mid-West counties will be replaced the country dealer may well be asked: "Are you selling your share of the records to these farmers? And if not, why not?"

PERHAPS the city dealer will think that all this has no interest for him. But if he thinks so he is mistaken. There are two points for

Tips for the City Dealers

his attention. One is that as goes the farmer so goes the nation. When farmers have money we are all prosperous. The other is that if a social survey of Dane County shows that the talking machine is a household necessity, why is the same not true of the city? Likewise, it shows that wherever you go you will find opportunities for business if you look hard enough. But, best of all, it shows that the talking machine has come to stay and is as staple as wheat.

WHETHER in city or country the fact remains that those dealers who are going after business strenuously, and with an intelligent comprehension of the situation, are going to do a large

Business for the Seekers

volume of business this Fall and Winter. The talking machine makes a special appeal to a constantly widening constituency—for it brings into the home not only the popular music of the day, but the compositions of the greatest masters in the domain of music. It has a tremendous educational influence which is becoming more widely recognized year after year.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., October 8.—Is trade coming back? We believe it is. Our conviction is grounded on the fact of the many new organizations now coming into the field. Although we have not as many concerns in the business as we had a year ago new ones are continually coming in. The financial standing of these is generally much better and the products they are putting out are, on the whole, far superior to the goods of two years ago. There is also every reason to believe that the talking machine industry has now reached a price level at which it can resume business in earnest and in financial circles it is felt that the country in general is also rapidly coming to a similarly stable condition. What the purchasing public really demands is not so much a cut in prices as an improvement in quality. This applies not only to talking machines, but to everything.

The talking machine business in Chicago, as well as in the country towns, seems to be recovering fairly rapidly. Present indications point to a healthy increase during the Fall and holiday seasons. Accessories and records are still leading, but machines are coming up fast. No one in the trade, however, believes that there will ever be as many machines sold again in one season as during the war days, and anyone using horse sense will agree that this is a very logical way to look at future business.

We believe that one of the reasons for the vast sales of records during the war was that everyone was donating records to the war camps. The associations active during those

days made a specialty of collecting records for the benefit of the boys in the cantonments, and there were so many women out collecting records for this movement that very few people had much of a chance to accumulate an extensive library. Those who bought records in those days often just played them over a few days and then turned them over to the collectors. This movement alone increased record sales very materially and we wonder why a similar movement could not now be launched. Of course, there are no cantonments now, but we cannot see any reason why inmates of poor farms, orphan asylums, hospitals, prisons, reform schools and so forth should be neglected. Every town and city possesses, unfortunately, one or more of these institutions, so we can see nothing to prevent the local dealer, with the aid of the women's clubs and so forth in that neighborhood, from starting a movement for furnishing used records to these institutions. This would, in a great measure, tend to stimulate retail record business, just as it did during the war, and the publicity afforded would also bring many prospects.

Busy Publicity Department

Over at the advertising department of Lyon & Healy there is exceptional activity. The work just now is upon Victor publicity in the main, and fifteen commercial artists are working at top speed turning out drawings for Victor ads. One of the big jobs of the Lyon & Healy advertising department is to get up text matter and drawings for the Lyon & Healy Victor dealer

advertising service. As the department is arranged, the overhead expenses are cut to a minimum, and lately the prices for this service have come down considerably. Victor dealers can now get the benefit of the experience of a large corps of highly trained advertising men at a very nominal sum. Dealers who subscribe for this service receive a weekly supply of advertising literature embracing fifty-two matrices and fifty-two sheets of letter press.

Otto Tells of Conditions in Europe

Otto Schulz, president of the Magnola Talking Machine Co., of this city, has returned from a three months' trip through Europe, during which he was accompanied by Mrs. Schulz and their family of a daughter and four sons. The party visited Great Britain, France, Belgium, Germany and Czecho-Slovakia. President Schulz returns with strong convictions concerning the international economic political situation and its bearings upon the state of business and the prosperity of the United States.

As reported in The Music Trade Review for September 24, Mr. Schulz, in an informal talk with a representative of that paper shortly after his return to his desk, expressed the belief that there will be no permanent and complete prosperity in the world anywhere, including the United States, at this time. The finances and the economic relations of the whole world are so interlocked that trouble in one region inevitably affects the entire body of nations. At present the high figure of dollar exchange makes

(Continued on page 115)



Interior Views of GLICK'S Talking Machine Shop Installed by

GEO. PETERSON MANUFACTURING CO.

Manufacturers of Modern Talking Machine Shop Equipment

1801-11 No. Lincoln Street

Incorporated 1918

CHICAGO, ILL.

Hire an Advertising Man for \$5.00 a month!

If you hired an advertising expert to write your ads for you and then you paid an artist to make drawings, their salaries for one week would be several times the cost for a whole year of the

LYON & HEALY VICTROLA NEWSPAPER ADVERTISING SERVICE

formerly \$8.33 per month

Now \$5.00 a month

It is an exceptionally high-class series of ready-made newspaper advertisements at a very great reduction in price. 52 advertisements per year, 52 matrices and 52 sheets of letterpress—one a week. Each one written by our own advertising department with its years of experience in Victrola advertising. Drawings that are out of the ordinary, done by the best artists. At present there are fifteen artists on our staff.



The Victrola is instruments in c

As you wish, it is a voice, the pian violin, or a symphony orchestra. The trola brings to you all the best music and played by the great artists.

You may have your Victrola now if you Pay for the first selection of records and will deliver your instrument.

Outfits are carefully prepared by us show a few of them below.

(LIST HERE THE OUTFITS YOU WISH TO FEAT

Outfit No.	Outfit No
\$	\$
Outfit No.	Outfit No
\$	\$

(Your Name)
(Your Address)

Exclusive
Sold to only one
Victor dealer in
each city.

A Song of Summer

—a golden haze spreads over the crisp yellow stubble in the meadows — great masses of cloud drift slowly across the sky — from a little village, dreaming quietly in the white, untruffed dust of summer, a woman's voice croons a lullaby in the midday calm.

Victrola

(Your Name) (Your Phone)
(Your Address)



Artistic Temperaments

ARTISTIC Temperaments are ever the to appreciate the lovely new strains h characterize the latest popular-classic e. The greatest charm in singing or ng may be such a delicate thing as to be altogether except under ideal conditions. is why it is so important to acquire a ola. The world's greatest artists entrust eproduction of their voices only to this ument. Victrola records are made to only on the Victrola and are heard at their only under such conditions.

The Victrola

Prices range from \$25 up, a model for very purse. Our plan of small payments make it possible for every one to own a victrola. Come in and permit us to explain t to you.

(Your Name)
(Your Address)

Write for
Free Samples

Write for
Free Samples

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

it virtually impossible for foreign nations to trade with this country, while conversely the manufacturing nations, like Germany, which have the lowest exchange values, are getting the business.

If the business of the world, which includes that of this country, is to get back on an even keel the debts incurred during the war must be liquidated, no matter how long the process takes. Further, the general economic position of all the former belligerents must somehow be restored. This cannot begin until all those nations are again manufacturing and trading freely. They cannot pay their debts held in this country unless they can trade with this country and with each other. The foreign trade of America is virtually non-existent to-day because of the abnormal rates of exchange, which are not a blessing but the reverse to the American business man who has goods to sell abroad. Moreover, we cannot do all the selling and none of the buying. We need foreign trade, but we cannot get it unless we, in turn, are buying from foreign nations. Prohibitive tariffs that shut out all foreign goods will be harmful to national prosperity.

Mr. Schulz is not favorably impressed with the superficial opinions of those who suppose that the European nations are ruined. He saw wonderful work of reconstruction in the devastated regions of France and was surprised at the evidences of returning activity in Belgium and Germany. He comes home quite convinced that there will be no revolutions in Great Britain, France or Germany, but that the big men of these nations are sitting up nights working for the recovery of their native lands from the devastation of war.

Mr. Schulz believes that American business is on the mend and reports that he returns to find the Magnola factory doing fairly well and likely to do much better a little later on.

L. C. Wiswell Married

L. C. Wiswell, the genial and accomplished head of the Lyon & Healy Victrola department, and known throughout the country as one of the talking machine industry's leaders, was married on September 17 to Miss Olive McCormick, of Pittsburgh, Pa. Immediately after the wedding Mr. and Mrs. Wiswell left for an extended trip through the East.

Publicity and Theatre

A contract has just been made between Holland's Music Shop and the Englewood Theatre whereby the former has secured exclusive advertising rights to the steel curtain of the Englewood. The Holland's Music Shop, as recently announced in these columns, is an exclusive Victor retail establishment at 6351 and 6353 South Halsted street. The new sign is circular and occupies nearly the entire curtain. Within the circle is a large facsimile of the famous Victor trademark. The text matter gives the location of the Holland's Shop, together with some clever little phrases directed toward the prospective purchaser.

Attractive Console Line

The Federal Phonograph Corp., of this city, has just brought out a very attractive line of console models, which it is announcing. The most prominent designs are the Adam, Sheraton and Queen Anne, which are furnished in selected figured mahogany with solid mahogany hand-carvings. The dimensions of these instruments are practically uniform, including one at the popular height of 36 inches with 39½-inch width and 23½-inch depth. The finish may be red, brown or satin.

"Peerless" Ravis in Chicago

A welcome visitor to Chicago last week was Phil Ravis, president of the Peerless Album Co., of New York, and one of the most popular members of the accessory trade. Mr. Ravis has a host of friends in the Chicago retail center and spent quite some time with all of them. In a chat with The World Mr. Ravis stated that he had received good-sized orders for Peerless albums from dealers in Chicago and that ap-

parently the retail trade is optimistic and confident as to Fall activities. Mr. Ravis visited Chicago after spending several weeks in the Western territory and his reports reflect increased activity all along the line.

New Brunswick Consoles Out

The advertising division of the Brunswick-Balke-Collender Co. has just issued an attractive four-page brochure featuring Brunswick console models. This folder can be used to excellent advantage by Brunswick dealers, as it typifies in every detail the quality standards of the Brunswick console models. This folder is noteworthy as the first official introduction of three new console models in the Brunswick line, these being the Cambridge, the Colonial and the Queen Anne, which are all illustrated

with adequate descriptions. These, together with the Stratford model, represent the Brunswick console line up to date. The new models, which are exceptionally attractive, will retail as follows: Queen Anne, \$225; Colonial, \$250, and Cambridge, \$350. In a foreword announcing these models the Brunswick Co. calls attention to the steadily increasing demand for the console phonograph and emphasizes the very individual and distinctive features of the three types it is placing on the market

Service Material Sought

As indicative of the increased activity in the Columbia field in Chicago, M. G. Peters, supervisor of the Dealer Service division at the local wholesale branch, stated that his department

(Continued on page 116)

The Oro-Tone

QUALITY FIRST

Just Say

"Send Samples On Approval"


For the Edison

No. I-E ORO-TONE

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plate, \$10.50.



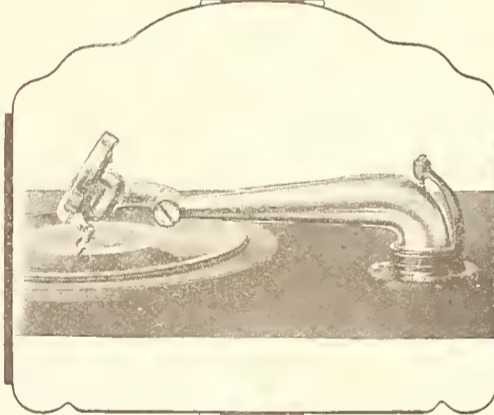
For the Victor

No. LS-V ORO-TONE

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.




For the Columbia

No. I-C ORO-TONE

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.



SEND FOR

Copy of the "Oro Tone" Illustrating the Complete Oro-Tone Line

The Oro-Tone Co.

QUALITY FIRST

1000 to 1010 GEORGE STREET
CHICAGO, ILLS.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 115)

had sold more Dealer Service material to Columbia dealers from September 12 to September 16 than had been sold for the previous six months. He states that the dealers who are visiting the Dealer Service headquarters are evincing keen interest in all of the latest sales material, expressing a desire to use it extensively during the Fall season.

Brunswick Exchange Proposition Pleases

When the Brunswick-Balke-Collender Co. announced recently the introduction of three new models to its line it offered Brunswick dealers a very liberal exchange proposition, whereby they could exchange the old models on the basis of one old for every two new machines they ordered.

The Brunswick trade was greatly pleased with the liberal spirit of this offer and it is interesting to note that the orders placed by Brunswick dealers in Chicago territory during the first three weeks of September showed an average of four new machines for one old one, instead of only two for one.

A. J. Kendrick, general sales manager of the Brunswick phonograph division, is naturally enthusiastic regarding the success of the exchange plan, and in a chat with *The World* stated that the sales closed by the Chicago wholesale branch in the first six days of September were greater than those of the entire month of August, and that the figures of the Chicago branch for the month were in excess of the total business closed for the previous three months.

Ambassador Progress Gratifying

The Ambassador Phonograph Co., which introduced its product to the trade and public at the Chicago Pageant of Progress this Summer, has been attaining unusual success in the sale of Ambassador phonographs to the dealers. Quite a number of important agencies have already been established, and in order to keep pace with its growing business the company has trebled the floor space occupied by its sales offices at 19 West Jackson boulevard.

In a chat with *The World* F. K. Weston, general sales director of the company, stated that the dealers are giving the Ambassador phonograph an enthusiastic reception. Mr. Weston recently completed arrangements for some new models, with prices that enable the company to give the jobbers and dealers most desirable propositions.

Included in the equipment of the Ambassador phonographs is a new post electric flasher, larger than the flasher ordinarily used, and which furnishes a good talking point to the dealers; another part of the equipment is the Hutches "Pick-up" needle cup, which has won considerable popularity during the past few months.

An interesting feature of the Ambassador display at the sales offices is a demonstration phonograph, finished in four woods. The front is in mahogany, the back in burl walnut, one side in golden oak and the other in fumed oak.

Now—
Secure Your Right to an Okeh Agency
Why Lose Your Share of Fall Trade
BY WAITING?

Okeh Records

Play on any standard disc machine and are assured sellers. Write for Dealer Proposition.

W.W. KIMBALL CO.

Wholesale Distributors

Established 1857

306 So. Wabash Ave., at Jackson Blvd.

Kimball Bldg., Chicago



By using this machine for demonstration purposes the Ambassador dealer can visualize the four wood finishes without being obliged to show the customer four different machines.

The company has just taken over its entire stock of hill-and-dale Okeh records from the General Phonograph Corp. of Illinois. Ambassador dealers have evinced keen interest in these records, which are being shipped to all parts of the country.

Frank K. Pennington Visits Chicago

A welcome visitor to Chicago recently was Frank K. Pennington, formerly assistant general sales manager of the Columbia Graphophone Co., and one of the most popular members of the trade. Mr. Pennington renewed old acquaintances in the industry, calling at the offices of the Columbia Co., where he was given a hearty welcome by John McKenna, manager of the branch. In all probability Mr. Pennington will have an important announcement to make regarding his plans for the future within a few weeks, and in the meantime he is taking a well-earned vacation, which he is thoroughly enjoying.

Pleased With Business Outlook

W. C. Fuhri, general sales manager of the Okeh record division of the General Phonograph Corp., has been a recent visitor to the offices of the General Phonograph Corp. of Illinois. Mr. Fuhri conferred at length with S. A. Ribolla, general manager of the Illinois division, and was glad to learn that Okeh business in this territory is showing an increase far beyond all ex-

pectations. Mr. Fuhri was en route to New York after spending a few weeks in the Western territory, and his reports of general conditions indicate that Okeh jobbers are not only preparing for an active Fall trade, but are closing a healthy business.

New Oro-Tone Tone Arm

The Oro-Tone Co., at 1000 George street, has just placed on the market a new tone arm, which will be known as No. 3D. This tone arm has several distinctive features, is of adjustable length and is designed primarily for moderate and low-priced machines. The company is also marketing a No. 03 reproducer, which is particularly adapted for use with the 3D tone arm. Leigh Hunt, secretary of the company, states that Oro-Tone business during the past month has been most gratifying. The attachments made by this company are steadily increasing in popularity and, from all indications, Oro-Tone business this Fall will be fully up to expectations.

Active South Side Dealer

Solar's Music Shop, at 2025 West Thirty-fifth street, has always enjoyed an active trade in Columbia Grafonolas and records, due to the fact that Frank Solar is one of the most progressive and up-to-date merchants on Chicago's South Side.

His latest idea was the hiring of a four-piece jazz orchestra for a Wednesday night concert. A large wooden platform was built on the corner adjacent to the Solar establishment, and

(Continued on page 118)

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

GOOD NEWS FOR YOU!!

Disarmament is Here! No More War!!

Automatic record repeating devices have never had a fair chance because of patent litigation. All that is now over. REPEATING DEVICES CORPORATION has succeeded to all the rights of Repeat-O-Graph Co. and the Repeater-Stop device, as well as the absolute control of all patents upon such form of devices including:

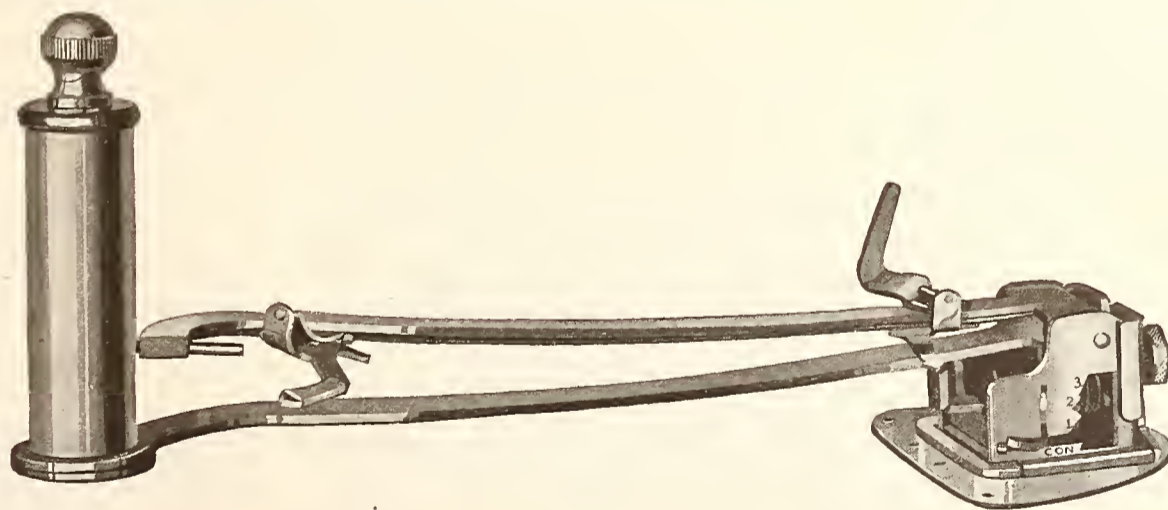


U. S. Patent No. 1060955, granted May 6, 1913.
 U. S. Patent No. 1062369, granted May 20, 1913.
 U. S. Patent No. 1275823, granted August 13, 1918.
 U. S. Patent No. 1317257, granted September 30, 1919.
 U. S. Patent No. 1317258, granted September 30, 1919.
 U. S. Patent No. 1317259, granted September 30, 1919.
 U. S. Patent No. 1218408, granted March 6, 1917.
 Application No. 299698, filed May 26, 1919.
 Application No. 294153, filed May 2, 1919.
 Application No. 286819, filed April 2, 1919.
 Application No. 324542, filed September 18, 1919.
 Application filed October 23, 1919.
 Canadian Patent 171377, granted August 15, 1916.
 Canadian Patent 193406, granted October 21, 1919.



With one source of supply on all of these instruments come lower prices, better devices and improved management—all for your benefit.

The trade will no longer be vexed with injunctions or litigation and can turn its undivided energy to **SALES**. We have anticipated a big demand and are ready to make immediate delivery at rock-bottom prices. We stand behind these devices, guarantee material, workmanship and performance and solicit your orders.



Repeating Devices Corporation

For immediate Service write or phone our nearest office as listed below:

(Other Offices to Follow)

New York
 14th and Van Alst Sts.
 Long Island City, N. Y.
 Phone, Hunter's Point 6000

**Western Factory and
 General Offices:**
 408-10 Sullivan Street
 Phone Diversey 8010 and 8011
 Chicago, Illinois

Chicago
 Suite 1109
 537 So. Dearborn St.
 Phone Harrison 7138

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

with the co-operation of Mort Green, of the Fred Fischer Music Pub. Co., a most successful concert was launched. The big feature of the evening was the new song hit "Ma." The orchestra played this song, Mort Green sang it and then led the crowd as a community chorus.

Mr. Solar introduced a unique publicity method, whereby he secured over 1,500 names and addresses, which will be used as Grafonola prospects, these names being secured by offering prizes that required registration by all contestants. It is estimated that over 2,500 people attended this concert, which was one of the banner events of the neighborhood.

Duncan Sisters Sing "Hortense"

The Duncan Sisters, playing in Fred Stone's popular hit, "Tip Top," at the Colonial Theatre,



The Popular Duncan Sisters

have a hobby of practising the songs that they use in their show with the records of these selections before they introduce them to the public. Recently they visited the offices of the Columbia

THE \$1.00 CUTTER—HERE IT IS

Retail Price

\$1.00

A better Fibre
Needle Cutter
for less money

The ALTO

Made Entirely
of High-Grade
Steel

ALTO MFG. CO. - 1801-1803 Cornelia Avenue, Chicago, Illinois

Graphophone Co., at 325 West Jackson boulevard, and in the accompanying illustration they are shown listening to Frank Crumit, exclusive Columbia artist, singing "Hortense" on a Columbia record. The Duncan Sisters were so delighted with this record that they introduced "Hortense" in "Tip Top," singing it in a manner similar to that used by Frank Crumit. The song "stopped" the show, being one of the hits of the performance.

Open Exclusive Brunswick Shop

The City Furniture Co., 6160 South Halsted street, which has been handling Brunswick machines and records for some time, has found the business so profitable that it has added an adjoining store and will equip it in the most modern manner, opening it as an exclusive Brunswick shop on October 1.

Another Cole & Dunas Bulletin

Service, quality, price and friendly feelings are the main topics in the new trade bulletin gotten out by the firm of Cole & Dunas. The cover page of this bulletin is taken up with some paragraphs pertaining to service, quality, price and friendly feelings. Regarding service, one reads that Cole & Dunas supply your immediate and future needs from large stocks and with forty-eight hour delivery. "Each and every article," says the bulletin, "is of first quality, perfect mer-

chandise and doubly inspected. All items are exactly as represented and if found to be not so will be taken back. In the matter of price," the bulletin continues, "large buying power guarantees prices against further decline. Should there be any further reductions below the present market price, the saving will be applied to invoice. In the matter of friendly feeling," the bulletin states, "that to satisfy you is the aim of Cole & Dunas." Within the bulletin the reader will find everything in the accessory line as well as complete talking machine repair parts. One will also find an exhaustive display of advertising relative to small musical instruments such as bugles, cornets, drums, ukuleles, etc.

H. C. Brown Studying Conditions

Henry C. Brown, of the Victor Talking Machine Co., passed through here recently on his way to the Coast. He is making a survey of business conditions in the various sections of the country which he is visiting.

It Pays to Advertise

We always knew that advertising in The World produced results, but this belief was strengthened the other day when F. K. Weston, general sales director of the Ambassador Phonograph Co., advised us that within twenty-four hours after the publication of the September issue of The World inquiries had been received



No. 16

Style—Adam.
Wood—Selected figured mahogany. All solid mahogany hand carvings.
Dimensions—Height, 36 inches. Width, 39½ inches. Depth, 23½ inches.
Finish—Red, brown and satin.
Trimmings and Equipment—Best quality gold plated.

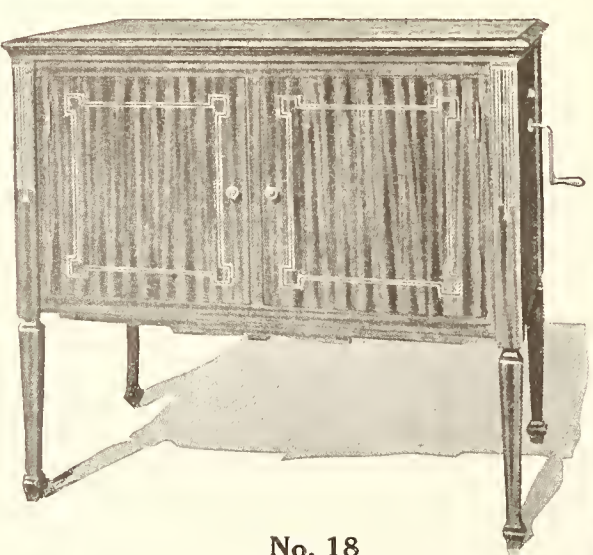
Here is the big drop you have been looking for. Our special trade prices for all machines illustrated.

1 to 5 Machines, \$80.00 each
5 to 10 Machines, \$75.00 each

Selling Resistance

is reduced by this attractive line of

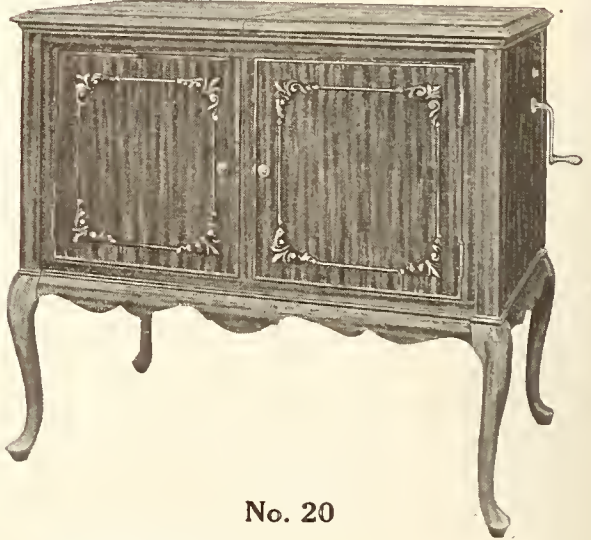
Federal Consoles



No. 18

Style—Sheraton inlaid on doors and legs.
Wood—Selected figured mahogany.
Dimensions—Height, 36 inches. Width 39½ inches. Depth, 23½ inches.
Finish—Red, brown and satin.
Trimmings and Equipment—Best quality gold plated.

These are the same
high-quality consoles
that sold last year at
100% greater prices.



No. 20

Style—Queen Anne.
Wood—Selected figured mahogany.
Dimensions—Height, 36 inches. Width, 39½ inches. Depth, 23½ inches.
Finish—Red, brown and satin.
Trimmings and Equipment—Best quality gold plated.

FEDERAL PHONOGRAPH CORPORATION
1458-1464 W. Kinzie Street CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

from several reliable and well-known firms in different parts of the country. Needless to say, Mr. Weston is giving these inquiries his careful attention.

Ribolla Visits New York

S. A. Ribolla, general manager of the General Phonograph Corp. of Illinois, spent a few days recently at the executive offices of the parent company in New York, where he conferred with Otto Heineman and other executives regarding plans for the Fall campaign. Before leaving for New York Mr. Ribolla spoke enthusiastically of the business improvement that had been noticeable in Chicago territory since the first of September. He stated that the demand for motors is showing a decided increase and that carload orders had been received for immediate shipment.

Brunswick Boosts Isham Jones

Under the direction of the Brunswick-Balke-Collender Co. the week of September 25 was celebrated in Chicago as "Isham Jones Orchestra Week," in recognition of the opening of the Fall season of the College Inn at the Hotel Sherman, where the Isham Jones Orchestra will officiate. The College Inn opened on October 3 and "Isham Jones Orchestra Week" served to impress upon the public the nationwide popularity of this orchestra and the fact that it records exclusively for the Brunswick library.

The Brunswick-Balke-Collender Co. used extensive publicity throughout Illinois, Indiana, Missouri, Wisconsin and Iowa in connection with this "Isham Jones Week" and also furnished Brunswick dealers with window displays, show-cards, etc. This publicity was used to excellent advantage and throughout these five States. Brunswick representatives co-operated with the company in making "Isham Jones Week" a notable success.

Big Biese Boosts

Two thousand five hundred two-sheet posters are now displayed on the elevated stations of Chicago, announcing the fact that Paul Biese and his famous orchestra are playing at White City, one of the most popular dance places in Chicago.

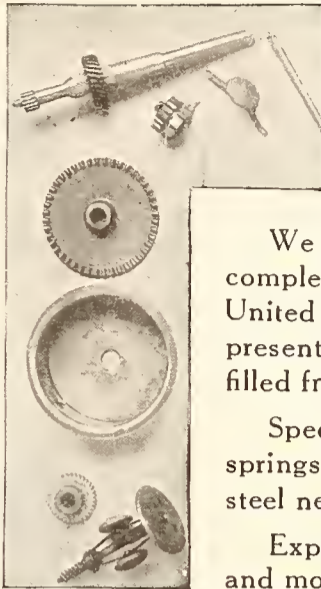
Paul Biese and his orchestra are exclusive Columbia artists and these posters have served to stimulate the demand for Paul Biese's records and to enhance the prestige of this well-known music director throughout the city.

Many Tributes to Chamlee

The officials of the Brunswick-Balke-Collender Co. are very much gratified at the high tributes paid by critics and musical experts to the artistic merits of Mario Chamlee, the famous Metropolitan Opera artist, who records exclusively for the Brunswick Co. One man, in commenting on Chamlee, also pays a high tribute to the Brunswick records of his voice, saying: "Those who have heard Chamlee or his records can appreciate his phenomenal voice, depth of feeling, appeal and mastery."

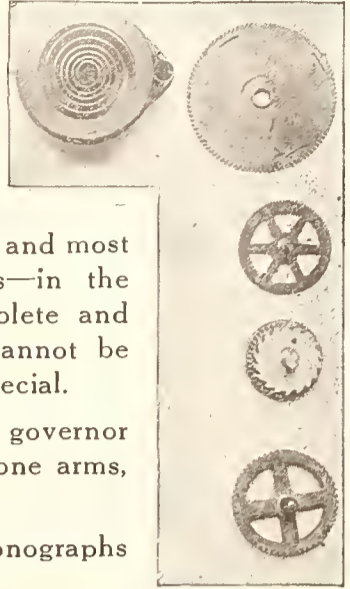
Lyon & Healy Recitals Reopened

Ever since Lyon & Healy began their noon-day concerts years ago their fame has been continually spreading. It has, therefore, been the ambition of the company to make a new record each year in the matter of public attendance. The 1921-22 season was formally



Repair Parts

For All and Every Motor That Was Ever Manufactured

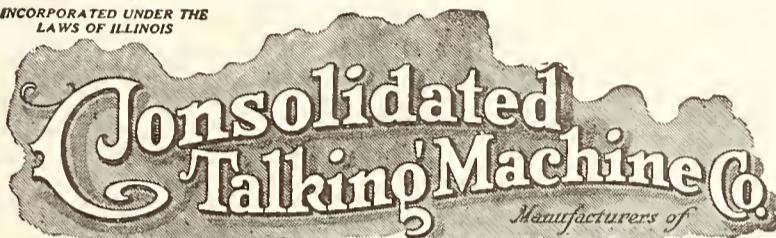


We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

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



SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Gratiot Ave., Detroit, Mich.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

opened the middle of September, and up to the time of going to press The World is informed that the record so far this year, as compared with the corresponding period last year, shows a great increase in attendance. The public is given highly diversified and interesting musical entertainment. Especially noteworthy is the artists' series, which is to be carried on right through the season. Most of the artists are exclusively Victor and they are giving each day a number of vocal and musical selections.

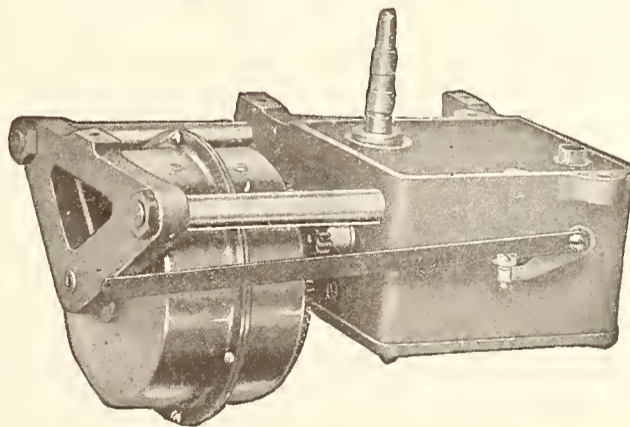
Another Consolidation

A new company, known as the Repeating Devices Corp., has just been incorporated under the laws of Illinois. The officers of the new organization are: Thomas M. Booth, president; George W. Sheppard, treasurer, and Rudolph Blash, secretary. The purpose of this new organization, according to President Booth, is to manufacture and sell under an exclusive license

agreement all forms of automatic repeating devices for sound-reproducing instruments under the patents heretofore used by the Repeating Co., by the Webster Novelty Co. and others. In other words, the new company states that the war which formerly existed among the Repeater Stop, Repeat-O-Graph and Webster Novelty Co. has come to an end and that the inventors of all patents used by these former companies have buried the hatchet and placed all of their eggs in one basket. The company now states that it controls thirteen patents, whose dates of issuance and application range from 1913 to 1919, and that it is now the sole and exclusively authorized licensee to manufacture, advertise, use and sell any of the devices made under any of the patents they control.

The previous experience of the sales organizations marketing these instruments shows that
(Continued on page 121)

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



Edison Diamond Amberolas--Plus Service

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

This is positively the first and last opportunity for Manufacturers to buy the well-known and guaranteed

S A A L MOTORS AT SACRIFICE PRICES

Far Below the Factory Prices

12,191—EE	With Swedish Springs	- - - -	40%	BELOW FACTORY PRICES
8,263—AA	With Swedish Springs	- - - -	40%	BELOW FACTORY PRICES
2,100—DD	Gold Plated Only	- - - -	45%	BELOW FACTORY PRICES
150—CC	Gold Plated Only, Three Springs	- - - -	40%	BELOW FACTORY PRICES

Cabinet Hardware at 30% Below List Prices

CHICAGO PHONOGRAPH REALIZATION

(NOT INC.)

315 Union Park Court

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

there is a ready sales for both, it only being necessary to demonstrate and show the merits of the devices. Patent litigations and other legal battles then existent among these organizations have come to an end. Now that all litigation is over and the consolidation of patents has been effected the new company is prepared to put these well-known articles on the market. Manufacturing is now well under way for a large output. The officers of the company state that all prices have been considerably reduced and that the instruments themselves have been simplified and improved in many ways.

New Virtuoso Scores

Visitors to the County Fair, held recently at Libertyville, Ill., were given a treat when R. R. Granquist entertained at the request of J. Blumberg, a Columbia dealer of Waukegan, Ill. While the fair was going on Mr. Blumberg presided over the Columbia display and, in order to cooperate, the Chicago branch of the Columbia Co. sent down Mr. Granquist. After a day full of thrills, such as baseball games, horse racing, etc., a crowd of about 25,000 people gathered at the huge platform for an evening's vaudeville entertainment. After the regular acts had been performed the management of the fair, which had previously been tipped off by Mr. Blumberg of Mr. Granquist's ability as a pianist, called upon the latter for a few piano selections. Although unprepared Mr. Granquist obliged and, after being introduced as an "artist of the Columbia Graphophone Co.," played Chopin's "Militaire Polonaise in A Major." His rendition was so pleasing and he received such a hearty applause that several encores had to be given.

Some New Accessories

The Alto Manufacturing Co., of this city, reports that its business is increasing and that it has quite a number of new articles to offer to the trade. One of these is a clever little invention, a self-anchoring nut. It can be used in a talking machine in places where a wood screw



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.

Jewel
PHONOPARTS CO.

154 West Whiting Street
Chicago

will not hold. The screw can be taken out as often as necessary, but the self-anchoring nut always stays in place. The company is also turning out quite a number of the well-known Alto fiber needle-cutters. It has two models of different construction to offer to the trade, one being the scissors type, the other modeled somewhat after the pattern of a pliers. The Alto Co. is also putting out a steel needle repointer. This is a little grinding instrument which fits over the turntable shaft and has at its edge a tiny groove. The needle to be sharpened is placed in its regular playing position and the point is laid in the trough of the grinder. The motor is then started and in a few twirls of the turntable the needle is re-pointed.

Marigold's Victor Week

An event most pleasing not only to music lovers of Chicago, but to Victor dealers as well, was the announcement of the opening of the Winter engagement of Benson's Chicago Orchestra at the Marigold Gardens October 3. As everyone knows, Benson's Chicago Orchestra records exclusively for the Victor Co. and Chicagoans familiar with the Benson records kept the orchestra busy with encores. Victor officials, who happened to be in the city, as well as dealers from all parts of the city and State,

were present during the week of the third to the tenth.

Columbia Artist Entertains

At the recent luncheon of the Piano Club a delightful form of entertainment was given members in the appearance of Furman and Nash, Columbia record artists, who sang three humorous selections. This pair, at present playing upon the Orpheum and Keith vaudeville circuits, received the enthusiastic applause of the piano men.

Imperial Piano Co. Opens New Store

One of the most attractive stores outside of the Loop was opened recently on the corner of Ashland boulevard and Van Buren street by the Imperial Piano Co., of which Louis Lowenthal is president. Mr. Lowenthal has been a West Side dealer for many years and until a few weeks ago conducted the Lowenthal Piano Co.

The new store occupies the ground floor of the Ashland Boulevard Auditorium Building. It has an eighty-foot frontage on both Ashland boulevard and Van Buren street and nearly that much crystal frontage in the corridor of the building. The big auditorium upstairs, which is in use nearly every evening of the week, has a seating capacity of four thousand and literally thousands of people pass through the corridor

(Continued on page 122)



MODEL No. 500



Two New Models

Available for the

CHRISTMAS TRADE



MODEL No 52

Here are two live, snappy, new models in our line made of the finest materials and moderately priced.

You can't go wrong on these!

Wire or write for samples and prices.

The Wolf Manufacturing Industries

Manufacturers of High Grade Phonographs

QUINCY
ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

and consequently view the Imperial Co.'s crystal front display of pianos and talking machines during the evening.

The decoration of the store is simple but artistic and has a very elaborately designed tiled floor. A complete line of pianos and players and also of talking machines, records and player music rolls will be carried. The store was crowded Saturday evening at the opening and there were plenty of music and flowers.

Now Reichard Manager

A change of managers was recently effected at the Reichard Piano Co., whose retail establishment is at 1311 Milwaukee avenue. The new manager is A. Lynn Minzey, who was formerly connected with the firm of Elbel Bros. Co., of South Bend, Ind.

Shine to Jazz Music

One often hears of new applications of music and especially as to how it is applied commercially. While going down Wabash avenue this week, The World representative ran across a new application of the talking machine and

thought it worth investigating. The place was none other than a shoe-shining parlor owned by a Greek. He had some half dozen or more colored boys doing the shoe shining, and up on a sort of pedestal in back of the store there was mounted a talking machine. By the side of the talking machine was a big pile of up-to-date fox-trots, jazz and blue records. The Greek, himself, was sitting by the side of the talking machine, and he not only played the part of the cashier for the establishment but also operated the instrument. Upon inquiry as to why he selected jazz and fox-trot music, he remarked: "I have watched those colored boys work for a long time and I noticed that the majority of them keep sort of a drumlike rhythm with their brushes and rags. In fact, it sounded like they were keeping time to a piece of music that was going on within their minds. I thought that by installing this talking machine and playing records to their liking they would be happier and do better work. However, since I have put the machine in I find that they are not only happier but during a rush I can



FILING CABINETS

of the Art Model Console Type especially adaptable for Victor IX's.



Size 8x13x15

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

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 8598

regulate their speed by playing the machine faster. They unconsciously keep time to the music with their brushes and polishing rags and turn out more work in faster time and seem to be less tired."

Introduce New Panel Material

A Western manufacturer recently put on the market a new panel material which is having great success in the automobile field, and which may be equally well suited to the manufacture of talking machine panels and similar parts. The material is called Plymetl and consists of built-up wood stock faced by a very thin sheet of steel. A special cement is used to fasten the wood and the metal together, and the finished article is said to be entirely waterproof, extremely durable, highly resistant to heat and at least five times as stiff as sheet steel of the same weight per unit of measurement.

Plymetl may be either single-faced or double-faced—that is, the metal sheet may be in front only or on front and back of the panel. The commonest thickness is five-sixteenths inch and

Two Certain Winners

JACK DEMPSEY KNOCKS OUT EVERY CHALLENGER

THE AMBASSADOR PHONOGRAPH
KNOCKS OUT EVERY OBJECTION

Made Right—Priced Right—Outsells Competitors—Pays You Larger Profit—"Others May Follow—But None Shall Lead"

That's The Ambassador

Mr. Dealer,

Everywhere:

We want

Your Busi-

ness-NOW!



Jack Dempsey
World's Heavyweight Champion
and his Ambassador Console

Mr. Jobber

Write Us
—If Your
Territory Is
Open, You
Are Losing
Money and
So Are We.

SIX BEAUTIFUL MODELS
ASK US ABOUT THEM

AMBASSADOR PHONOGRAPH CO.

EXECUTIVE OFFICES:
Suite 201
312 SO. CLARK STREET
PHONE WABASH 6827

CHICAGO
ILL.

SALES OFFICE:
Suite 300
19 W. JACKSON BLVD.
PHONE HARRISON 9530

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

when the famous Benson Orchestra opened its engagement at that center of entertainment in Chicago. It was "Victor Night" from start to finish, and the Victor people who attended had an opportunity of listening to the orchestra, which is making Victor dance hits popular all over the country. In co-operation with the Chicago jobbers the Victor Dealers' Association of this city put the thing through in a most successful manner. Invitations were mailed out enclosing tickets to the Marigold Revue, good for the entire week of October 3. The show started at 7 o'clock and at 1 o'clock was still going strong. Roy Bargy, well known in musical circles here, together with his eight assistants, outdid himself in giving patrons an even more inspiring brand of music than usual.

Reports Successful Truck Campaign

R. R. Hoss and S. J. Smith, owners of the Crystal Lake Music Co., located at Crystal Lake, Ill., exclusive Victor dealers, report an excellent business throughout what has been termed an unusually poor Summer. These two gentlemen were recent visitors at the offices of Lyon & Healy and The World representative had the pleasure of talking with both of them. During July, August and September these two gentlemen campaigned their territory by motor truck, and with much hard work and consistent plugging have so far succeeded in doing a better business in 1921 than in 1920.

Song Shop Manager

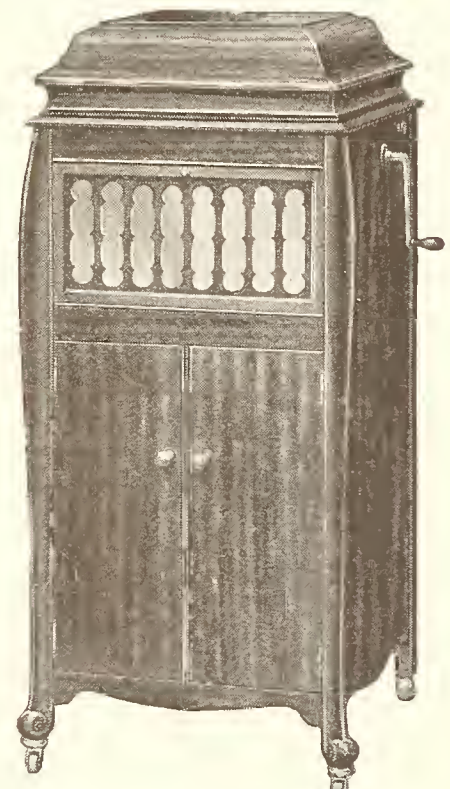
Sylvester Hein has been appointed manager of Ted Snyder's song shop, at Monroe and State streets. This is one of the liveliest retail music centers in the Loop and sells a great number of talking machine records and music rolls. Mr. Hein reported September a rather poor month, following an excellent August. The first few days of October, however, showed quite a pick-up.

Krause Co. "Opening"

September was marked by the opening of two elaborate new talking machine stores in Chicago. The Krause Furniture Co., at 5615-17 West Twenty-second street, opened a brand new

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

Melody Portable Phonograph

Equipped With

Double Spring Motor

Blood Tone Arm and Reproducer

Removable Tone Arm and Winding Key

Durably Constructed. Mahogany Water-proof Finish. Brass Trimmings. Carries 10 Records. Wonderful Tone—equal to that of a \$200 machine. Plays all records—soft, medium or loud as desired. Portable—Weighs only 18 pounds.

PROMPT DELIVERY

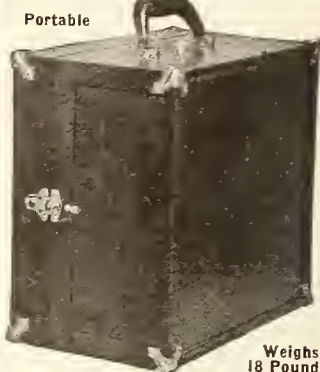
Here's a Winner for You!

Write for Sample and Terms Today.



Size 8x13x15

*Take It With You Anywhere!
 Have Music Where You Want It!
 In Your Home—In the Nursery
 —At the House Party—Camping
 Out—At the Summer Home—
 Boating or Canoeing—*



Portable

Weights 18 Pounds

MELODY NATIONAL SALES CO. - - - - - 190 N. State Street, Chicago, Ill.

Victor department, devoting its entire first floor to Victrolas and records exclusively. This was largely attended and Mr. Krause, the proprietor, who is well known as a prominent furniture man in Cicero, received a number of floral pieces from his business associates.

New Solar Shop

By the time The World reaches the trade there will have been opened on the Southwest Side of Chicago another exclusive Victor retail store. This store is known as Solar's Music Shop and is operated by Frank Solar, of 2025 West Thirty-fifth street. It is a corner store and has been fitted throughout by the Unit Construction Co. Eight "hearing rooms," each six by nine feet, and two machine demonstrating rooms, each nine by twelve feet, are being put in. Many of the ideas which have helped make this shop almost unique on the Southwest Side of Chicago were given to Mr. Solar by Hans Schoessling, manager of the wholesale Victrola department of the Rudolph Wurlitzer Co.

Quincy Factory Active

Word comes from Quincy, Ill., home of the Wolf Mfg. Industries, that this concern, instead of wasting time in the discussion of business conditions, has made a study of the situation and has brought out several new models, which are expected to make a strong sales appeal. The new machines possess many individual points and features calculated to interest the trade and the public. The Wolf Co. believes that there is a peculiar something about the phonograph that will usually make a buyer out of a looker, and it is this something that they feel they have brought into their new models.

Another important feature is said to be the concern's jobber plan, which, it is claimed, has been warmly received among large jobbers and has brought an increased volume of business. A great amount of this business is from dealers who are stocking up for the Christmas trade. The Wolf Mfg. Industries is strongly urging its dealers and jobbers to place orders as early as possible and not wait until the last moment. This latter is a very good idea and, in passing, we would suggest that it might be a good idea for every one having to do with sales for jobbers and dealers to point out that there is going to be a decided car shortage this year and a great amount of freight congestion. It is, therefore, a good idea for every one who expects to take on a new supply of goods for the holiday trade to be sure and "Do your Christmas shopping early" in order to have enough merchandise on hand to take care of holiday business.

Historical Window Display

A glimpse of the piano business fifty years ago is contained in the window display now being made by Lyon & Healy commemorating the Chicago fire of 1871. A ledger in the handwriting of P. J. Healy himself records a number of pianos burned in the Lyon & Healy store. Photographs of the earlier Lyon & Healy establishments permit of an interesting comparison with the wonderfully equipped Chicago house as it stands to-day.

CHICAGO CONCERN CELEBRATES

Glick's Talking Machine Shop Marks Tenth Business Anniversary With Formal Opening of Handsomely Remodeled Quarters

Glick's Talking Machine Shop, 2100 West Division street, Chicago, celebrated the tenth anniversary of the establishment of the business on September 17 by holding a formal opening of the company's remodeled store, containing new furnishings and equipment throughout. The entire equipment is of the most elaborate character, with rich paneling and plate glass. All windows are curtained, floors are richly carpeted, and potted plants along the tops of the partitions lend to the attractiveness of the whole.

There are ten sound-proof demonstration rooms in all, devoted exclusively to the display and sale of Victor talking machines and records.

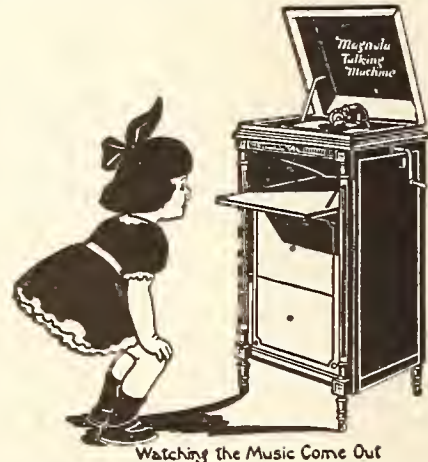
A HUSTLING YOUNG SALESMAN

PITTSFIELD, ILL., October 4.—One of the youngest Pathé boosters in the United States is said to be Marion C. Allen, seventeen years old, and son of the proprietor of the Allen Jewelry & Music Co., enterprising Pathé dealers in Pittsfield, Ill. Mr. Allen has selected as his territory the surrounding country and makes daily trips into his territory with a motor truck.

"Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
 711 MILWAUKEE AVENUE
 CHICAGO

Southern Wholesale Branch
 1530 CANDLER BLDG.
 ATLANTA, GA.

Jeanne Gordon's clear contralto rises to great heights in *Samson and Delilah*—“Amour viens aider ma faiblesse” (Love, lend me thy Might). Lovers of opera will want this record in their collections. Columbia 49740.

**Columbia Graphophone Co.
NEW YORK**



NEW JEWEL ATTACHMENT A SUCCESS

Jewel Phonoparts Co. Introduces New Attachment for Edison Phonograph That Is Proving Very Popular—Embodies Several Distinctive Features—New Folder Illustrating Attachment Now Being Distributed to Trade

The new attachment recently introduced by the Jewel Phonoparts Co., of Chicago, for playing all records on the Edison phonograph has met with a tremendous success, and the company has received enthusiastic letters from Edison jobbers and dealers throughout the country. This attachment represents extensive experimenting and hard work on the part of A. B. Cornell, sales director of the company, and T. E. Davidson, superintendent.

Both of these well-known talking machine men devoted considerable time to the production of an attachment for Edison phonographs that would be controlled by the lever as is the Edison phonograph itself. They concentrated on this phase of the subject, for they had been told by prominent Edison executives that any successful attachment for the Edison phonograph must absolutely synchronize the difference in the automatic feed of the Edison and that of lateral cut and Pathé records, must look like part of the Edison phonograph and not like an attachment, that it must have no harsh nasal metallic tone but be perfectly natural, that its volume must be

very great, must be simple and automatic in construction, fool proof and the price must be very reasonable.

They profited greatly by valuable suggestions given to them by the Edison jobbers and dealers, and the new Jewel attachment for Edison phonographs is well entitled to the praise that it is receiving everywhere. The reproducer used with the attachment has been on the market for several years, many refinements and improvements having been made on it so that it has long passed the experimental stage and has been accepted by the trade as a standard of true tone reproduction, volume and simplicity. The Nom-Y-Ka diaphragm with which it is equipped is the invention of the Jewel Phonoparts Co. and has distinctive qualities which, according to the company, make this diaphragm practically unbreakable. The company also states that it has the property of absorbing needle scratch and bringing out all overtones.

The new attachment is thoroughly automatic as regards changing from lateral to hill-and-dale position and vice versa, without the necessity of loosening and tightening thumb screws, etc., and the reproducer turning up automatically to a convenient position for changing needles is a new departure. The air-tight ball and stock principle, used to give perfectly free up and down and side-wise movement, not only gives it a floating action, but synchronizes the difference between the automatic feed of the Edison phonograph which has 150 record grooves to the inch and that of lateral cut records which have 100 record grooves

to the inch with the Pathé having ninety to the inch. As a consequence of this synchronization the reproducer travels over the record in the proper relative position and equalizes the weight of the reproducer so that at all points it is the same.

A copy of a very handsome folder has just been received, fully illustrating and describing the device, and the Jewel Phonoparts Co. and Mr. Cornell, who compiled it, deserves to be congratulated on its completeness and practical value.

GRINNELL BROS. PLAN ALTERATIONS

KALAMAZOO, MICH., October 6.—Plans are under way here for extensive alterations at the Grinnell Bros. store, at 107 East Main street, which, when finished, will make this one of the finest establishments in the State. The main floor of the store will house the talking machine and record departments. The plans include the construction of a service and sales counter in the front, backed by a record rack which will have a capacity of 5,000 records. A series of sound-proof demonstration booths will also be located on this floor. The offices and shipping room are in the rear. A balcony with comfort and retiring rooms will be one of the features of the place. Colonial type of architecture will prevail, the color scheme being white and old gold. The basement will contain the player-piano department and the second and third floors will also be devoted to a most imposing display of pianos.

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

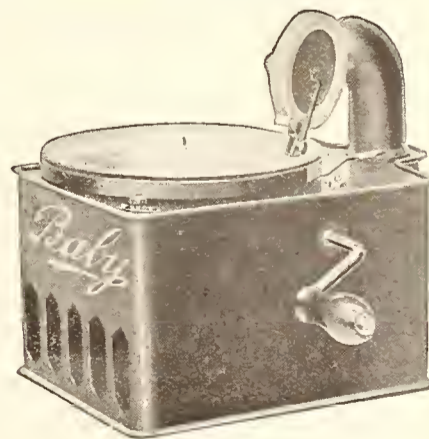
Jobbers—Line up on this live one and get ready for the season.

LIDSEEN

832-840 So. Central Ave., CHICAGO

The BABY Phonograph

will not only add sales to your fall and holiday business, but its display will act as a stimulus to attract buyers into your store.



Write or Wire for Dealers' Proposition.

SYMPHONY MUSIC COMPANY

1020 Wilson Avenue

Chicago, Illinois

H.K. Lorentzen

Manufacturer of

Exclusive Cabinet Hardware and Accessories
60 Grand Street
New York City

NEW LOCAL BRUNSWICK ACCOUNTS

Several Important Accounts Opened in Metropolitan Territory—Exclusive Brunswick Shops Will Give Line Important Representation

Among the recent additions to the already large Brunswick dealer list on Long Island is the new exclusive Brunswick shop opened at Freeport by Chris. Chapman. Mr. Chapman is a well-known musician of twenty-five years' experience and has attained quite a reputation in the talking machine industry, where he has made many recordings for several leading record manufacturers. This experience well fits him for his new line of endeavor. T. J. Garland,

Long Island and New Jersey representative of the New York office of the phonograph division, was responsible for the opening of this new exclusive Brunswick shop, which is one of the many deals closed by him within the past few months.

Another exclusive Brunswick shop opened in Long Island City is that of the Queensboro Furniture Co., which will be under the management of W. Chapello, who has had a wide experience in the merchandising of talking machines in metropolitan New York. He intends to make this new Brunswick shop one of the most attractive in Greater New York.

"Stacks," a well-known Brunswick dealer in New York City, is announcing the opening of a

new store featuring Brunswick phonographs and records, at 224-226 East Fordham road, by sending out very attractive invitation cards to a large number of people in uptown New York. On this occasion a professional orchestra, together with several prominent vocalists, will render selections during the day.

SEEK ASSESSMENTS FOR CHAMBER

Talking Machine Manufacturers to Be Asked to Contribute Monthly Sums Based Upon Volume of Business for the Support of the Music Industries Chamber of Commerce

At a meeting of the board of directors of the Music Industries Chamber of Commerce, held at the Chamber's headquarters, 105 West Fortieth street, New York, it was voted to request officially each talking machine manufacturer to pay a monthly assessment of one-twentieth of one per cent of gross sales each month in support of the Chamber, with a maximum assessment of \$1,500 for any one month. It was stated that a number of talking machine manufacturers have contributed substantial lump sums from time to time for the support of the Chamber, but there has not been developed any definite basis of income from the talking machine trade. The assessment system has worked out very successfully with various other branches of the music industry, and it is believed to be the fairest system inasmuch as each company pays only in accordance with the actual volume of business handled.

At the same meeting a proposal to engage publicity agents to develop a more general interest among musicians and the public at large in the music industry was placed in the hands of a committee for early consideration.

The progress of tax legislation and the work being done under Chamber auspices, in the fight against the continuance of excise taxes on musical instruments, were discussed at some length.

L. J. UNGER'S SUCCESSFUL TRIP

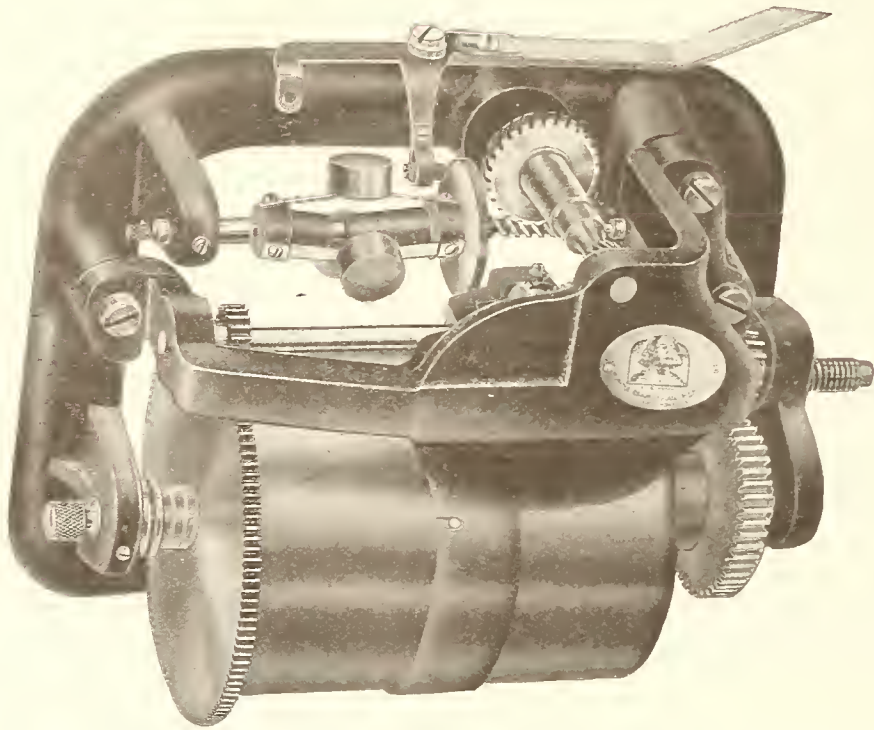
L. J. Unger, of the Brilliantone Steel Needle Co., recently completed a ten weeks' trip which carried him as far as the Pacific Coast. Mr. Unger reported that business was improving all over the country and that dealers expected good business during the Fall season. He brought back with him a large number of orders for immediate and Fall delivery which visualized in concrete form the dealers' expectation.

FIGHTING ROOSTERS POPULAR

The Pathé Frères Phonograph Co., Brooklyn, N. Y., reports that its dealers are finding the fighting roosters, a phonograph toy attached to the turntable of the phonograph, particularly appropriate, due to its similarity to the well-known Pathé trade-mark. This toy is made by the National Co., of Boston, Mass., which also manufactures Shimandy, Ragtime Rastus and the Boxing Darkies. It consists of two fighting roosters, which furnish much entertainment as the turntable revolves.

The Farrar Furniture Co., of Bangor, Me., has added a Grafonola department to its store. Columbia machines will be handled exclusively.

The SPHINX MOTOR



Motor Refinement

Better Designed

Better Built

Better in Operation

SPHINX GRAMOPHONE MOTORS, Inc.

21 EAST 40th STREET, NEW YORK

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



RECENTLY I strolled through Central Park, and during my perambulations made the acquaintance of a friendly squirrel. Now, the squirrel is to be admired for his cleverness and foresightedness. If he cannot carry a large nut with the outside shell on it, he carefully gnaws off the outside shell and then carries it cheerfully along and hides it. And his storing of nuts for the Winter months shows foresight on the part of the little animal that points a moral.

It is time for the talking machine dealers to look far enough ahead for Christmas sales, yet at the same time not to jeopardize the impetus directed toward current business. Many dealers have started the Christmas Club Plan as one way of commencing Christmas sales. Such a club plan will often stop present high instalment sales and cash sales. A dealer in southern Pennsylvania recently devised a method by which he prepared for Christmas, and at the same time got a maximum amount of sales at the present moment. He had his Christmas Club Plan neatly printed upon cards giving full details as to down payments and small weekly payments, time of delivery, etc. These cards he distributed to his sales force. He instructed every one of his sales staff to try to make a direct sale of machines with a large down payment. If, however, the customer, after selecting his machine, decided that the amount of payment was too large, or decided that he would defer buying for a limited time, the salesman would then present the Christmas Club Plan to the prospective customer. The prospect, having selected the machine, the salesman would give him the different amounts of payments necessary on the club plan. The small weekly payment demanded in the club plan in comparison with the regular instalment sale is so small that the customer would immediately take the opportunity offered. If, however, the price was not a sufficient inducement a short talk by the salesman on the pleasure of a talking machine in the home for Christmas would soon close the deal.

Thus, a sale for the Christmas season was made when every other type of sales argument had failed. Yet the salesman had in no way jeopardized a chance of making a better sale through offering the Christmas Club Plan in the beginning.

* * *

MARK TWAIN is credited with saying, "A classic book is a book that everybody admires but nobody reads." Truthfully, of course, this expression was made for cleverness, not for accuracy. Yet, at the same time, there is food for thought in this statement. Too many talking machine dealers are today presenting operatic music to the public in a manner which causes these selections to take the same place in awe and respect as do the musty shelves of great classics that one sees in the library, but which are read sparingly. After all there is nothing dry nor uninteresting in classical music. In fact, it is extremely entertaining and pleasing, so why not in the future sell your classical records to the public as a source of entertainment, the same as the more popular types of music? Why continue to sell them under the old cut-and-dried formula of "high-class music"? You may flatter some people when you suggest to them that they are buying high-class music, but for every one you flatter you scare out ten.

* * *

YOU can go and talk Greek to the average layman, and you can advertise in your newspapers to stimulate trade with boys and girls. Neither has much value because both are out of place. Yet, there is a place for the Greek language, and there is an opportunity for sales with the students. Most dealers have found it unusually good business to advertise in whatever student literature is produced by local high schools and colleges. A small advertisement written in a light vein will create good will with the students and bring you many good customers. Don't overlook this channel for stimulating business with the younger crowd.

* * *

OUR three illustrious Americans, Hart, Schaffner & Marx, who are now clothing the American business man, recently issued a booklet entitled "What Puts the Pull in Advertising." This booklet emphasizes the great importance of illustrations in advertisements, and points out that the handling of type alone to make an attractive advertisement is a special gift which few possess. Hence they do not often advise their customers to use plain type advertisements. After conducting exhaustive tests on the pulling power of advertisements with and without illustrations, results proved that the adver-

tisements which score highest are invariably those which are illustrated. The reason for this is simple. We all like to look at pictures. When you pick up a newspaper the first things to catch your eye are the illustrations. Therefore, the above-named company is absolutely correct in its assumption that illustrations invariably increase the value of the advertisement.

Great care must be taken, however, that the illustrations are of a high type, as good advertising requires really artistic illustrations.

The moral of this little chat is, don't try to do good advertising without good illustrations. Use type ads intelligently. Be careful in the layout so as to make them pleasing to the eye and appealing in a literary way. For the most part, however, it is best to use illustrations which can be obtained from the manufacturer whose machine you handle. I suggest using those that manufacturers supply, not because they are *their* illustrations, but because manufacturers' artwork is usually very good.

* * *

THE following cleverly written essay is clipped from the P-B News of Washington, D. C.:

"In the beginning the Creator made all the good creatures in the world, the spirit of evil brooded mightily, and he introduced into the mind and heart of men the seed of jealousy and ill-will. When the evil work had become manifest in many deeds by men against each other, the devil gathered all the worst thoughts of all men, caused them to take shape, clothed them with suspicion, shod man with envy, gave him a yellow streak for a backbone, and christened him 'A Knocker.'

"The product was fearful to contemplate, so the All-wise Creator decided to make something to counteract it; so He took a sunbeam, the heart of a child, the sense of beauty in flowers, fields and the great outdoors, formed them into the shape of an upright man, girded him with equality and justice, armed him with mercy, righteousness and good will and named him 'A Booster.'"

And I might add that customers choose the shops that they will deal with; and that they usually choose shops which praise their own line of merchandise, and do not knock their competitors.

* * *

OCTOBER is the birth month of Verdi, the great composer. This gives you a chance to put in a special window that will call attention to the numerous records of the operas composed by this famous Italian.

Cover the sides and back of your window with rich, plush throws or other neutral material. About the floor of the window group records, selected from the operas by the great composer. In the center mount a card neatly printed in black lettering with the following inscription:

"This is the birth month of Verdi, the great Italian composer. Born in October, 1813, the son of a poor innkeeper at Roncole, he wrote his first grand opera at 26 and his last at 80, including 'Rigoletto,' 'Il Trovatore,' 'Traviata,' 'The Masked Ball,' and many others. Commissioned by the Viceroy of Egypt to compose 'Aida' for \$20,000. We have in stock many beautiful selections from his operas sung by world-famous artists. Come in today and hear them."

Such a window as this will stimulate sales in records of this immortal type of music.

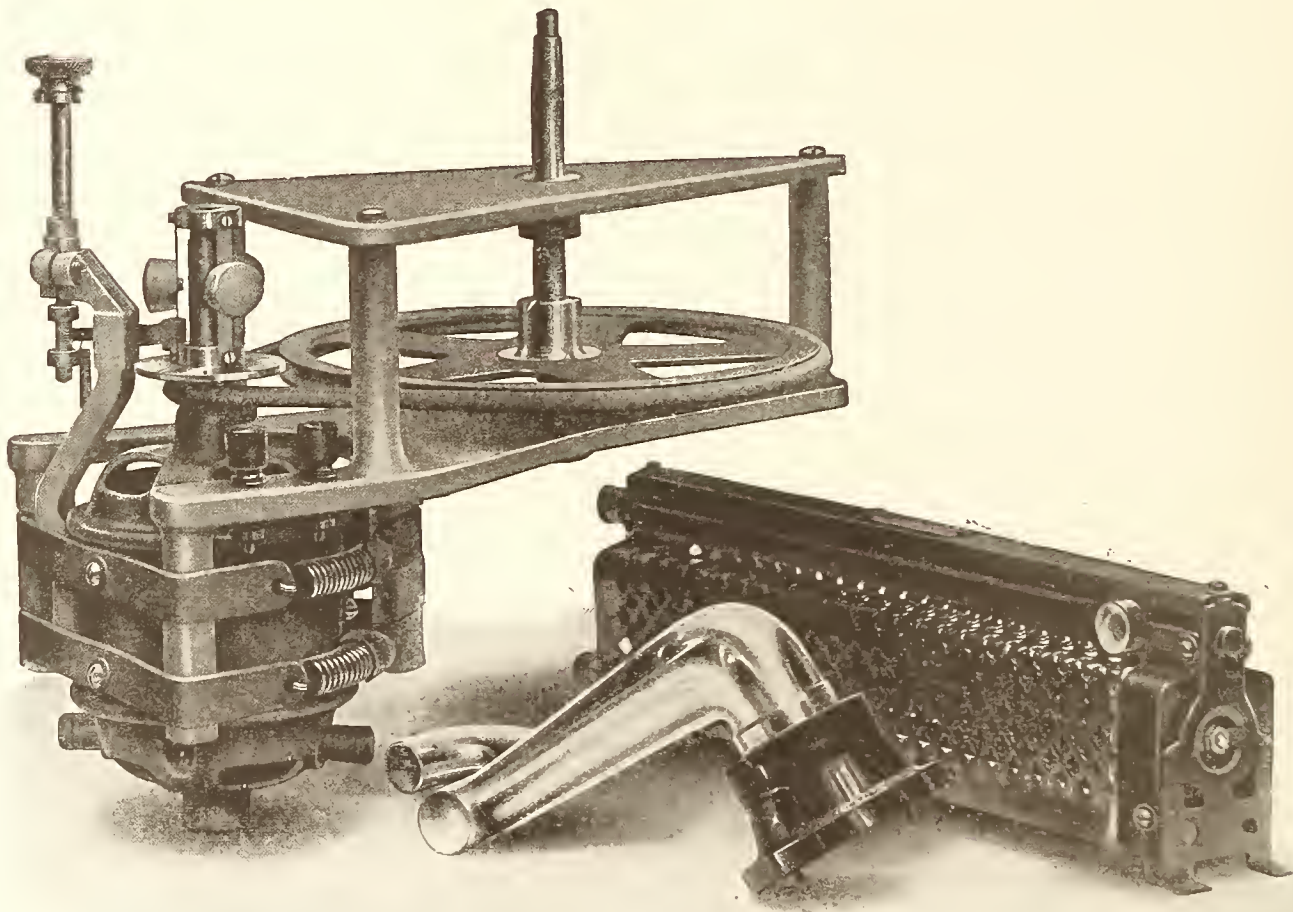
* * *

THE man who can apply a clever expression to his business often gains considerable publicity from people quoting or referring to the cleverness of his idea. Recently a dealer connected up one of the famous expressions of one of the most noted actresses in America with the sale of cut-out records. He piled a large number of cut-out records in his window and then placed in the center a sign which said in small type, "This is the last opportunity the public will have to buy these selections as they are no longer being manufactured. In other words, act quickly if you wish these selections, for, in the words of the illustrious actress, Ethel Barrymore, 'That's all there is, there isn't any more.'" The name, Ethel Barrymore, and the quotation appeared in large letters. If this idea has not already been worked in your city, try it, and you will find it successful as an attention catcher.

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 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



NO REDUCTION IN EDISON PRICES

Official Statement Just Issued That No Reduction Is Contemplated in Prices of Edison Phonographs This Year or During 1922

ORANGE, N. J., October 10.—The following official statement regarding Edison prices was issued by William Maxwell, first vice-president of Thos. A. Edison, Inc., to-day to distributors of Edison phonographs:

"As is well known, the selling prices of Edison phonographs have increased less than 15 per cent since 1914. Mr. Edison absorbed most of the increased cost of manufacture rather than increase his prices to a point where they would have to be reduced at a later date. The prices of Edison phonographs cannot and will not be reduced on January 1, nor is there the slightest indication that they can be reduced at any time during 1922."

A TONE MODIFIER OF MERIT

The Mutual Phono Parts Corp., New York City, is placing on the market, in addition to its line of tone arms and sound boxes, a tone modifier of an original nature. This modifier is placed directly upon the sound box itself and actually modifies the tone through the controlling of the vibrations of the stylus bar. Through the means of a sliding weight the vibrations are controlled to a varied degree, thus permitting a wide range of tone volume. As the tone is modified directly upon the sound box the Mutual Phono Parts Corp. is featuring this modifier to the manufacturers of portable machines, although it is equally advantageous upon all other models. The manufacturer claims many advantages for it—that it is simple, indestructible, protects the mica and is readily adaptable to every known make of sound box. Those who have tested this modifier speak highly of it.

GENERAL MANAGER OF ECLIPSE CO.

Edward B. Lyons Appointed General Manager of Eclipse Musical Co., Victor Wholesalers in Cleveland, Succeeding Charles K. Bennett

CLEVELAND, O., October 3.—Announcement of the appointment of Edward B. Lyons as general manager of the Eclipse Musical Co., Victor



Edward B. Lyons

wholesalers, was made to-day by T. H. Towell, president of the company. Mr. Lyons assumes the executive position made vacant by the resignation of Charles K. Bennett, who has been general manager of the Eclipse for the last six years. Mr. Bennett has contemplated going into business for himself for some time. He expects to be able to announce his plans at an early date.

Mr. Lyons has been sales manager of the Eclipse for the last six years. During that period

he has become a factor in the talking machine industry in northern Ohio. Prior to joining the Eclipse Mr. Lyons was with the Victor Talking Machine Co. in the Camden factory. Later he joined the traveling sales staff, and finally was appointed district manager for the company in the South. In all he has been in Victor service for the last twelve years.

As secretary of the Talking Machine Dealers' Association of Northern Ohio, which post he resigned some time back, Mr. Lyons was instrumental in making it one of the strongest talking machine trade organizations in the country. He also has managed Victor artists' concerts in Cleveland for the association, always making these events financially successful.

T. H. Towell, founder of the Eclipse business, and P. J. Towell, vice-president of the company, will be active in the direction of the company's affairs.

J. C. DUNAS VISITS NEW YORK

J. C. Dunas, of the Cole & Dunas Music Co., Chicago, was a visitor to New York early last week, calling upon some of his many friends in the trade. Mr. Dunas stated that business conditions in the West were steadily improving, and he also mentioned the fact that he had closed a very important deal in New York, calling for the immediate shipment of a large number of phonographs and other talking machine products handled by his house.

JAFFE SAILS FOR EUROPE

Henry Jaffe, the well-known Victor dealer of Hoboken, N. J., left for Europe early this month, where he will spend six weeks visiting the trade.

Many dealers spend money advertising service and when customers enter the store they find service a minus quantity.

CHARMAPHONE PORTABLE WITH REAL HORN AND WONDERFUL TONE

Retails at \$30.00

Weight 15 lbs., size 13"x13"—fine mahogany cabinet with nickel corners, holds ten 12" records, equipped with Heineman double spring motor and universal tone arm.

**ATTRACTIVE—COMPACT—DURABLE
BIG SALES GETTER AND PROFIT MAKER**

The Charmaphone Co. finances all your leases. No additional capital required to do an unlimited business.

Send for our proposition

CHARMAPHONE COMPANY

39 West 32nd St., New York City

Factory: Pulaski, N. Y.



RETAIL AND WHOLESALE "OPENINGS" IN WASHINGTON

Rogers & Fischer Open New Wholesale Establishment—Louis & Co. and the Gibson Co., Inc., Hold Formal Openings of New Retail Quarters—Business at the Capital City Brisk

WASHINGTON, D. C., October 9.—The opening of a new Victor wholesale house and of a large addition to a retail talking machine shop, together with the formal opening of a new Victor retail house, mark the beginning of the Fall trade in Washington.

Though the trade, especially in records, has been above the Summer normal, a definite increase in trade volume has already set in and an unusually prosperous Winter is expected by the majority of local dealers.

Rogers & Fischer, for years one of the city's leading Victor houses, opened their new wholesale establishment at 1219 I street northwest, October 1. The new building, a three-story structure, 142 by 26 1/2 feet in size, has not yet been completed and only the two lower floors are now in use. The top floor will be poured during the week, walls and floors being of rein-

forced concrete, and should be ready for use within two or three weeks.

The formal opening of Louis & Co., at the corner of Seventh and G streets northwest, was also held October 1. This concern, which took over the retail trade of Rogers & Fischer, is one of the largest exclusively Victor retail houses in the city. Under the active leadership of Gus Louis the new store, opened for trade September 1, has had an exceedingly auspicious month's business. The store is ideally located, with the Seventh street and the G street car lines crossing in front of its door and with the F street line one short block south and the Ninth street line two short blocks to the west. The store is especially convenient for women shoppers and during its first month has been largely patronized by them. It has the added advantage of being the only Victor house in the

immediate neighborhood, which is important.

The Gibson Co., Inc., handling the Edison and Brunswick lines, held the formal opening of a new music shop, adjoining the old store at 917 G street northwest. This company has handled the Edison line for several years in rooms on the second floor of the old building, which is devoted to the sale of surgical instruments.

With the opening of the new addition the Brunswick line has been added. One of the finest libraries of the Edison "Re-Creations" in Washington is a feature of the store. A balcony has been built in the rear of the store and will be used for phonograph recitals during the Winter. One of the features of the opening week was the exhibition of Edison's original phonograph, patented in 1878, which was loaned by Mr. Edison for the occasion.

McHugh & Lawson, 1222 G street northwest, report an increasingly brisk demand for Aeolian-Vocalion and Pathé records as the Fall trade begins to pick up.

The Victor houses are all doing well. Demand for Caruso records seems to be holding up almost to the standard of the week following his death, according to the majority of the dealers.

With the completion of two new booths and substantial enlargement of the record cases J. Edgar Robinson, at 1306 G street northwest, is experiencing a decided increase in the volume of Columbia trade.

"GREAT RASSO" USES THE ACTUELLE

Great Vaudeville Entertainer Uses Pathé Actuelle in His Various Startling Acts

In company with the "Great Rasso" the Pathé Actuelle is touring the country under the auspices of the Orpheum Vaudeville Circuit. The marvelous act of this variety entertainer consists of playing the Actuelle while in the air balanced on the butt of a long horsewhip, the loop of which rests on his forehead. At the same time he juggles three Actuelle records with his right hand while he keeps another record spinning with his left. The music from the Actuelle emanates just as clearly as if the instrument were set on a table. "Great Rasso's" performance is typically Pathé. During his entire act the Actuelle and a large Pathé rooster statue are prominently displayed on the stage.

Pathé also figures prominently in another of Mr. Rasso's stunts, which consists of juggling three articles differing extremely in size and density, the first being a heavy ball about eight inches in diameter, the second a small piece of tissue paper crumpled into a ball and the third a real egg. Incidentally, the egg is concealed under the rooster statue until he is ready to perform this trick, and when revealing the egg he always gets a laugh from the audience with the remark, "Some rooster!"

Mr. Rasso is on his first tour of the country. He comes to us from Europe, where he has long been famed for feats of delicate jugglery requiring nerves of steel and a super-delicate sense of equilibrium.

Pathé dealers in the towns where Mr. Rasso will perform are planning to capitalize his appearance.

UNICOS FOR BELL TELEPHONE CO.

PHILADELPHIA, PA., October 4.—The Unit Construction Co., of this city, manufacturer of Unico equipment for the talking machine wareroom, has recently closed a large contract with the American Bell Telephone Co. for the installation of Unico equipment for its offices. There were many contestants for this work and the awarding of this contract, which will amount in the neighborhood of \$50,000, is a decided tribute to the product of Unit Construction Co.

John Charles Thomas, baritone, and exclusive Vocalion record artist, is now appearing as star in the operetta "The Love Letter," being presented at the Globe Theatre, New York, where he is achieving a genuine triumph.



- 3001 { Wang Wang Blues (Mueller-Johnson-Busse).
Fox-trot.....Bennie Krueger's Orchestra
Home Again Blues (Berlin-Akst). Fox-trot,
Joe Colemau's Orchestra
- 3002 { Pucker Up and Whistle (Franklyn-Vincent).
Fox-trot.....Merry Melody Men
I Found a Rose in the Devil's Garden (Fisher).
Fox-trot.....Harry Raderman's Orchestra
- 3003 { All By Myself (Berlin). Song, Orch. Acc.,
Sung by Flo Bert
Peggy O'Neil (Pease-Nelson-Dodge). Song,
Orch. Acc.....Sung by Arthur Fields
- 3004 { Ain't We Got Fun? (Whitting-Kahn-Egan).
Fox-trot.....Lanin's Roseland Orchestra
Cherie (Wood-Bibo). Fox-trot,
Knecht's Dance Orchestra
- 3005 { Lucky Dog (Warshauer). Fox-trot,
Lanin's Roseland Orchestra
Jabberwocky (Kendis-Brockman-Brown),
Harry Raderman's Orchestra
- 3006 { Stars and Stripes Forever (Sousa). March,
Knights of Columbus Band
National Emblem (Bagley). March,
Knights of Columbus Band
- 3007 { Mon Homme (My Man) (Yvain). Fox-trot,
Hazay Natzy's Orchestra
Every Night (Natzy-Moscow),
Hazay Natzy's Orchestra
- 3008 { Nice People (Brown-Walsh). Song, Orch. Acc.
Billy Jones, Tenor
Wana (When I Wana You No Wana)
(Friend). Song, Orch. Acc....Arthur Fields
- 3009 { Beale Street Blues (Handy). Fox-trot,
Bennie Krueger's Orchestra
St. Louis Blues (Handy). One-step. Al
Bernard Singing Chorus.
Bennie Krueger's Orchestra
- 3010 { Crooning (Dubin-Wise-Caesar). Fox-trot,
Max Fells' Orchestra
Listening (Harris-Bell-Solman). Fox-trot,
Raderman's Orchestra
- 3011 { Shake and Break Blues (Handy). Fox-trot,
Connorized Jazz Hounds
Aunt Hager's Children's Blues (Handy).
Connorized Jazz Hounds
- 3012 { Oh Me! Oh My! (Youmans). Fox-trot. From
"Two Little Girls in Blue,"
Harry Raderman's Orchestra
In a Boat (for Two) (Lange-Liggy-Klap-
holz). Fox-trot...Lanin's Roseland Orchestra

- 3013 { Honolulu Honey (Weslyn-Applefield-Dyson).
Hawaiian Guitars Acc., Sung by Hart & Shaw
Vocal { Sweet Hawaiian Girl of Mine (Sam A. Perry).
Hawaiian Guitars Acc., Sung by Hart & Shaw
- 3014 { Who'll Be the Next One (To Cry Over You?)
(Black). Fox-trot.....Van Eps Quartet
Inst. { Second-hand Rose (Clarke-Hanley). Fox-trot,
Van Eps Quartet
- 3015 { Ma (Clare-Conrad). Fox-trot...Van Eps Quartet
Inst. { All By Myself (Irving Berlin). Fox-trot,
Merry Melody Men
- 3016 { My Daddy (Morgan-Norworth-Swaustrom).
Orch. Acc.....Sung by Sam Ash
Vocal { Tuck Me to Sleep in My Old Tucky Home
(Meyer-Young-Lewis). Orch. Acc.,
Sung by Sam Ash
- 3017 { Rosy Cheeks (Parish-Young-Squires). Fox-
trot.....Biltmore Orchestra
Inst. { Ilo (Black). Fox-trot.....Biltmore Orchestra
- 3018 { One Kiss (Wood-Burnett-Arnheim). Fox-
trot.....Lanin's Orchestra
Inst. { Saturday (Mitchell-Brooks). Fox-trot,
Lanin's Orchestra

NUOVI DISCHI ITALIANI

- 116 { Una Gentilezza (L. Canora). Polka,
Orcestrina Siciliana
Il Canto dell La Serana (L. Canora). Waltz,
Orcestrina Siciliana
- 117 { O Capo E Sugguta (Pugliese-Narciso). Acc.
dell' Orchestra Napoletana, V. Di Maio, Tenore
E Bellizzi D'A Stagione (Sica-De Lucia).
Acc. Dell' Orchestra Napoletana,
V. Di Maio, Tenore
- 118 { A Cerenara (Mattiello-Falvo). Coppia Voceia.
Duetto Drammatico. Acc. Dell' Orches-
tra Napoletana.
Mala Nova. Coppia Covia. Duetto Dram-
matico. Acc. Dell' Orchestra Napoletana.
- 119 { I'M Aricardo E Napoli (Esposito-J. Gioe).
Acc. Dell' Orchestra Napoletana,
Sung by M. Scialpi, Tenore
Santa Lucia Luntano (E. A. Mario). Acc.
Dell' Orchestra Napoletana,
Sung by M. Scialpi, Tenore
- 120 { A Luna 'E Napule (L. Borrio-G. Spagnolo).
Acc. Dell' Orchestra Napoletana,
Sung by M. Scialpi, Tenore
Che Bella Cosa 'Oi Ne' (Barbieri-Capolongo).
Acc. Dell' Orchestra Napoletana,
Sung by M. Scialpi, Tenore

CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St., - - - New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE

S. B. DAVEGA CO. OUTING

Employes of Five Stores Have Very Enjoyable Time at Bear Mountain—Some Notable Participants in Sports Programmed for Event

The employes of the five stores of S. B. Davega Co., Victor retailer, together with their friends and representatives of several of the New York Victor distributors, journeyed to Bear Mountain on Sunday, October 2. About 150 were at the Pier of the Hudson River Day Line early in the morning ready to board the "Washington



Davega, Blackman and Berlow on the Run "Irving" for a trip up the picturesque Hudson. Entertainment was provided en route by four singers of Fred Fisher, Inc., music publisher.

Arriving at Bear Mountain, luncheon was partaken of, after which athletic events were the order of the day. The accompanying photograph shows S. B. Davega, head of the organization; J. Newcomb Blackman, of the Blackman Talking Machine Co., Victor distributor, and Max Berlow, of the sales staff of the Knickerbocker Talking Machine Co., Victor distributor, in a spirited sprint. The first race was won by Mr. Berlow and the second race by Mr. Blackman. After a day full of enjoyment the tired picnickers enjoyed a twilight sail down the river back to their homes in New York.

Honesty, truthfulness and belief in the commodity he sells are necessary to the salesman.

REINCKE-ELLIS CO. MAKES CHANGE

New York Office Closed and J. J. Davin Goes to Headquarters in Chicago—Explained That Move Is Designed to Promote Efficiency

The New York office of the Reincke-Ellis Co., creators of publicity material for the talking machine trade, was closed on October 1 with James J. Davin, who has been in charge of the Eastern office, going to Chicago to make his headquarters at the general offices of the company there. In announcing the change, the Reincke-Ellis Co. states:

"The broad experience of Mr. Davin in the Victor field, his long and intimate contact with and study of the Victor dealers' problems, plus his natural creative ability and good judgment, are factors which can be made much more valuable by having his personal contact and activities center in our main office.

"From the standpoint of delivery or any mechanical feature of service we can serve the trade just as well from Chicago as from New York, if not indeed better, and from the standpoint of enabling dealers to inspect our productions our New York showroom is no longer necessary, as the majority of Victor wholesalers now make it a practice to show all of our items in their own service rooms. Furthermore, practically every distributor's salesman has during the past year been furnished with our complete and fully maintained loose-leaf binder showing all of our products and giving full data concerning them, thus making inspection and information on all of our items available to every dealer in his own store."

NEW VOCALION RECORD ARTIST

Grace Kerns, Soprano, Notable Addition to Growing List of Singers

A recent addition to the list of Vocalion record artists is Grace Kerns, one of the leading American concert oratorio sopranos, who is soloist at St. Bartholomew's Episcopal Church, New

Blue Ribbon Saxophones Quality

When you buy a Blue Ribbon instrument, you are taking no chances. Blue Ribbon instruments are built by master builders with unlimited facilities and equipment. First-class workmanship is the outstanding feature of the Blue Ribbon line. There is that immaculate little dash of class about them that stamps them as the handiwork of highly skilled and well experienced workmen. Each instrument is thrice tested before it leaves the factory, and has been played and approved by an inspector of professional experience.



Order Now Right From This Ad

The Cole & Dunas guarantee of absolute satisfaction stands behind each sale. If you are not absolutely satisfied in every respect you may return the merchandise to us at our expense.

C. Melody

Each Saxophone equipped with the single-octave key. Standard American method of fingering. Supplied with silver-plated music lyre, mouthpiece, reed holder with protecting cap, one reed and carrying strap. Low pitch.

\$58

No. 1100A—Brass, highly polished. Each No. 1101A—Silver-plated sand blast, points burnished. Gold Bell. Each..... \$76.00

Carrying Case

No. 1120A—High grade keratol case, lined with purple velvet. Snug fitting, well made and wonderful appearance. Price each \$6.95

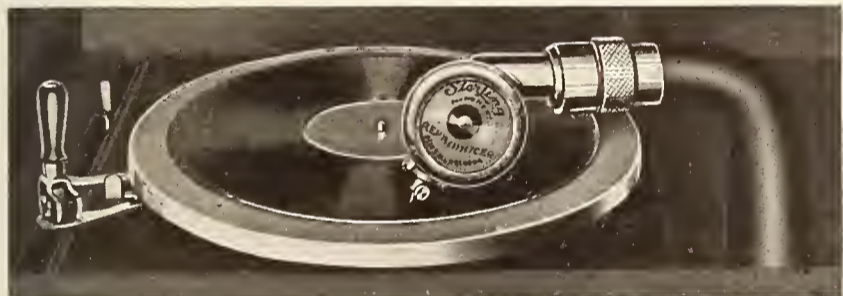
COLE & DUNAS MUSIC CO. 50-56 W. Lake St., Chicago

Write for Bulletin

Our new fall bulletin shows everything 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.

York, and is said to receive the largest salary of any church soprano in the country. Miss Kerns' first Vocalion recordings appeared in the October list, one being a duet arrangement of "Whispering Hope," with Nevada Van der Veer singing contralto, and the other a soprano solo, "The Nightingale's Song."

M. Guy Archibald is a new dealer in Mechanic Falls, N. Y.



STERLING

Reproducer with Edison Attachment

PLAYS ALL RECORDS



Write for New Prices on Sterling Tone Arms and Reproducers.

Sterling Devices Co.

Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-Set Automatic Stop, the Sterling No. 41 Ball-bearing Tone Arm, and the Sterling Reproducer fitted with Edison, Victor, or Columbia attachments.

534 Lake Shore Drive

Chicago, Illinois.

A Statement of Purpose and Principle

NEARLY three years ago the Sterling Devices Company designed and placed on the market the now well-known Sterling Reproducer and Edison Attachment.

In designing this Attachment the engineers of the Sterling Company had clearly in mind the distinctive features of the wonderful Edison phonograph. They had no expectation of improving the Edison Reproducer, for there is no reproducer that will play all Edison records better than the Edison Reproducer. They were actuated with the single idea of making it possible to play Victor and other lateral cut records perfectly on the Edison machine.

The purpose of the Sterling Edison Attachment is to play other than Edison records (either lateral or vertical cut) on the Edison phonograph; at the same time if one wishes to play Edison records on the Edison machine with the Sterling Edison Attachment he will not be disappointed.

The combination of the wonderful Edison phonograph and the no less wonderful Sterling Reproducer makes all other records perform better than on the machines for which these records were originally intended.



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.

Suite 1105, 220 Broadway, New York, N. Y.

MERCHANDISING IDEAS FROM EDISON SALES CONTEST

Edison Dealers in Kansas City Territory Sell 1,283 Edison Machines in a Campaign Carried on for Fifty-one Days—Some Interesting Details of the Contest and Some Pertinent Conclusions

KANSAS CITY, Mo., October 7.—Edison dealers of the Kansas City territory are rejoicing over their success in the contest, recently closed, in which they sold more Edison machines than the dealers in the Detroit, Chicago and Milwaukee districts combined.

The contest, as announced in the August number of *The World*, was for a period of fifty-one days, and was conducted along lines of a previous contest held in the Kansas City district under the leadership of H. A. Bailey, sales manager. So successful was the former contest that the other three districts were induced to join in the new contest, starting about the first of August and running up to the middle of September. During the fifty-one days, the 134 dealers in this territory sold 1,283 Edison machines. The leader in the selling was Frank Runenberger, who sold

ninety-four machines in the fifty-one days of the contest.

From this territory there were five winners who made the trip to New York and Orange to see Mr. Edison, and these five were accompanied by Mr. Bailey, and the manager of the district, M. M. Blackman. From Chicago and Milwaukee there was a delegation of ten, and from Detroit a delegation of seven. These went down the Hudson, into the offices and factory of the company in New York and Orange, met Mr. Edison, and had a half hour's visit with him, dropped down to Washington, where they were presented to the President by Senator Capper, and back to Chicago, where they were given a great day by Mr. Babson, the manager of the territory including the four districts.

In each of the districts the towns and cities

were divided into classes according to size. The first class was for towns under three thousand population. From this class came the leader, Frank Runenberger, of Harrisonville, Mo., who led with ninety-four sales. In this same class there were two others who would have been leaders had they been matched against dealers in another class, for B. G. Hall, of Lincoln, Kans., sold seventy-four machines, and W. E. Cahill, of Windsor, Mo., about sixty, while in this same class there were quite a number who sold from fifteen to twenty-five.

In the class from 3,000 to 7,000, Miss M. L. Marcus, of E. M. Chapell & Sons, of Concordia, Kans., won with forty-four sales.

In the class of towns with a population of from 7,000 to 15,000, Carl Latenser, of the Carl Latenser Music Co., of Atchison, Kans., won with thirty-nine sales.

In the class of towns numbering over 15,000, the Eshelman Music Co., of St. Joseph, Mo., won with forty-nine sales. W. H. Young, salesman for the firm, was its delegate on the trip.

The winner of the lucky number prize was John Uden, of Drumright, Okla., who won the prize, although he had only two sales to his credit.

The achievement of Mr. Runenberger was very remarkable. At the home office he was given the title, "The Man of War," and was toasted and praised, Mr. Maxwell declaring that his record of sales had never been equaled.

In discussing the campaign which led to his signal victory, Mr. Runenberger was decidedly modest about it, and declared that it was not so much to the credit of the man as it was the successful methods used. But Sales Manager Bailey insists that the devising of the plans and working them through were to the credit of the winner, whatever he might say to the contrary.

The plan followed was about as follows: So soon as the contest was started, Mr. Runenberger wrote a letter to each of the Edison owners in his territory, explaining that he was in a contest with Kansas, Oklahoma and Arkansas, and that he needed their help. He asked that each one of the Edison owners send him a list of names of persons who were interested in music and who might buy an Edison. From this first circular letter he received a list of over 700 names. This list of prospects was the basis of his campaign. He wrote a letter to each of the prospects asking the privilege of giving a demonstration, if they were at all interested, and followed up the letter with such sales activities as possible. He used the local paper every week, and in seven issues of the weekly he had a full-page advertisement telling of the contest and of the merits of the Edison. One result of the newspaper advertisement was an order received from Colorado. There were fourteen of the instruments sold by mail and the whole ninety-four are so well "sold" that Mr. Runenberger says that they all will stick.

The contest, as a whole, is counted by the Edison people as one of the greatest they have ever put on, and is counted as valuable, not only because of the 1,283 instruments sold, but because of the sales possibilities revealed.

It is noted that the largest sales were made in the smaller towns—towns under three thousand people. There has been a disposition to believe that because the farmers were hard hit, therefore, they were not in the market at all for musical instruments. But it was in these communities that depend practically altogether upon the country for support that the largest sales were made. The plan of the follow-up along the line of Edison owners was again demonstrated to be a great winner. Then the fact that intelligent and liberal advertising pays big and sells the goods was again demonstrated.

The further fact that this great sales campaign was put on in the middle of the dullest time of the year—during August—and that it was such a signal success, shows that there need be no dull seasons, but that Edisons can be sold at any time of the year and under any climatic conditions. The further fact that one of the winners was a woman demonstrates that there has opened up another field for the activities of the fair sex.

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.

GLEANINGS *from the* WORLD *of* MUSIC

MEETING THE COMPETITION OF THE SYNDICATE STORES

Tendency of Chain Store Organizations to Open More Record, Music Roll and Sheet Music Departments Offers a Problem for Many Dealers—Question of Fighting Fire With Fire

Of particular news value to the majority of talking machine dealers is the series of announcements of contemplated openings of chain stores to handle talking machine records, player rolls and sheet music. Of course, not every dealer will find this of interest, as his situation may be such that he need not take cognizance of this sort of competition, but there are numerous dealers so situated that the entry of a chain store into their territory means something other than ordinary competition.

The merchandising methods of such organizations, their efficiency, sales methods, etc., can hardly be overlooked and even the talking machine dealer who has connections with well-known, reputable and established lines of merchandise will lose a certain amount of sales by chain store activities. To the smaller dealer, however, the opening of chain stores in his territory is of extreme importance and he must necessarily use every means possible to combat the activities of such organizations and make an effort to meet such competition.

The chain stores invariably carry only goods that have a quick sale. The main idea is to have a rapid turnover and deal almost exclusively in such products as mean quick profit. This has been the important element behind their success. They probably will not attempt to carry a standard catalog of records other than those titles that are universally accepted as

popular, but they will stock and feature the songs of the moment, the popular hits, just as fast as they are released, and this, too, in record, player roll and sheet music form.

It therefore behooves dealers in certain localities to give the opening of a chain store in their districts their most earnest consideration and among other things there should be the advisability of stocking the fast-selling, popular songs in sheet music form. There is no doubt that, aside from the profit involved in its sale, sheet music has an attraction in itself and is the means of bringing buyers into a store; there is something magnetic about a title page that has value other than the mere sale of such goods. This is proved by the success attained with sheet music departments by the various syndicate stores, who invariably place their departments in the back of the store, in the basement or on a balcony, the purpose being to bring the possible purchasers through the entire store. There is hardly any other merchandise that can be used in so advantageous a manner.

The importance of sheet music as an attraction has been admitted by several large piano retailing organizations which in years past refused to open sheet music departments in their warehouses, saying that there was no profit in such goods. That idea, however, is passé and several large piano concerns who have a number of retail stores have opened up sheet music de-

partments. The present retail prices of music assure them of a profit, but, of more importance in their eyes, is the fact that they have found that sheet music serves to attract customers who may be developed into piano purchasers.

Sheet music departments pay. Under the present wholesale and retail prices a dealer can handle the fast-selling popular numbers with a very small outlay of capital. The fact that the goods can be obtained overnight from centrally located distributors has its advantage and as there are at the most only fifty titles or less to be stocked at the outset the opening of such a department is simple. Then, too, the amount of space necessary to display such goods is not large, for with an up-to-date music rack six feet of wall space is all that is necessary.

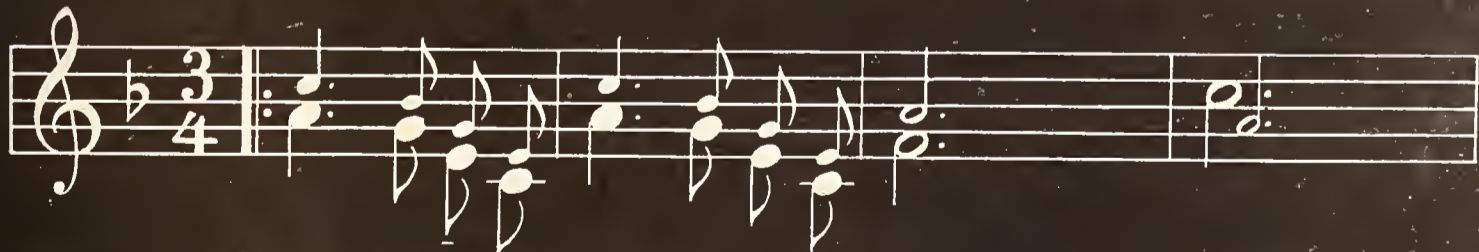
We have elaborated upon the advisability of stocking sheet music, for we believe that sheet music is the most important piece of merchandise handled by syndicates. If, therefore, the talking machine dealer sees the contemplated opening of a chain store in his territory it would be well for him to give consideration to the advisability of opening a sheet music department, and if he thinks it is not possible that the syndicate store is likely to become his competitor the announcements of the latest activities of established and new chain store organizations should give him reason for thought.

It is announced that the Piggley Wiggley stores, with headquarters in Memphis, Tenn., have arranged to open "miscellaneous" stores carrying sheet music departments similar to those operated by the Kress and Kresge houses.

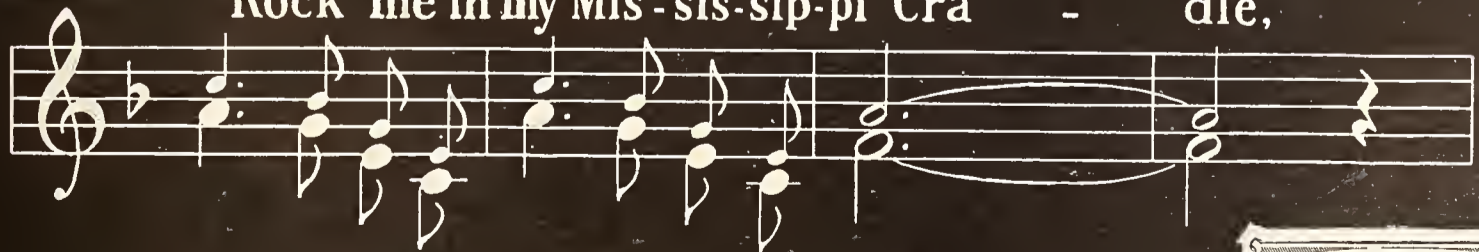
(Continued on page 134)

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;

FORSTER
MUSIC PUBLISHER INC.
235 SOUTH WABASH AVE.
CHICAGO

Published by the publisher of "MISSOURI WALTZ," "NAUGHTY WALTZ," "SWEET AND LOW," "KISS A MISS"

EIGHT HITS from the GREATEST MUSICAL SHOW EVER PRODUCED
IRVING BERLIN'S "MUSIC BOX REVUE"

"SAY IT WITH MUSIC"

"THEY CALL IT DANCING"

"EVERYBODY STEP"

"THE SCHOOLHOUSE BLUES"

"IN A COZY KITCHENETTE APARTMENT"

"MY LITTLE BOOK OF POETRY"

"LEGEND OF THE PEARLS"

"BEHIND THE FAN"

IRVING BERLIN, Inc., 1607 Broadway, New York

SYNDICATE STORE COMPETITION

(Continued from page 133)

In addition, the United States Music Stores, Inc., a Maryland company, with headquarters in Baltimore, recently organized with Thomas E. Noonan as president; George West, who is a member of Hecht Bros., of Baltimore, as vice-president, and H. E. Paetow as secretary and treasurer, contemplate opening one hundred retail stores during the year 1922, carrying sheet music, player rolls and talking machine records.

Joseph Reinhorn, the well-known music dealer of New York, who operates a number of stores on Broadway, through his attorney, Julius Rayfield, is now carrying on negotiations for the purpose of opening a national chain of retail stores.

The Ohio Securities Corp., of Newark, O., is also arranging plans to operate a chain of retail stores carrying sheet music, player rolls and talking machine records.

TO PRODUCE "HANDS OFF"

"Hands Off," a farce with music written by Frank Bacon (the "Lightnin'" star), Joe McKiernan and Milt Hagen, is slated for Fall production sponsored by private capital. The two last-named collaborators hail from California, and are better known as popular songsmiths. Mr. Bacon supplied the libretto.

The same trio completed a musical comedy, "Tahoe," which will soon be produced.

SINGING "JUST LIKE A RAINBOW"

John Meyers, baritone, and Frank Croxton, basso, exclusive Victor artists, started on a tour early this month and will give 175 concerts with "The Eight Famous Victor Artists." One of the song numbers that this team will feature is the



JOHN MEYERS



FRANK CROXTON

Mary Earl and Ted Fiorito ballad, "Just Like a Rainbow." They sing this song in a most appealing manner and the applause it receives induced them to place it permanently in their program. Shapiro, Bernstein & Co., Inc., are the publishers of this successful song.

"WABASH BLUES" FOR FEIST

Leo Feist, Inc., will shortly release a new song and dance entitled "Wabash Blues." According to the professional department of the company, "Wabash Blues" is a "natural" and will be more popular than "Wang Wang Blues."

NEW IDEA IN SONG PLUGGING

Song Leader Teaches Remick Songs to Theatre Audiences With Much Success

An intensive campaign is being waged by Jerome H. Remick & Co. on their songs "Springtime" and "Dearest One." In some cities the company is receiving the co-operation of many motion picture houses, the method being to close contracts with the theatre managers to allow numbers to be rendered and slides of the lyrics thrown on the screen. The song-leader invites the audience to sing and teaches them the song line by line, and then verse by verse. According to sheet music dealers of Indianapolis, where this means of song exploitation was used, it created an exceptionally large sale for the numbers.

"TAKE IT FROM ME" AGAIN ON TOUR

"Take It From Me" looks like developing from a hardy annual into a mighty healthy perennial. This merry musical comedy by Will B. Johnstone and Will R. Anderson opened its third season in Cleveland recently and proved as fresh and mirth-provoking as ever. All the old musical hits remain, and with good reason, for it would be hard to find anything better to take the place of "The Call of the Cozy Little Home," "Take It From Me," "The Tanglefoot" and half a dozen other of Mr. Anderson's successes published by M. Witmark & Sons.

THE COUNTRY'S QUICKEST "BLUES" HIT
 Everywhere is heard the



Ta De Da 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"



Ten Little Fingers and Ten Little Toes

"You can't go wrong with any Feist song" **A "Peach" of a song!**

ASK TO HEAR IT!

"BLOSSOM TIME" OPENS

New Operetta, Based on Life of Schubert, Acclaimed by Critics

"Blossom Time," a musical play in three acts, based on incidents in the life of the great composer, Franz Schubert, with melodies by the same composer and H. Berte and adapted by Sigmund Romberg, was presented by the Messrs. Lee and J. J. Shubert at the Ambassador Theatre, New York, last month. The book and lyrics are by Dorothy Donnelly, being adapted from the original of A. M. Willner and H. Reichert. J. C. Huffman has staged the production, which is made under the personal direction of J. J. Shubert. A special orchestra of thirty pieces, under the leadership of Oscar Radin, has been assembled for the New York engagement.

A special cast assembled to interpret Schubert's music includes Olga Cook, in the prima donna role; William Danforth, Bertram Peacock (as Franz Schubert), Zoe Barnett, Frances Halliday, Eugene Martinet, Paul Ker, Emmie Niclas, Dorothy Whitmore, Ethel Brandon, Howard Marsh, Yvan Servais, Robert Paton Gibbs, Roy Cropper, Percy Askam and Lucius Metz.

"Blossom Time" has already been heard in Vienna, where it was produced in 1916; in Berlin and in Paris. As a matter of fact, it is still running in the latter city, under the title "Chanson d'Amour" ("The Love Song"). The "Song of Love" is the hit of the show, and, as is the other music, is published by Leo Feist, Inc., by arrangement with the Karczag Pub. Co., Inc., and M. Witmark & Sons.

MUSIC SCORES FROM HUNGARY

Adorjan Otvos, recently arrived in this country from Hungary with several musical comedy scores to his credit, has composed a new fox-trot song "Tamayola," which is a new idea in fox-trot rhythm. The song is being published by the Tama Music Publishing Co.

SELLS INTEREST IN MUSIC SHOP

Johnny Cooper, who operated the sheet music department in the Hancock Music Co., of Pasadena, Cal., has sold his interest to W. G. Hancock. Cooper also operates the Melody Shop in Los Angeles, Cal., and conducts the orchestra at the Vista del Arroya Hotel. He will devote his time to the two last-named enterprises.

HUMPERDINCK PASSES AWAY

Prominent German Composer Dies at His Home in Germany

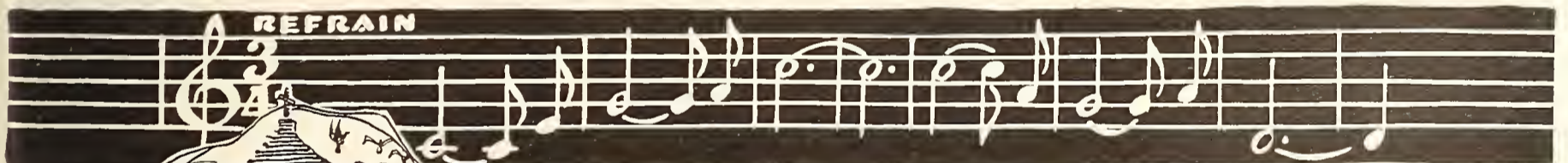
BERLIN, GERMANY, September 28.—Professor Engelbert Humperdinck, the well-known composer, died of apoplexy in Neu-Strelitz to-day.

The composer of "Hansel und Gretel" and "Die Konigskinder," both successfully produced in this city, was born at Sieburg, in the Rhine Provinces, September 1, 1854. After a thorough musical education he associated himself with Richard Wagner, whom he assisted in preparing the "Parsifal" productions of 1880 and 1881. It was at this time, too, that he began work on "Hansel und Gretel," originally designed merely for the amusement of his nephews and nieces.

Herr Humperdinck first visited this country in 1905 and again in 1910, when "Die Konigskinder" was given at the Metropolitan Opera House, New York City.

Earl Burtnett, writer of "Do You Ever Think of Me?" and other successes, has just placed with the A. J. Stasny Music Co. a new song entitled "Broken-hearted Doll." The Stasny organization plans an intensive Fall campaign on the number.

REFRAIN



MON-AS-TER-Y BELLS — SUN-SET FARE-THEE -WELLS,—

We Have Purchased from Lee S. Roberts, Inc., New York City

MONASTERY BELLS

We Predict This Will Be The Biggest Waltz Song Hit Of The Season

Order Copies Now—At Special Introductory Prices

Sam Fox Pub. Co.
CLEVELAND NEW YORK

This Melody will haunt You!



"PRESENTED BY THE ORIGINATOR"

FRANKIE

DON'T BE LED ASTRAY



FOX-TROT
WRITTEN and PUBLISHED BY
JACK SNYDER
1658 BROADWAY, NEW YORK



SINGLE,
DOUBLE,
QUARTETTE,
& COMEDY
VERSION,
NOW
READY

MUSIC FESTIVAL IN BUFFALO, N. Y.

Annual Event to Encourage American Composers and Artists Occupies Entire Week—Curtis N. Andrews a Member of Advisory Board

BUFFALO, N. Y., October 8.—This has been a notable week for music in Buffalo, for it has been the occasion of the annual National American Music Festival, which occupied six complete days with three sessions daily, the headquarters being in the Elmwood Music Hall. The annual festival, which was originated by A. A. Van DeMark, and was held for a number of years in Lockport, being moved to Buffalo to give it wider scope, is designed primarily to provide means for enabling American talent among composers and artists to have a public hearing. American artists of national and even international reputation take part in the festival, lend their support to the cause of American music through that medium, and men prominent in every walk of life make addresses during the course of the week. Curtis N. Andrews, well-known Victor distributor in Buffalo, has for some time past been a member of the Advisory Board of the festival, and has taken an active part in the work.

OPENS BRANCH IN LOS ANGELES

SAN FRANCISCO, CAL., October 1.—Edward P. Little, manager of the sheet music department of Sherman, Clay & Co., has returned from a motor trip to Los Angeles, where he established a professional department for Sherman, Clay & Co. Leonard Van Burg will have permanent charge of the department and will call on members of the trade and arrange song recitals at the local theatres. Mr. Little reports that "Melody," by Brigadier General Charles G. Dawes, is having a good sale among musicians in Los Angeles and San Francisco.

NEW SHOW AT THE HIPPODROME

Much Music of the Lighter Sort in Latest Production—Some Elaborate Scenic Effects and Excellent Entertainment Features

The annual show at the Hippodrome, opened recently in New York, is full of good and lively music, as well as stage surprises. The show this year, entitled "Get Together," is not quite so elaborate as some of the previous Hippodrome productions, but nevertheless, in point of quality, measures up well with its predecessors and has the advantage of being offered at a considerable reduction in price. Each of the two big acts ends with a gigantic climax and there are some beautiful ballets staged by Michael Fokine and his spouse, Vera Fokina.

This year there is again introduced an ice ballet at the close of the second act, featuring Charlotte as premier skater, assisted by Katie Schmidt and others. There are elephants, jugglers, a trained crow and musical specialties.

The music in the new show is fully up to the Hippodrome standard and fits in well with the piece. There are, in fact, one or two numbers that will probably find considerable popularity outside of the show proper, but it is to be remembered that every production cannot have its "Poor Butterfly." The music is published by the Harms Co., New York.

TO PROVIDE MUSIC FOR "ELSIE"

Sissle and Blake, the colored writers, who are appearing in the musical success "Shuffle Along," have been commissioned to do the musical numbers for a new Broadway production. The play, which is to be called "Elsie," will be given under the direction of Edgar MacGregor. M. Witmark & Sons, who publish the music for "Shuffle Along," will also publish the score of "Elsie."

MELODIES TAKING PLACE OF JAZZ

Old-fashioned Ballads Superseding Jazz for Dancing—Prove Less Strenuous for Dancers

That melody songs are fast taking the place of jazz and novelties has been conceded in publishing circles for some time. Apropos this new type of song and dance we reproduce below an article which appeared in the Feist News, a monthly publication prepared for the general information of the trade:

"Despite the clamor for jazz the old-fashioned ballads with pure rhythmic melodies are fast coming into their own during the Summer months. Many of these are ballad fox-trots and revive the grace and charm of the old-fashioned waltz, which meets the requirements of dances with their very ease rather better than the peppy just-can't-keep-still jazz tunes.

"Proof of this was given recently in Atlantic City, when at Young's Million-dollar Pier 60,000 persons fox-trotted to the dulcet strains of 'Sweetheart,' played by Charles Strickland's famous orchestra.

"'Sweetheart' made its debut on the Strickland orchestra program along with several other 'buds.' The calls for repeat and encore were so insistent that the orchestra was forced to play it thirty times during three sessions. Its 'dolce far niente' rhythm caught the holiday crowds just right. 'Sweetheart' is by Benny Davis and Arnold Johnson.

"We believe it is one number which will begin the turn of the tide of music back to the days when beautiful melodies with lyrics of endearing sentiment were what the public asked for. It has been made on practically all the records and rolls."

The Gillette Motor Co., of Batavia, N. Y., has opened a special department for the sale of Victrolas and records.

HITS of—"PUT AND TAKE"—HITS

BROADWAY'S FASTEST MUSICAL COMEDY

"MY JUNE LOVE"

By SPENCER WILLIAMS

Alan Dale, America's Greatest Critic, says: "MY JUNE LOVE" is a wonderful song.

"PUT AND TAKE"

The One-Step Hit of the "PUT AND TAKE" show

NOTE—Edith Wilson and Johnny Dunn's Original Jazz Hounds have made "NERVOUS BLUES" and "VAMPIN' LIZA JANE" on a Columbia Record. Special release in October.

PERRY BRADFORD, Inc., 1547 Broadway, New York

TOURS OREGON TO PROMOTE MUSIC

Mrs. E. M. McClusky, Educational Director of Sherman, Clay & Co., Campaigns State to Promote Music Memory Contests

PORTLAND, ORE., October 6.—An extensive campaign covering several States is being carried on by Evelyn M. McClusky, educational director of Sherman, Clay & Co., for the promotion of State-wide music memory contests. Mrs. McClusky is at the present time touring Oregon in its interests.

While traveling over the district, arousing the State regarding the contest and addressing institutes, she will endeavor to teach the value and possibilities of the Victrola in homes and schools. She will not only show the dealer how to "tie up" with the school work, but by reason of her experience in the "sales end" be of assistance with sales suggestions for the Victor line.

Subjects to be discussed are: How Music Educates, Rhythm in the Primary Grades, What We Mean by Contraction Drills, A Group of Musical Stories, The Evolution of the Orchestra. Before mothers' clubs the subjects will be: An Antidote for Jazz, the Kind of Music Children Should Hear, When and How, and Our Home Duty to the School Child.

In the city of Portland on her return she expects to be of assistance to the sales forces by supplying them each week with special news items regarding certain records and reporting on her activities in, and suggestions made to, the schools, clubs, etc.

TO PRODUCE "LITTLE WHITE HOUSE"

Leo Feist, Inc., to Publish Score of New Musical Comedy at Vanderbilt Theatre

The musical play which is to be the successor to "Irene" at the Vanderbilt Theatre, New York, is now in rehearsal and had its premiere performance at New Haven, October 3, after which event it is to come here for a run of in-

definite length. Its title is "The Little White House," and James Montgomery is the author of the book, while Harry Tierney wrote the music and Joe McCarthy the lyrics. The piece is being staged under the direction of that famous English directress, Mme. Claire, who came here from the London Gaiety Theatre under contract with the Vanderbilt Producing Co. to stage their productions. In the cast are Virginia O'Brien, Bobby Higgins, John Junior, J. O. Doud Clark and others. Leo Feist, Inc., publishes the music.

REVIVAL OF "THE MERRY WIDOW"

Lehar's Music, Though Familiar, Makes Strong Appeal to Present-day Audiences

The revival of Franz Lehar's operetta, "The Merry Widow," at the Knickerbocker Theatre, New York, recently, aroused much interest from both the public and the critics. In view of the tremendous success enjoyed by "The Merry Widow" when first presented there is considerable interest evinced in the revival from the standpoint of observing how the present-day public take it. Although much of the music has not lost its familiarity to the theatre-going public, the familiar airs were hailed with acclaim. The New York Journal, in the course of its criticism, said: "The famous 'Merry Widow' waltz weaves its lure about the audience as surely as ever, and lusty cheers arise from the orchestra to topmost gallery at Mr. Pasch's singing of 'I'm Happy at Maxim's.'"

"One by one the old favorite tunes, 'Vilia,' 'Women,' 'For I'm a Dutiful Wife' and 'I Love You So' lay their spell. Nevertheless the affair is thoroughly up-to-date, though the old waltzes are dance supreme here.

"'The Merry Widow' is one of those pieces that can be revived again and again. It will never grow old. Those who witnessed and heard its reopening will tell of the much-cheered event for some time to come." Chappell-Harms, Inc., publish the score.



"Arkanssas Blues"

Classic Blues

A Down Home Chant

Snappy Toodle

Player Rolls, Sheet Music & Records

KIMBALL HALL
FRANCES CLIFFORD MUSIC CO.
"Publishers of Real Songs"

CHICAGO, ILL.

See Advance Bulletin

FOR RELEASES

ON THIS

Big Selling Blues Hit

and Order on Your Favorite RECORD

WYOMING
LULLABY
WALTZ SONG
THE RAGE OF TWO CONTINENTS
GENE WILLIAMS

CROONING
FOX TROT SONG
by AL. DUBIN, HERBERT A. YVEISE and WILLIAM F. CAESAR
THE OUTSTANDING SUCCESS

JABBERWOCKY
THE FOX TROT ECCENTRIQUE
by KENDIS AND BROCKMAN
WRITERS OF "I'M FOREVER BLOWING BUBBLES" "FEATHERY YOUR NEST" etc.
BROWN, EASTWOOD AND WESLYN

FANCIES
FOX TROT THE BEAUTIFUL
LYRIC BY FLETA JAN BROWN
MUSIC BY HERBERT SPENCER
WRITERS OF "UNDERNEATH THE STARS" etc.

Small Orch & Piano 25¢ net each Full Orch & Piano 45¢ net each Band 25¢ net each
M. WITMARK & SONS · NEW YORK
CARL FISCHER, Sole Selling Agent · COOPER SQUARE NEW YORK

KAPTIVATING—KLEVER

KAPTIVATING—KLEVER—KOMIC

KLEVER—KAPTIVATING

WATCH FOR THE SPECIALS
ON THE TIMELY AND SENSATIONAL HIT

"THERE'S A BUNCH OF KLUCKS IN THE KU KLUX KLAN"

ROBERT NORTON CO., 226 West 46th St., New York City

KOMIC—KLEVER—KAPTIVATING

FINE NEW STORE IN BAKERSFIELD

Don C. Preston Holds Formal Opening of Handsome and Commodious Music Store in That City—Provides Excellent Concert Program

BAKERSFIELD, CAL., October 1.—Don C. Preston recently held the formal opening of his handsome new music store at the corner of Nineteenth and H streets, this city, and the event proved of sufficient interest to attract attention of many local citizens.

Mr. Preston had prepared an elaborate pro-



Interior View of Don C. Preston's New Store

gram for the opening, which included the appearance of Hawaiian serenaders, who rendered elaborate programs of music and dancing both in the afternoon and evening.

Mr. Preston some time ago suffered considerable loss when fire damaged his former store and the stock therein, but from all appearances the fire was a blessing in disguise, for it provided the opportunity for Mr. Preston to secure larger quarters and to fit them up in a manner that compares most favorably with any music store in the West.

Each department of the store has been allotted plenty of space in which to operate, Mr. Pres-

ton handling pianos, player-pianos, Victrolas and Victor records, sheet music and musical merchandise. The new store provides over 120 feet of plate glass front for the display of instruments of various sorts.

"GREENWICH FOLLIES" SONGS

M. Witmark & Sons Publishing Four of the Hits of That Popular Production

The "Greenwich Village Follies" of 1921 is considered to be one of the best musical comedies that has hit Broadway this season. It is especially rich in song material and some of the "novelties" in particular are assured success.

M. Witmark & Sons are the publishers of four of these numbers, "Down the Old Church Aisle," by Ray Perkins, and sung by the inimitable comedian, Ted Lewis; "Kill 'em With Kindness,"

featured by Al Herman; "I've Got the Red, White and Blues," introduced by James Duffy, and "Sundown Brings Memories of You."

ENJOY HARRY A. YERKES' MUSIC

Harry A. Yerkes' popular orchestra, whose Vocalion dance records are in much demand, is now supplying the dance music of the Flotilla Restaurant, the unique resort opened recently at Sixth avenue and Fifty-sixth street, New York.

The Mount Sterling Furniture Co., Mt. Sterling, Wis., has become a Columbia dealer.

RADIOPHONE CONCERTS FOR SHIPS

Portland Remick Song Shop Radios Latest Song Hits to Vessels at Sea Every Night—Plan Boosts Columbia Record Sales

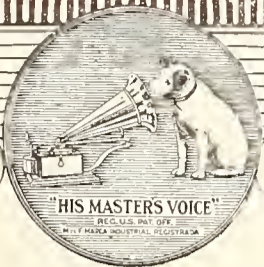
PORTLAND, ORE., October 4.—Ships at sea are now enjoying the very latest musical hits as soon as they are given to the public. Frank Philip, of the Northwestern Mfg. Co., of this city, in conjunction with Clyde Freeman, the new manager of the Portland Remick Song Shop, is putting on a radiophone concert every evening for the benefit of ships that are on their way to and from Japan, Australia, San Francisco and South American points. Mr. Freeman and Carl Jones, the Columbia manager, are very enthusiastic over the success of these concerts and have furnished a Columbia Grafonola D-2 to the radio company, with a weekly supply of Columbia record hits for the nightly concerts. Many of the ships are installing a Magnavox so that everyone on board can hear the concert at the same time. During the past several weeks between 1,000 and 5,000 persons have been entertained nightly by the radiophone, and ships as far away as 1,750 miles have been able to pick up the concert and hear it distinctly. The name and number of the record are announced before each selection is played, and every night an average of twenty calls come back requesting the number of the hits and where they can be purchased. They are informed that the concert is being given through the courtesy of the Portland Remick Song Shop, and if on their way to Portland are directed to the local shop, but if bound for some other port they are directed to a Remick shop or other Columbia agency.

Ray Miller and his Black and White Melody Boys have signed to play for the season at the "Folies Bergere," New York City, where they opened on Thursday evening, September 15.

A SOLID, SMASHING, SURE-FIRE HIT!

STOP! REST AWHILE
Blues Novelty Fox-Trot-Song

L. WOLFE GILBERT MUSIC CORP., 165 West 47th St., N. Y.



Important Statements

After a most careful analysis of conditions, I feel justified in making the following statements:

Over-production, financial obligations and lack of demand will force further and drastic liquidation on the part of the large majority of talking machine manufacturers. This is being reflected in special inducements to the trade, but more particularly in cut-prices at retail, which are absolutely necessary to move the goods.

The opinion prevails that October, November and December will be a great "clean-up" period.

You, Mr. Victor Dealer, should decide immediately what part you are going to play during this enforced liquidation or clean-up period. Will you be a "speculator" or an "investor"? Will you disregard lessons of the last year and allow extra discounts or other inducements to sway your sound judgment, or are the following facts going to deter you from speculation?

The position of the Victor Talking Machine Co. today is enviable and exceptional by reason of the natural and permanent demand for Victrolas and records, based on increasing good-will born of the best value in quality embodied in both material and workmanship. The Victor Company's financial strength calls for no enforced liquidation; over-production has been avoided and the demand continues to be beyond the supply.

You, Mr. Victor Dealer, can invest in Victrolas and records without fear of being a victim of liquidating sales and enforced cut-prices.

The Victor Dealer who decides to invest in Victrolas and records and represents the line whole-heartedly, rather than to speculate in the uncertainties of the "clean-up" period with other lines, will have, in my judgment, not only the safest but the most profitable investment.

There never was a time when you, Mr. Victor Dealer, should pick your Victor Distributor with as much care. You cannot possibly realize the preparation we have made to take care of the requirements of Blackman Dealers during the coming holiday season unless, or until, you have visited us in our new quarters.

The slogan of Blackman to-day is "Everybody on the Job."

I welcome an opportunity to explain to Victor Dealers why and how Blackman as your Distributor will prove, in connection with the Victor line, your most dependable and profitable investment to insure a successful holiday season.

Prompt action, however, will be necessary, for our undertakings will be limited.

J. NEWCOMB BLACKMAN.

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



GRAND OPERA HELPS RECORD SALES IN SAN FRANCISCO

General Business Shows Improvement—F. B. Corcoran Becomes Brunswick Manager—Rothlin Opening in Richmond—Talking Machine Store in Honolulu—New Sonora Agent—Other Items

SAN FRANCISCO, CAL., October 5.—For two weeks we have been enjoying grand opera through the delectable medium of the Scotti Grand Opera Co. San Francisco is a city famous for its musical interest and when San Francisco does not accord a high-class opera company the support it deserves there is surely something the matter. Grand opera may be taken as a criterion of general conditions here. If the San Franciscans flock to the performances it is a sure sign that San Francisco is flush; if the people stay at home it is a sign that money is tight. Thus far the opera has been attended approximately upon a 50 per cent basis and this means that the spending power of the citizens is still below normal, though the unusually high prices demanded for opera seats aroused the ire of many music lovers, who consequently boycotted the opera. Three dol-

lars for the cheapest seat at the feature performances, and a thirty-cent war tax on top of this, is a little too stiff for even the free-and-easy San Franciscan.

The music houses of San Francisco featured opera records in show windows the last two weeks and the sale of classics is reported rather heavy with the leading concerns. Business has improved slowly, but steadily, in the last two months and most firms are preparing for a big holiday business with splendid confidence.

Public Likes New Machine Styles

With the great diversity of styles in talking machines now available it is interesting to note the public interest in new models. Morley Sommers, manager of the Sonora Phonograph Shop, says that the people seem to know the latest styles in phonograph cases just as readily as they do the styles in clothes. He placed

three new Sonora models in the show window this week—models with the bulge front—and this bulge feature was not lost on a single person who came into the shop to purchase or make inquiries. Verily, it is little things that count in promoting popularity, but the little things must have a real meaning.

New Brunswick Manager Appointed

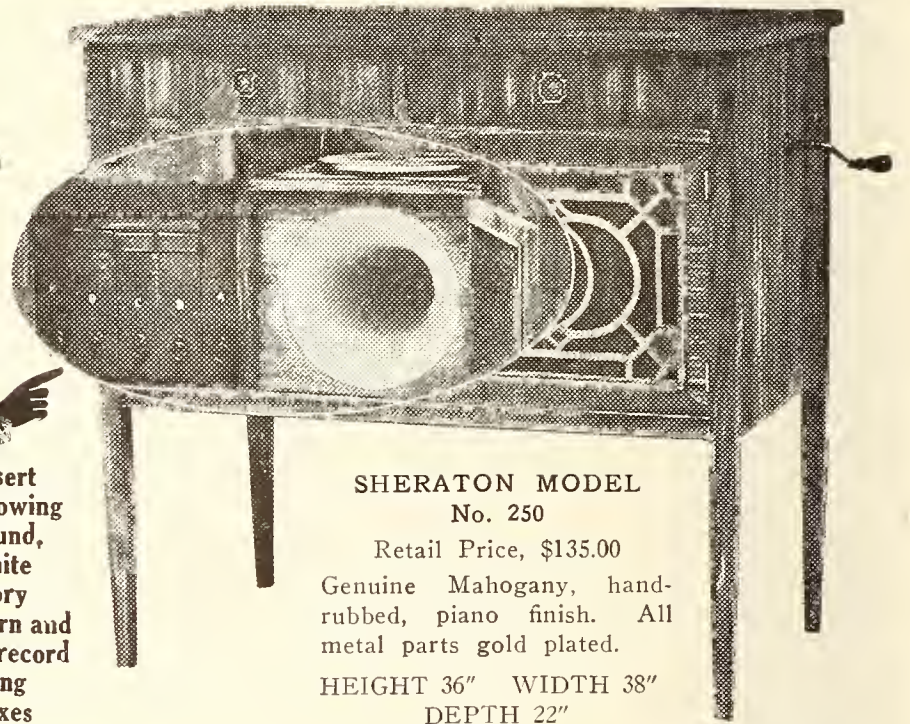
F. B. Corcoran, the handsome, genial and popular manager of the talking machine department of the Wiley B. Allen Co., has resigned his position to take a new responsibility—that of Pacific Coast manager for the Brunswick phonograph. He succeeds Irving Franklin, who recently accepted the post of general sales manager for the Burnham Co. Mr. Corcoran was with the Wiley B. Allen Co. for twelve years and in that time developed steadily in talking machine wisdom and psychological discernment. Handling the Brunswick phonograph most successfully in a retail way—the Allen Co. has the exclusive retail agency in San Francisco and elsewhere—it is logical that he is qualified to forge ahead along progressive lines in his new

Two New Period Models Added to Player-Tone Line



QUEEN ANNE MODEL
No. 300
Retail Price, \$150.00
Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.
HEIGHT 36" WIDTH 38"
DEPTH 22"

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 36" WIDTH 38"
DEPTH 22"



HEIGHT, 51½"
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.

position. He has the best wishes of a host of friends in the California trade.

Reasons for Optimism

Miss Kingston, manager of the Victrola department of the Emporium, typifies in her magnetic personality the spirit of optimism, but no wonder when the Emporium Victor sales continue to increase with every passing week. Times are surely picking up, if the department store phonograph departments represent true tendencies of purchasing power.

Dancing School for Children

A novel feature of the Emporium department is the dancing school for children, which is held every afternoon in the recital hall. There are six hundred children enrolled in the various dancing classes and the music for dancing is furnished exclusively by Victor records. The lessons are given to the children free of charge.

New Sonora Agent

The latest Sonora agency to be placed in San Francisco is that with F. B. Piccirillo, 1447 Stockton street, in the heart of the Latin quarter, where music is one of the vital necessities of life.

Charles Mauzy Resigns

Charles Mauzy, sales manager of the Rudolph Wurlitzer Music Co. store in this city, has resigned his position. The Wurlitzer store is holding a mammoth stock-reducing sale, with cut prices and advantageous part-payment terms.

Wm. Gaston a Visitor

William Gaston, representative of the Victor Co. in Washington, Oregon, Idaho and Montana, is making a business visit to San Francisco this week.

To Open Store in Honolulu

H. F. Millnor, formerly San Francisco manager for the Columbia Co., is at present in the city, calling on old friends in the trade. He is planning to establish a music store in Honolulu. Mr. Millnor has acquired considerable interest in music enterprises in the Orient in the last few years.

The long-dreamed-of model shop in the

wholesale house of the Columbia Co., in this city, is now materializing. A large room on the second floor adjoining the main offices is being luxuriously fitted up and will serve as an example of efficiency for Columbia dealers on the Coast.

G. E. Morton Shines at Golf

G. E. Morton, manager of the White House Victor department, has been devoting a large part of his leisure in the last year to the study of the "ancient and honorable game" and he participated in a golf tournament at Santa Cruz this month, acquitting himself with honor. The White House sale of Red Seal records has been heavy during the opera season.

Robert Porter, field sales manager of the Columbia Co., paid his respects to San Francisco and California this month, after a tour of the Northwest.

Formal Opening in Richmond, Cal.

The Rothlin Music Co. formally opened its fine new store on MacDonald avenue, Richmond, Cal., recently. The mayor of Richmond and the members of the City Council attended the opening. The souvenirs of the occasion were little Victor dogs. Mr. Rothlin was, until recently, assistant manager of the wholesale Victor department of Sherman, Clay & Co., with business for himself. Mr. Rothlin is practically assured of success by reason of his full understanding of merchandising musical goods.

Addison Clark, sales manager for the Edison Co. on the Pacific Coast, is taking a business trip in northern California this week.

Clark Wise & Co., San Francisco, featured grand opera records with success the last two weeks and look forward to lively holiday business, but say that it is illogical to expect normal conditions to return suddenly. With the tide turned the improvement promises to be steady, but not sensational.

Plans New Jobbing Agencies

The Burnham Co. is planning to have five central jobbing agencies in the West within a reasonable time. There are two agencies now—

those of the Kohler & Chase Co. Mr. Abrams, wholesale and retail manager of the Kohler & Chase phonograph departments, can promise the trade better service on Okeh records now, as the factory has increased its manufacturing capacity. Mr. Abrams reports increased business in California and says that the number of cash sales is gratifying. Collections are still somewhat under normal on time payments.

Some Managerial Changes

L. H. Bushnell, formerly with the Rudolph Wurlitzer Co., has accepted the post of manager of the talking machine department of the Breuner Furniture Co., of Oakland, and Mr. Sloat, the former manager, has gone over to the Oakland store of the Wurlitzer Co.

LONG CONSOLES IN DEMAND

Geo. A. Long Cabinet Co. Reports Business Boom—Factory Working Overtime to Cope With a Steadily Expanding Demand

HANOVER, PA., October 6.—In a recent chat with The World, H. C. Naill, of the Geo. A. Long Cabinet Co., of this city, commented upon the fact that there has been a tremendous revival in business during the past few weeks. The Long factory is working overtime at the present time in an endeavor to cope with the heavy demand for Long cabinets, and orders are being received by telegraph and long-distance telephone from dealers in all parts of the country.

The new console cabinets introduced by this company last year have been an important factor in this business revival, and Mr. Naill states that the dealers are only beginning to realize what a splendid sales possibility is afforded by the introduction of these cabinets. The factory executives are doing everything possible to give the dealers these cabinets promptly, and Mr. Naill has suggested that the retailers anticipate their requirements as far ahead as possible, so that they will not be disappointed in the receipt of their cabinets.

Write for **ADDITIONAL BONUS DISCOUNT NOW!**

To prove to the trade that prices can come down without lowering the standard of the product, the manufacturer and distributor of Prima Donna have arranged a co-operative discount which all dealers will enjoy. This special additional discount has been called a DEALERS' BONUS DISCOUNT plan and will be in effect until further notice. Full details furnished on request.

Only Phonograph
Unreservedly Guaranteed
For One Year

Prima-Donna
"The Instrument Inspired"

Send
for Handsome
Catalog

For the information of dealers who may not know, we might state that the Prima Donna phonograph has led the market for the past five years, considered from a price and quality viewpoint. Prima Donna is now offered you at a further reduction by our DEALER BONUS DISCOUNT mentioned above. Dealers who know have proven this a reorder proposition.

The quality is unequalled and the price closes the sale

That's why the factory in back of the dealer can operate on such a small profit margin, as it has proven from the time it first introduced Prima Donna for public approval that the phonograph was made right and priced right, and the selling force had but to gain proper trade introduction and Prima Donna sold itself from the start wherever introduced.

Made in Six Models

Bungalow\$ 95	Astoria 160
Stratford 115	Majestic 200
Blackstone 135	Parlor Grand	... 225

Quality, Style and Finish

All that one could ask is exemplified in the Prima Donna. Its construction and tone are a delight to the eye and the ear. Its tone value is increased by our scientifically constructed all-wood amplifier. Prima Donna cabinets set a new standard for beauty, style and durability and stand as a "living" example to the best produced by the cabinet makers' craft. All panels are five-ply and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high-class piano finish. In tone and craftsmanship it is truly an inspiration realized.



Frederick P. Altschul

PRIMA DONNA DISTRIBUTOR

112 WEST 23rd STREET

NEW YORK

DEALERS IN CINCINNATI REPORT SPLENDID FALL TRADE

Talking Machine Trade Closing Profitable Volume of Business—Hard Work and Optimism Winning Out—Bubble Book Party—Great Memorial to Caruso—All the News

CINCINNATI, O., October 5.—The long-looked-for and much-predicted Fall business is here. Talking machine men of Cincinnati have just closed one of the most profitable and successful months of the year, with the exception of the holiday season, and every indication points to a continuance of the good business. Marked by extensive advertising campaigns, elaborate show window displays and novel contests, the month also will go down in the annals of the talking machine men as one of the most active in the history of the business. The keen competition which has sprung up among the Cincinnati dealers is easily explained by the fact that so much new and young blood has been injected into it recently. The effect of the activity in the music shops has extended to the large department stores of the city, several of whom have devoted entire show windows to the display of their talking machine lines this month.

Caruso Memorial Attracts Crowd

Exceptionally large sales were reported on Caruso records, which were a feature of the large Caruso Memorial Services and Concert at Eden Park Sunday, October 2. The music festival, which was conducted under the auspices of the Cincinnati Board of Park Commissioners and Community Service League, with the cooperation of music trade men of the city, was attended by more than 50,000 people. The voice of the late Enrico Caruso, reproduced on a talking machine and projected by a Magnavox, furnished by the Baldwin Co. Victrola department, was heard in the following pieces: (a) "Una Furtiva Lagrima" (Elisir d'Amour), Donizetti; (b) "La Donna e Mobile" (Rigoletto), Verdi; (c) "Rachel" (La Juive), Halevy; (d) "O, Sole Mio," Neapolitan folk song.

Features Sixty-minute Service

The Baldwin Victrola Shop has arranged for a performance at Emery Auditorium on October 18, at which the Eight Famous Victor Artists are to appear in person. The artists are: Henry Burr, Billy Murray, Al. Campbell, John Meyer, Frank Croxton, Monroe Silver, Fred Van Eps and Frank Banta. The Baldwin Co. has a unique way of advertising its service under the name of "Sixty-minute Sam." This person, according to the company, has full charge of the service department. He guarantees (and so far has never failed) that within just one hour after you purchase a machine it will be set up in your home.

Expects to Select the Best Records

Chubb-Steinberg Music Shop, of Cincinnati, has engaged Harry Spindler, of Spindler's Hotel Sinton Orchestra, formerly of New York, and a recognized authority on music, to select, to the best of his judgment, a few of the best records each month. This list, in the order in which he chooses the records, judged by their musical value, recording qualities and order of popularity, will be handed to customers as they enter

the store, thereby saving them considerable time in their selections. Another one of the Chubb-Steinberg novel plans in the way of exploitation is the "harmonizing service." The customer selects the machine and the company harmonizes it with the surroundings in his house. Mr. Chubb reports an exceptionally good month, records and machines both going strong.

Hard Work Gets Business

"Our business in both machines and records has been exceptionally good the past month, but we worked much harder than ever before," says Robert Morris Fantle, manager of Widener's Columbia Shop. "Robert C. Clark, selling agent for Indiana, Ohio and Kentucky for our Granby line, is opening accounts at the rate of four a week. He has been ably assisted the past month by Mr. H. Coleman, sales manager for Granby."

E. M. Abbott, proprietor of three stores in Cincinnati, reports a decided improvement in the past month's business. "We have surpassed all expectations in the opening of the Fall season," says Mr. Abbott. "Our Walnut street store, which is located in the heart of the theatre district, was able to report the greatest amount of business for the month, due, no doubt, to the fact that we push the songs being featured in the shows, thereby doing considerable business with the theatre crowds, which business other stores do not get on account of their location." Remodeling operations, which Mr. Abbott just completed in anticipation of the Fall business, have added approximately 1,000 feet of space to the talking machine and piano departments.

Planning "Bubble Book Party"

Plans for a children's "Bubble Book Party" are being completed by F. X. Donovan, manager of the Victrola department of the John Shillito Co. The party will be staged in the large music department of the store on November 23. An especially arranged children's playlet is to be staged with a number of story-book characters, all played to the strains of appropriate music from children's records. "Business for the month has by far exceeded our expectations," says Mr. Donovan. Demand for Caruso records was very large for the month, due to the Caruso Memorial Concert at Eden Park.

A large Fall and pre-holiday trade is anticipated by S. Reis, manager of the talking machine and record department of the Brunswick Co. Business has been on the increase each month and prospects are growing better with each day, he reports.

C. M. Shute Resigns

C. M. Shute, assistant manager of the Columbia Co.'s local wholesale branch, has resigned to enter other work at New Brunswick, N. J. Mr. Shute refused to let his future plans be known. J. B. Kruse has been appointed to take the place left by Mr. Shute.

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.

Ross H. Wilson, manager of the Dealer Service department of the Columbia branch, is arranging an extensive advertising campaign to combine dealers in Cincinnati during the stay in this city of Miss Marian Harris, noted Columbia artist, who appears in person at a vaudeville house in the city during the week of December 12.

An Antique Musical Chair

The Chubb-Steinberg Music Shop has on display a chair which contains a hidden mechanism so arranged that when one sits on the chair he is greeted with music from an invisible music box. Mr. Chubb found the chair in a second-hand store. He was attracted by its Venetian design and after careful scrutiny discovered the music box. The chair is said to be many hundreds of years old and its value is undetermined. This chair is of carved walnut and inlaid with pearl. Mr. Chubb states that a New York concern recently applied for a patent on a music-reproducing machine arranged in a chair similar to the antique now on exhibition.

Professor Yuen Ren Chao and his bride have arrived in the United States to make records of the Chinese language for use in lectures at Harvard University. Professor Chao will occupy the chair of language and logic at Harvard.

If you don't think co-operation is necessary watch what happens to a wagon when one wheel comes off.

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



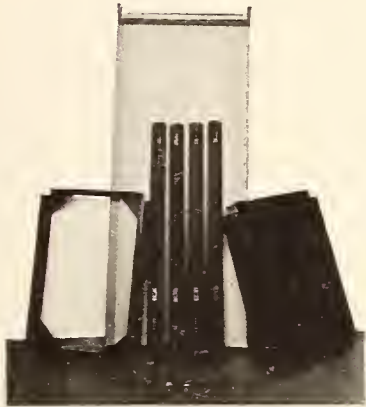
THE SEASON'S BEST SELLER

THE UNICO No. 50 PORTABLE CABINET STAND

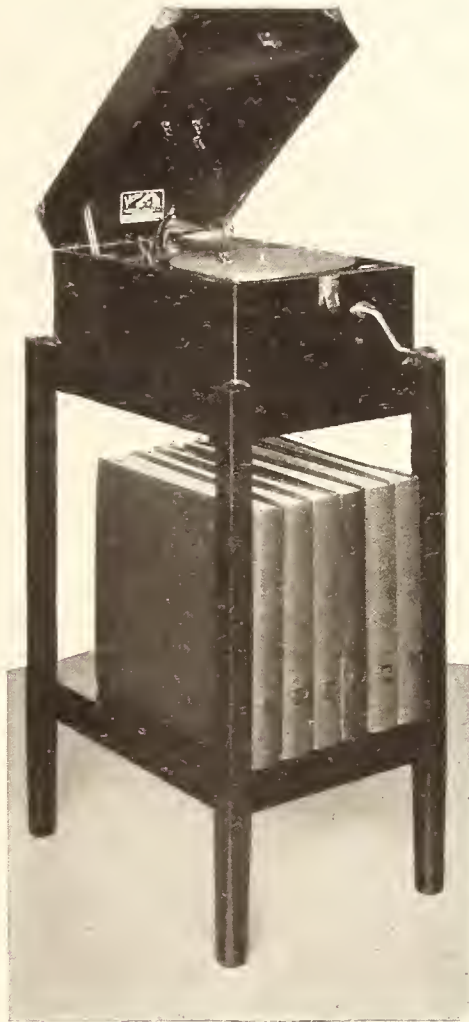
(Construction and Design Patents Applied For)

Retail Price \$15

Dealer Price \$10



1. Parts and Container ready for shipment



5. Ready for use



3. Assembled as stand for No. 50



2. Easy method of assembling



4. Assembled as table

Solid Mahogany and Quartered Oak
 Finish Matches Victrola
 Harmonious Design
 Sectional Construction
 Assembled in 5 Minutes

CONVERTS THE NO. 50 VICTROLA
 INTO A SEMI-CABINET MACHINE
 IDEAL FOR THE HOME
 ABSOLUTELY PORTABLE
 ANSWERS EVERY PURPOSE

Individual Cartons
 Shipping Weight, 14 lbs.
 Local Parcel Post, 12 Cents
 Package Size 3x23x29
 Space for 6 Albums

May Also Be Used as Table for Demonstrating Room or Home

A QUALITY PRODUCT—NOT A CHEAP NOVELTY

THIS WILL BE A BIG SELLER—THE DEMAND WILL EXCEED THE SUPPLY

Cover Your Fall and Holiday Requirements at Once

Order through your jobber
 or
 Fill in order coupon and
 mail today.



UNIT CONSTRUCTION CO., Date.....
 58th St. and Grays Ave., Phila., Pa.

Kindly ship at once { Parcel Post } UNICO NO. 50 PORT-
 { Freight }
 { Express }
 ABLE CABINET STANDS. Above stands to be billed to us through
 our jobbers at \$10 per stand f.o.b. jobber's city. Specify finish.

Jobber's Name.....
 Dealer's Name.....
 Dealer's Address.....

UNIT CONSTRUCTION COMPANY

NEW YORK
 299 Madison Ave.
 Corner 41st St.

Rayburn Clark Smith, President
 58th Street and Grays Avenue

CHICAGO
 30 N. Michigan
 Boulevard

PHILADELPHIA

See Our Other Advertisement, Page 88, in this Issue

HAPPENINGS IN THE DOMINION OF CANADA

TALKING MACHINES AT CANADIAN NATIONAL EXHIBITION

Imposing Display Made by Various Exhibitors—Growth of Exposition Idea—W. B. Puckett Returns From European Trip—Music in the Schools—An Interesting Budget of News

TORONTO, ONT., October 7.—The success of the Canadian National Exhibition held in this city has strongly brought to mind the great advance in musical matters made by the people of Ontario within recent years. The exhibits, the buildings and the arrangements for presenting Canada's musical efforts to the visitor and the quality of music on the grounds all emphasized the wonderful achievement of the people who have labored in the cause of music for thirty years back.

When pianos and talking machines were first exhibited there were no special sound-proof booths, and the result was bedlam. In 1902 the Manufacturers' Building was erected and the piano firms fittingly housed. In more recent years the talking machine exhibitors were given space in a wing of the Horticultural Building. The first talking machine was exhibited in Toronto as a side show like a freak. It was in a tent near Dufferin street that it was shown, and the curious had to pay 10 cents admission.

It's a great change from then to now, for the talking machine has assumed a national importance as an educational factor in the domain of music. Despite the great popularity of the talking machine and its general use, many imagine that as high an average as 50 to 75 per cent of the homes in this city are supplied with some make of machine, but the fact remains that only 16.66 per cent of Toronto homes have one. This leaves some 84 per cent of the homes where there is no talking machine. A prominent music dealer of this city stated recently that possibly as high as 50 per cent of the homes of Toronto did not possess either a piano, player-piano or talking machine.

The exhibitors at the fair included the Starr Co. of Canada, Ltd., of London, which displayed for the first time a Starr console design, Style XV, which is suitable for libraries and dens and can be readily used as a writing table. The regular designs were also shown, as well as a fine exhibit of Gennett records.

The Scythes-Vocalion Co., Ltd., made a very handsome display of Vocalion instruments, including a Florentine in antique walnut, Queen Anne and upright types and a new Queen Anne console and a William and Mary console, with overlaid scheme. Vocalion Red records were also demonstrated and attracted a great deal of attention.

The Columbia Graphophone Co. made a splendid showing of its various styles of machines and records.

Five new Victrolas were displayed in the booth of His Master's Voice, which, in addition to a fine display of His Master's Voice records, attracted thousands of people to this booth, which was capably managed under the control of R. H. Murray, manager of His Master's Voice, Ltd., Toronto.

R. S. Williams & Sons Co., Ltd., had an attractive display of both New Edison phonographs and Edison Amberolas. Various console models were shown and presented a most attractive appearance.

I. Montagnes & Co., Canadian distributors of the Sonora, showed four period instruments, Louis XVI, Queen Anne, Italian Renaissance and Adam cabinets, which reflected the high standards of Sonora workmanship. There were also a number of upright models in styles and prices to suit everyone interested.

The Musical Merchandise Sales Co. made an artistic exhibit of Brunswick phonographs of various styles, as well as records.

The Magnavox was a prominent feature of

the exhibition this year and through its instrumentality the address to Lord Byng and his reply were heard by the thousands who attended the fair. The Magnavox was also used in many of the booths.

There was also a great showing of Canadian talking machines and, all in all, the talking machine display was very creditable and did much to establish the very important position occupied by this instrument in the music trade field to-day.

W. B. Puckett, of the Musical Merchandise Sales Co., Canadian distributor of the Brunswick phonograph, has returned to Toronto from a two months' absence on a European trip. A splendid voyage over and a rough one on the return summed up his sailing experience. Mr. Puckett did not observe that business in the British Isles was active to a degree over which one could enthuse. On the contrary, his observations led him to believe that Canada has little to complain of by comparison. Nevertheless, the characteristic determination of the Britisher was there and the spirit that has made the British Empire what it is.

The Nordheimer Piano & Music Co., Ltd., has been using large space in the daily papers this month to announce it having taken on the "His Master's Voice" record agency.

Harry G. Stanton, vice-president and general manager of R. S. Williams & Sons Co., Ltd., Edison jobbers, is back at his desk in the head office after a trip of several weeks' duration in Britain and the Continent. Mr. Stanton, who occupies the high position of a district governor in the Rotary Club organization, was a delegate to the big Rotary convention in Edinburgh. Although his trip was primarily in connection with Rotary business and pleasure, he had opportunities of looking into trade conditions in the music industry and he states that, from his observations, he cannot be other than impressed with evidences of its status and stability.

While on his return visit from a trip through the West E. C. Scythes, president of the Scythes Vocalion Co., Ltd., received word of the death of a sister at Edmonton, Mrs. C. F. Newell. Mr. Scythes had visited his sister, who had been ill for some time, and had reached Regina on

his way East when the sad news overtook him. F. G. Scythes, Regina, is also a brother of deceased.

Piano and vocal competitions were held in connection with the National Exhibition here, under the direction of the committee selected by the talking machine manufacturers. There were fourteen or more contestants.

J. D. Ford, well known in the talking machine industry through his being manager of the retail talking machine department of R. S. Williams & Sons Co., Ltd., has returned from a three months' holiday in Algonquin Park. While in the North country "Jeff" was created an Indian chief with the Indian title of "Big Elk."

Gordon Bender has been appointed sales manager of I. Montagnes & Co., the Canadian distributors of the Sonora and Magnavox lines. Mr. Bender has had a thorough training in the talking machine trade and has come into contact with many of the retail dealers of the country.

Mr. Corrigan, of the Magnavox headquarters in California visited the National Exhibition.

Joseph Wolff, treasurer of the Sonora Phonograph Corp., New York, and Mrs. Wolff, during their stay in Toronto, while visiting the fair, were entertained by I. Montagnes, of I. Montagnes & Co.

Mechanical music, far from aiding in killing instrumental or vocal music, is a close ally and one which will increase the range of vocal and instrumental music more and more, is the opinion of Miss Mae Skilling. She has had charge of the music revival in the public schools for some time and is still demonstrating in the schools upon invitation, though she is now in charge of the educational department of the Columbia Graphophone Co. here. In her visits Miss Skilling declares that she finds the phonograph is developing a love for music among the school children and that she notices a revival of interest in all forms of music as the result of its use.

During the fair arrangements were made with the Marconi Wireless Co. whereby daily concerts were held on the exhibition grounds. The music originated with the Sonora playing at the Marconi headquarters and was conveyed to the grounds by means of the Marconi wireless system. The instrument was supplied by I. Montagnes & Co.

The trade generally has expressed deep regret at the assignment of the Cecilian Co., Ltd., on account of the personal standing in the trade of John E. Hoare, president of the company.

IMPROVING TREND OF TRADE CONDITIONS IN MONTREAL

H. S. Berliner Returns From Europe—Recent Incorporations—Fairbairn Sales Co. to Feature the Pathé—Starr Products Being Pushed by Gay's Stores—Other News

MONTREAL, CANADA, October 6.—H. S. Berliner, head of the Compo Co., at Lachine, Que., and the Sun Record Co., of Toronto, has returned to the former city from a flying visit to England. He was absent only twenty-nine days on this successful and enjoyable trip.

The Canada Gazette announces the incorpora-

tion of the Bourniv Piano & Gramophone, Ltd., with a capital of \$200,000.

N. G. Valiquette, Ltd., is doing considerable newspaper advertising in the interest of "His Master's Voice" machines and records, and since taking on the line has had considerable success.

(Continued on page 146)

TALKING MACHINE SUPPLIES AND REPAIR PARTS

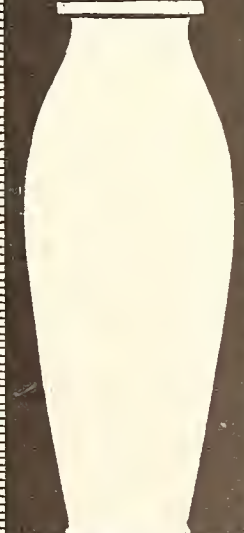
The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 110



IF you are a subscriber to our service, you get tried, tested, effective methods and not theories.

You get advertising that makes your store the pre-eminent music center—that makes your store stand out as it never has before.

You get merchandising ideas, window display suggestions, and drafts of letters for circularizing, that if you tried to duplicate would cost you far more than you could afford. You get a service equal to that of the very largest retailers and manufacturers, and while the expense to you is trifling—absurdly low in fact—the value is phenomenal!

No red tape and NO RISK ON YOUR PART. Have us give you full information. Remember—*this is an exclusive service, obtainable by but one dealer in a territory. This is YOUR chance; don't pass it by!*

Yours for a big business,

Robert Gordon

Director
Talking Machine World Service

The Talking Machine World Service
373 Fourth Avenue
New York City

Kindly send me complete details concerning The Talking Machine World Service.

NAME

FIRM NAME

CITY & STATE.....

NEWS FROM DOMINION OF CANADA

(Continued from page 144)

C. W. Lindsay, Ltd., recently sold the Eastern Publishing Co. a Columbia Grafonola which it is utilizing in its circulation contest as one of the capital prizes.

The Compo Co., Lachine, Que., is putting on the market the Apex ten-inch double-sided record, which is being sold retail at 65 cents.

The Fairbairn Sales Co., which has been asked to act as wholesale and local distributor for the 1921 and the other American and Canadian made Pathé models, including the Actuelle, has just been advised that in future the Canadian trade will be supplied with Pathé phonographs and records direct from Paris, France, headquarters of the Pathé Frères organization, and to prepare for the arrival of French machines and records they must clear out their entire stock immediately.

S. H. Brown, proprietor of Brown's Talking Machine Shop, recently motored to Providence, R. I., Boston and other points, spending a two weeks' vacation visiting his home and friends along the way. Mr. Brown states that the recent demand for Caruso records has been most phenomenal, this artist's records in French being prime favorites in the Province of Quebec.

The Starr Phonograph Co. of Quebec, Montreal, has opened a department for the sale of Starr machines and Gennett records in Gay's Stores, Mount Royal avenue East. A number of improvements are being made on the premises of the Starr company, including an additional private office for Manager L. R. Beaudry.

Goodwin's, Ltd., is advertising the Brunswick phonographs in a very striking manner.

The new Brunswick models are taking exceptionally well, said Layton Bros., and business last month bettered the mark of the same month of last year.

CONFERS WITH NEW DISTRIBUTORS

Oscar W. Ray Holds Conference With Executives and Sales Staff of Gibson-Snow Co.

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., spent a day in Syracuse, N. Y., recently, conferring with the executives and sales organization of the Gibson-Snow Co., that city, which concern has recently become distributor for the Vocalion records in New York State. Mr. Ray was enthusiastic regarding the prospects of developing New York State business through that organization. During the past month Mr. Ray has also visited Boston, Philadelphia, Baltimore and other cities for the purpose of conferring with Vocalion jobbers regarding the campaign for the coming months.

Nellie Kouns, one of the Kouns Sisters, whose Vocalion records have proven very popular, was married recently in Buffalo, N. Y., to Sherman C. Amsden, of Chicago.



**BRUNS
MADERITE**

One Man Delivery Cover

A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

QUALITY PLUS

Phonograph Delivery Covers Rubberized Dust Covers

BRUNS MADERITE delivery covers are produced in either jacket type—closed type or for Console or Period cabinets. Grade A of eight-ounce Brown Duck—Grade B Khaki Drill.

Delivery of phonographs in original cases is objectionable in that unpacking is an untidy process. A BRUNS MADERITE Cover is just slipped off and machine is ready to be played—no fuss—no dirt—no possible damage from wet or cold, dust, bruises, scratches, finger marks, etc.

BRUNS MADERITE delivery covers are padded with extra thick one-piece layer of cotton (no shoddy). Fleece-lined and durably constructed throughout. All covers include one-way strap equipment.

Anticipate your requirements and place orders now—prices on request—order direct or through your jobbing connection.

Ask us for quotation on Fleece-lined, Rubberized phonograph dust-proof covers.

A. BRUNS & SONS
Manufacturers of Everything Made of Canvas

MUST GO AFTER BUSINESS

President Chase, of the Pathé Co., Says Orders Should Be Developed on the Outside—Some Inspiring and Helpful Ideas

Many inspiring and helpful ideas are given in a general letter to Pathé dealers, written by W. W. Chase, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., and which is reproduced on the first page of the September 27 issue of Pathé News. In this letter Mr. Chase states that whereas there are some dealers who complain about poor business, there are many others who are doing a splendid business and in every case the successful dealer is doing his work on the outside. Mr. Chase stated that "this proves conclusively that a dealer cannot operate a store like a spider operates a cobweb." He gives a concrete example in referring to one store, which sold nearly three hundred phonographs during the month of August, only 2 per cent of which were actually sold on the floor. Mr. Chase urges the Pathé dealer to energetically go out after business this Fall, "as the men who go out and do business have an opportunity which is unequalled in the history of business."

Many other interesting articles are included in this issue of Pathé News, covering the vari-

ous scheduled appearances of Pathé artists throughout the country, the value of attractive window trims, retail advertising ideas and sales helps. Taken as a whole, this little paper is full of timely topics.

VISITS TRADE IN CANADA

C. A. O'Malley, of Silent Motor Corp., Reports Considerable Business Activity There

Charles A. O'Malley, president of the Silent Motor Corp., Brooklyn, N. Y., returned recently from a trip, in the course of which he visited the trade centers of Canada. Mr. O'Malley reported that Canadian production is rapidly picking up and the worst effects of the post-war deflation have evidently vanished. Also that bumper crops and the absence of unemployment are making the Dominion quite prosperous and the music trade in that territory looks forward to a healthy business during the holidays.

In speaking of the Canadian business situation, Mr. O'Malley stated: "Notwithstanding the duty which Canada maintains upon imports of phonographs or parts, the Silent Motor Corp. has been successful in placing its motor with several large talking machine manufacturers who have made the Silent product their standard equipment."

JUNIUS HART PIANO HOUSE, Ltd.

NEW ORLEANS, LA.

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"

EXTENSIVE BUBBLE BOOK CAMPAIGN

Bubble Book Sales Service Will Introduce Bubble Book Parties in Leading Cities—Dealers Enthusiastic Regarding Practical Value of Parties—Dealers Are Co-operating

Due to the interest shown last year by talking machine dealers all over the country in Bubble Book Parties, the Bubble Book division of Harper Bros., New York, has just completed extensive plans for a larger series of these parties for the coming Winter months. In conjunction with the parties an intensive advertising campaign is being instituted to tie up the dealer's local publicity with the national advertising of this company. In addition to using space in the leading trade journals several nationally known magazines are included, which will give Bubble Books a valuable consumer publicity.

During the past year the attendance at these parties has been so large that in many cases all could not be accommodated and, whenever practicable, other parties were arranged in these localities to take care of the surplus attendance. Thousands of children, with their mothers, attended the Bubble Book Parties and, as they were extensively advertised in the local newspapers, the public showed a keen interest in them. It was the unanimous opinion of the dealers who staged these parties that they attracted the better class of talking machine record enthusiasts and, in consequence, the dealers enjoyed a lively response in actual sales. It is calculated by the Bubble Book Sales Service that the average attendance at the parties given last year was considerably over two thousand people.

To accommodate as many dealers as possible during the coming Winter months three separate units have been prepared, who will travel with a complete equipment to stage a Bubble Book Party. This equipment is elaborate and perfect in every detail. It is carefully designed to give the stage a professional appearance and to insure the scenery and equipment being correctly executed. The costumes were designed by Fay Behrens from the original sketches of Rhoda Chase, who is one of the best-known Fairyland character artists in New York. The scenery used is the product of the Cosgriff Studios, of New York, which spared no effort to make this scenery as realistic and lifelike as possible. The Bubble Book stories cover every well-known character in Fairyland stories. Among

the most popular of these stories are those of "Old King Cole," "Jack and Jill," "Mary and Her Little Lamb," "Tom, Tom, the Piper's Son," and many others.

Bookings for these Bubble Book Parties are being made through Harry E. Sherwin, 130 West Forty-second street, who is in charge of this campaign. H. E. Foster, general manager of the Bubble Book Sales Service, is sparing no effort to make these parties valuable to the dealer.

The following cities, which are arranging for these parties this Winter, are divided into three separate groups, comprising three routes:

Route No. 1. September 24, Jordan Marsh Co., Boston, Mass.; September 28, Wallace Co., Pittsfield, Mass.; October 5, Frederick Loeser & Co., Brooklyn, N. Y.; October 8, Boggs & Buhl, Pittsburgh, Pa.; October 15, McWilliams Stores, Wilkes-Barre, Pa.; October 22, Shepard Co., Providence, R. I.; October 26, T. Eaton Co., Toronto, Can.; October 29, J. N. Adam & Co., Buffalo, N. Y.; November 2, J. L. Hudson Co., Detroit, Mich.; November 5, The May Co., Cleveland, O.; November 19, Pettis Dry Goods Co., Indianapolis, Ind.; November 23, John Shillito Co., Cincinnati, O.; November 26, Stewart Dry Goods Co., Louisville, Ky.; November 30, Castner Knott Co., Nashville, Tenn.; December 3, H. P. King Co., Bristol, Tenn.

Route No. 2. September 24, Harned & Von Maur, Inc., Davenport, Ia.; September 28, Roshek Bros., Dubuque, Ia.; October 1, Paul Davis Dry Goods Co., Waterloo, Ia.; October 5, Denecke Co., Cedar Rapids, Ia.; October 8, Younker Bros., Des Moines, Ia.; October 12, J. L. Brandies Co., Omaha, Neb.; October 19, Pelletier Stores, Sioux City, Ia.; October 22, Towle & Hypes, Clinton, Ia.; October 27-28-29, Golden Rule, St. Paul, Minn.; November 2, Duluth Class Block Stores, Duluth, Minn.; November 5, Dayton Co., Minneapolis, Minn.; November 9, Pettibone-Peabody Co., Appleton, Wis.; November 12, Henderson Hoyt Co., Oshkosh, Wis.; November 26, J. Goldsmith Sons Co., Memphis, Tenn.; November 30, Gus Blass Co., Little Rock, Ark.; December 3, L. Grunewald Music Co., New Orleans, La.; December 7, W. G. Munn Co., Houston, Tex.

Route No. 3. September 24, Famous & Barr, St. Louis, Mo.; September 28, Geo. Ennis Dry Goods Co., Wichita, Kan.; October 1, The Boston Store, Fort Smith, Ark.; October 5, Calhoun Store, Muskogee, Okla.

Additional bookings are now being made, and will be routed as soon as all cities are listed, this route to be announced by the Bubble Book Sales Service at a later date.



Can You Sell Foreign Records?

Now is the time to stock up on Fall and Holiday sure-fire sellers.

A. G. KUNDE

now has a complete stock of German selections and is ready to fill orders for samples in Polish, Bohemian, Hungarian, Jewish, Italian and Scandinavian languages.

**Retail Price, 85c
Regular Discounts**

*Write Now for Our
Interesting Catalog*

A. G. Kunde

*U. S. Importer and Distributor
of Homokord Records*

**344 East Water Street
Milwaukee, Wis.**

THE DIAPHRAGM

**THE LARYNX
of the
TALKING
MACHINE**

In the human, the larynx reproduces the sound emitted by tongue and palate. It determines the quality of the individual's voice.

In the talking machine, the diaphragm reproduces the sound vibrations generated by needle and record. In great measure, it determines the tone of the machine.

"UMANTONE" MICA DIAPHRAGMS ARE CERTIFIED

Certified as to quality of material and dimensions. "Umantone" diaphragms are made of the very highest grade of India Ruby Mica—micrometer, tested to one thousandth part of an inch—in strict conformity with the specifications of the respective talking machine manufacturers.

Conveniently Packed

Each diaphragm conveniently packed in individual envelopes, on which is printed the number corresponding to the number on our special diaphragm chart.

**Insure Your Customers' Satisfaction—Sell "Umantone"
Certified Diaphragms**

EVERYBODY'S TALKING MACHINE CO.

38 N. 8th Street

Philadelphia

HONEST QUAKER SERVICE



**Write NOW for
Combination Chart
and Price List**

EDISON TONE-TESTS IN CHICAGO

CHICAGO, ILL., October 5.—Glen Ellison is giving tone-tests of his Edison Re-creations in the Chicago zone. Last night he appeared at the Madison Square Auditorium at Madison and Cicero streets, under the auspices of the Electric Co., which has its store at the same location. The big hall was filled with an appreciative audience.

C. E. Goodwin, head of the Phonograph Co., the Edison distributor for this zone, is now happily on the job again after six months' absence on account of illness. It is well known that Thomas A. Edison, Inc., is making a remarkable record with its series of Broadway hits, under the general title of "Broadway Flashes," and the trade in this city and territory seems to be quite delighted with them, judging from the sales of records.

The Litwin Music Corp., Newburgh, N. Y., has been granted a charter of incorporation in that State, with a capital of \$10,000. Incorporators are: M. B. and F. Litwin and S. S. Pipkin.



When Francis Dances With Me

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

ASK TO HEAR IT! INSTANTLY POPULAR IN VAUDEVILLE and for DANCING

ANNOUNCES PRICE REDUCTION

**New Prices on Entire Cheney Phonograph Line
—Company Will Absorb Reduction on Stock
in Dealers' Hands by an Adjustment Plan**

CHICAGO, ILL., October 9.—In a notice sent to its dealers under date of September 17, the Cheney Talking Machine Co., of this city, announced substantial price reductions on the entire Cheney line. The reductions on the various models are from 25 to 35 per cent and Cheney dealers will be glad to learn that the company, fully appreciating the unprecedented conditions which have affected business during the past year, will absorb the loss on goods the dealers have in stock by a method similar to the new model adjustment plan which was announced August 1.

Under this adjustment plan Cheney dealers will be given credit for the difference between the old wholesale prices and the new, provided they order as many instruments of each model as they ask credit for under the plan. In the

case of Cheney models 4, 5 and 6 the company will allow the dealer credit for the difference in price for stock on hand, provided he orders as many of those models as he asked credit for. In the case of the Cheney art models the dealer will receive credit up to the extent of his stock on hand, provided he orders new art models to the same number.

The Cheney Talking Machine Co. is able to make these substantial price reductions as a result of increased activity in all departments of the factory at Grand Rapids, Mich. This increased production not only means a reduction in the overhead on each unit, but it enables the company to become an active buyer of materials in large quantities under to-day's market conditions, which are much more favorable than those of some months or a year ago.

The company reserves the right to terminate this adjustment plan offer after a reasonable time, but states that shipping dates as late as December 1 may be specified.

The announcement is also made that the

Cheney New Model Adjustment Plan, announced August 1, is withdrawn October 1.

This reduction in Cheney prices, coming just as we are entering into holiday selling activities, will, it is predicted, result in a wonderfully increased business on the part of Cheney dealers during the next three months. Moreover, the increase in production at the Cheney factory is in itself a reflection of the steady increase in general business.

HE SHOULD BE INDESTRUCTIBLE

PORTLAND, ORE., October 4.—"Another victory for Edison." Thos. T. Record and his wife, at 567 Powell street, were presented with a baby boy last month and before the arrival it had been decided to name the child either "Edison" or "Victrola," all according to the sex of the new arrival. The poor child will have to go through life known as "Edison Record." If it had been a girl she might at least at some future date have been able to change her last name.



SOME OF THE NEW RELEASES

"Say It With Music"
"Bimini Bay"
"Baby Face"
"Tuck Me to Sleep"
"Ten Little Fingers"
"Yoo-Hoo"
"Moon River"
"Ma!"
"Dangerous Blues"
"Plantation Lullaby"
"Sweet Lady"

A Record Achievement

and an achievement of Record is the accomplishment of the Clarion.

An actual demand of the market and the public today is a quality record offering the hits of today in record form while they are hits—not after. To fill this demand is the purpose of the Clarion.

The organization is one of long experience and operates its own recording rooms, electroplating, pressing and other plants.

Service will be the keynote of the Clarion Company, and its plans to care for dealers and distributors not only comprise all the recognized methods, but include some original dealer "helps."

The reception of the first Clarion releases in September may be taken as an indication of the readiness of the trade and public to accept this new record. The second list is now released to a larger trade organization and is available to new dealers.

Success seems assured, dealers and distributors are being appointed, requests are being filled. To the live-wire organization our proposition will be of genuine interest and will aid in producing increased sales. We suggest an examination of our dealer proposition, which will cost you nothing.

Write for Particulars

CLARION RECORD COMPANY

56 BLEECKER STREET

NEW YORK CITY

MUSIC WEEK WILL HELP TRADE IN DETROIT TERRITORY

Great Music Drive Starts October 16—Business Steadily Improving—Leading Distributors Tell of Increasing Demands for Stock—New Establishments Opened—Other News

DETROIT, MICH., October 6.—October looks as if it is going to be a very good month for the talking machine business; in fact, already it has shown a great improvement, and particularly so on account of the cold weather that was ushered in with the first of the month. It is all that the industry needed to give business a boom—cold weather. As one dealer explains it: "People don't think of staying home nights if the weather is nice and warm; they either go out riding or they drive out to some amusement place or else attend the theatre. But when they get a cold snap they hug closer to the fireside and they will have music and they will buy the latest records. We notice this every time the weather gets cold and this year is no exception to the rule."

Much Expected of Music Week

So many things will happen from now on straight through to the coming Spring that will prove stimulants to the talking machine business. Music Week is the big thing right now. It starts on October 16 for a full week in Detroit and thirteen of the largest cities in the lower peninsula of Michigan. It will be, without doubt, the biggest musical event that the State has ever had, and probably ever will have. Being something new, naturally everybody is co-operating with Robert Lawrence, manager, to the fullest extent, and Mr. Lawrence is so enthusiastic over the splendid co-operation he is getting that he keeps doing new and bigger things every day that will make the event even a greater success than he had hoped to achieve. Just what the talking machine dealers will do, outside of helping financially, to further the movement has not been decided. In fact, it is likely that each dealer will create or originate his own ideas, but you can wager that every live dealer will do something to participate in Music Week. It is a glorious opportunity. The whole movement was planned last Winter by the piano and talking machine interests.

Good Demand for Vocalion Line

Sam E. Lind, of the firm of Lind & Marks, local distributors for the Aeolian-Vocalion, reports that business in September was the best it ever has been and that the month of October will be even better. He predicts a good year, despite the poor start. "When we started last Winter we did not expect any business during the Spring and Summer and yet we got more than we anticipated," he remarked. "We are getting splendid repeat orders and dealers are very enthusiastic over the line after they put it in. Our records are proving very popular. It is remarkable the number of sales we have made on the record by the Theis Ritz Detroit Orchestra, which is still very popular. We have had to reorder at least four times." Among the new Vocalion dealers reported by Mr. Lind during the past few weeks are Lampe & Tanner, at the corner of Tuxedo street and Hamilton boulevard, Detroit, and the Woodward Talking Machine Store, in Highland Park. The first-named concern is brand new in the talking machine business. Their location is in the heart of a thickly populated section of Detroit's best families. The Woodward Talking Machine Co. is an old-established concern and it also handles the Columbia line.

Progress of the Jewett

A. A. Fair, sales manager for the Jewett Phonograph Co., is just as busy as he can be these days. Not alone has he considerably increased his selling force, but he has been busy answering applications from all over the country for the Jewett line. As fast as he can get salesmen to see the applicants he is doing so. He has closed many fine accounts the past thirty days, all of them being for the complete line. The Jewett is increasing the number of models and in the past thirty days has changed some of the models, so that to-day the line is declared to be just 100 per cent better than it

was a month ago. The Jewett line was exhibited at the recent State fair in Detroit and also at Columbus a few weeks ago during the convention of the Ohio Music Dealers' Association. Mr. Fair personally supervised the exhibit at Columbus and took on several new dealers. The Michigan exhibit was really in the nature of stimulating sales for the dealers.

Victor Jobbing Business Active

C. H. Grinnell, manager of the wholesale Victor department of Grinnell Bros., advises us that the jobbing business is showing great improvement, that merchandise is coming through much better, both as to machines and records, and that dealers are showing an inclination to buy liberally, indicating that their stocks are becoming depleted. Mr. Grinnell anticipates a good Fall trade—probably not as big as some other years, but yet sufficient to be more than

satisfactory. "Of course, after all, a great deal depends on the dealer himself—his own selling ability and creative ability," said Mr. Grinnell. "The Victor Co. is doing more than its share when it spends millions for national advertising, which directly helps every dealer. A great deal depends entirely on the dealer, however."

Opens Attractive Quarters

A. Ginsburg has opened the Grand Talking Machine Store in the new market which opened last week at the corner of Grand River and Trumbull avenues. He is handling the complete Columbia line and his store is, indeed, a very coy and attractive one. One entrance faces on the avenue and the other on the inside of the market. He has installed a number of booths and, all in all, his store is an example of what can be done with a limited amount of space.

The J. L. Hudson Music Store has been advertising reductions on Cheney phonographs. Sales on this instrument have been very brisk the past thirty days. The Hudson store handles the Victor, Cheney, Widdicomb, Sonora and Brunswick lines.

Well Prepared to Care for Your Victrola and Record Needs

We have made preparation for a big Fall and Winter business.

The supremacy of Victor products (always unquestioned) is constantly becoming more firmly established and widely recognized—the demand for Victrolas and Records continually growing greater—business is good and steadily improving.

Take Full Advantage of the Opportunity for In- creasing Your Business

Avail yourself of our ever-ready stock—of our rule of filling every order same day received—of the care we unfailingly maintain in packing and shipping—of the exceptional transportation facilities at our command—of the predominant factor having to do with everything entering into our service: That of being of real help to you in selling more Victrolas and Records.

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 obligate you in the least—and it will aid you in making up your order.

Grinnell Bro

Wholesale Distributors
of Victrolas and Records

First and State Streets, Detroit

CONDITIONS IN PORTLAND TRADE STEADILY BETTERING

Shipping, Building and Banking, as Well as Talking Machine Business, Show Improvement—Many New Victor Agencies—Dealers Furbishing Their Stores—Budget of News

PORTLAND, ORE., October 5.—September was a top-notch month for Portland in shipping, building and banking. Wheat exports were 150 per cent greater in volume than in September of last year. Building permits exceeded those of the corresponding month of last year in number, and in spite of the decline in the cost of construction the total value was greater and the total bank clearances were the largest of any month this year.

This condition gives the talking machine merchants a demonstration that industrial affairs in the Pacific Northwest are turning the corner toward normally good times. All Portland music houses have been feeling this condition throughout the month of September and more activity in buying musical instruments is going on than for some time.

J. H. Dundore, manager of the Sherman, Clay

& Co. store, reports a good steady business and is planning to resume the monthly Victrola concerts in the company's concert hall, which proved so popular last Winter.

Frank M. Case, manager of the Wiley B. Allen Co., sees a marked improvement in business and reports many more sales coming in from the country, which shows that the farmers are getting back on their feet once more. Mr. Case made a business trip to Walla Walla, Wash., and to Pendleton, Ore., where he incidentally took in the Pendleton Round-up, September 24.

Many changes have been made in the personnel of the Portland Remick Song Shop since the arrival of Clyde Freeman, the new manager. William Maxwell, who had charge of the Columbia Grafonola department, has been made assistant manager; Paul Kuhl, for seven years with the Ling Piano Co., has been put in charge

of the record department; Mrs. Minette Elliott has been added to the sales force in the Columbia record department, and May Shurr, for seven years the manager of the sheet music department, has gone to San Francisco to study the pipe organ.

Elmer B. Hunt, manager of the Sherman, Clay & Co. wholesale department for this district, reports that during the past month he has installed new Victor agencies in four of the following Oregon and Washington towns: Monroe, Ore., A. Wilhelm & Sons; Brownsville, Ore., Dunlap Drug Co.; The Dalles, Ore., Service Drug Co.; and at Goldendale, Wash., L. E. McKee. Mr. Hunt expects to move the wholesale department of Sherman, Clay & Co. into new quarters and expects to have things in shape inside of a month at 487 Glisan street, where equipment is being installed and where more room is available for the firm's goods.

W. G. Gaston, Jr., field representative of the Victor Co., spent a week in Portland looking over the field with Mr. Hunt.

Robert Porter, of New York, sales manager of the Columbia Co., visited Portland and, with Wm. H. Lawton, of Seattle, visited the Portland branches and Oregon district with Carl W. Jones, Portland's representative. Mr. Porter was greatly pleased at the conditions he found throughout the Pacific Northwest.

J. J. Collins, vice-president of the Reed, French Piano Co., reports sales for September far exceeding his expectations, with sales of Edison machines, which the firm handles exclusively, showing a big improvement. Edison records also are growing in popularity, with the "Flash records" being asked for persistently by an increasing number of customers.

At the last weekly meeting of the officers of the Oregon Music Dealers' Association J. J. Collins, vice-president of the Reed, French Piano Co., was elected secretary to take the place of H. H. Thompson, who recently retired from the music business.

D. C. Peyton, manager of the talking machine department of the Meier & Frank store, with the assistance of Evelyn McFarland McClusky, educational director of Sherman, Clay & Co., staged a most successful demonstration to over 400 children with Victor records and instruments in the auditorium of the store, which adjoins the talking machine department. Mrs. McClusky talked on musical appreciation and children from the audience were used to demonstrate games and dances. Over 400 children were made happy by being presented with a Victor dog before leaving. Mr. Peyton expects to continue these affairs every Wednesday afternoon during the Winter. Mr. Peyton reports a big sale of machines in both period and conventional models and says he is doing a lively business in the Victor 80 and 90 models.

Each week the ninety-odd buyers of the Meier & Frank firm meet and Mr. Peyton demonstrates with the new records talking machines of different models at each weekly meeting.

Mr. Davis, sales manager of the Brunswick wholesale department, attended the Oregon State Fair at Salem, Ore., and assisted the Moore-Dunn Co. and the H. L. Stiff Furniture Co., of Salem, with their Brunswick exhibits, which attracted a great deal of attention. Theo. Karle, the American tenor, who sings exclusively for the Brunswick, visited the various Brunswick shops during his recent Portland visit, accompanied by Mr. Davis.

The G. F. Johnson Piano Co. had a most attractive Victor and Cheney talking machine display at the Oregon State Fair. H. L. Stoner was in charge of the exhibit.

R. S. McDougall, of the McDougall Music Co., has sold out his interests in the firm to the Conn factory, of Elkhart, Ind. The McDougalls recently opened up a fine new store on Tenth street and are exclusive Columbia dealers, with C. H. Williams in charge of this department.

Mrs. C. E. Gribble, manager of the Columbia department of the Applegate Furniture Co., of Eugene, Ore., spent her vacation looking over and getting ideas from the various Columbia agencies in Portland.

The slogan of the Buying Public today is
"Be Sure Your Walnut is ALL Walnut."

AN
 AMERICAN
 WALNUT
 PHONOGRAPH
 CABINET.



"SELL THE
 EYE AS
 WELL AS
 THE EAR."

**AMERICAN
 WALNUT**

"The Cabinet-wood Superlative."

"A Trade Winner"

must be keyed to the trend of the times.

The powerful appeal which a genuine American Walnut phonograph cabinet exerts upon the trade is the big reason for the steadily increasing use of this superlative Cabinet-wood by all leading manufacturers.

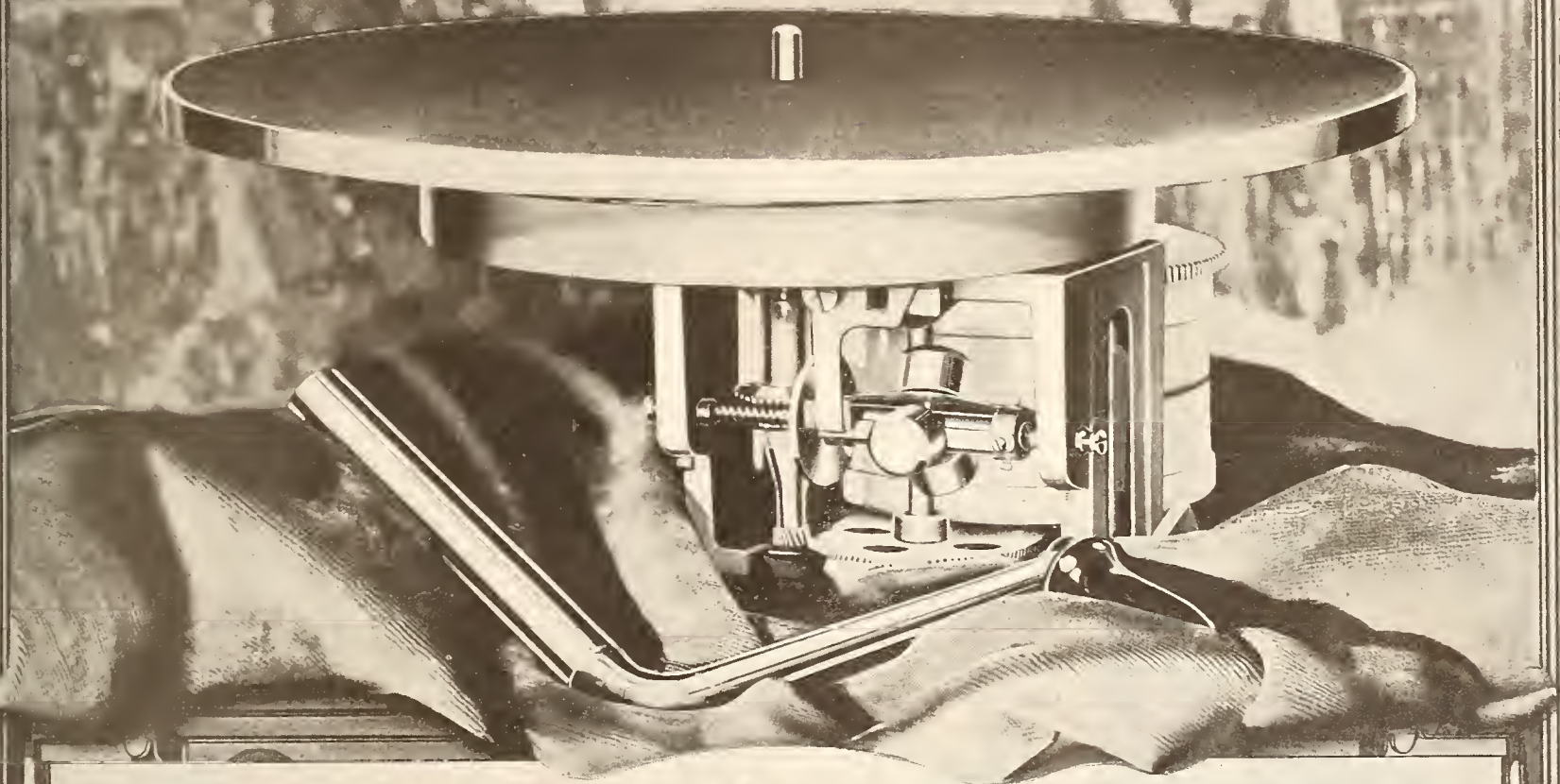
Write for data for *makers* or data for *dealers*—and the "Brochure de Luxe" for your *salesmen*. Address the responsible producers of American Walnut lumber and veneers, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
 Room 1022, 616 South Michigan Boulevard
 Chicago, U. S. A.



THE STEPHENSON MOVEMENT

Quietness



To aid in the illusion that one is listening to the artist rather than to a mechanical rendition, that one is in the presence of the artist rather than sitting before a mechanical instrument, the phonograph motor must operate silently and quietly—as silently and as quietly as the canoe glides over

the unbroken surface of the mill pond. The triple thread worm of the Stephenson Movement* and a perfect coordination among all moving parts make for quiet running—and help in the illusion the phono-

graph manufacturer is seeking. The Stephenson Movement* is Precision-Made.

STEPHENSON
 DIVISION
 DE CAMP & SLOAN INC.
 One Hundred and Seventy Pennington Street
 Newark, New Jersey



*Trade Mark

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE:—This is the twelfth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

COLOR SCHEMES AND SALES

What has color to do with the musical possibilities of the talking machine? The answer to that question depends, of course, upon the interpretation of the words "musical possibilities." The reader may guess for himself, after he has read what follows, whether I know what I am talking about or not.

The talking machine has to be demonstrated before it can be sold and, in order that it should be demonstrated, the attention and desire of the prospective customer must somehow be aroused. Advertising in the newspaper and otherwise constitutes one of the methods which can be, and is, constantly used. But advertising will only get a man or woman into the store. It will not do the selling after they are landed. That point once reached, the art of salesmanship begins.

Now, the art of salesmanship is a large art and a great deal of nonsense, as well as some sense, has been talked about it. There are plenty of learned and astute persons who are ready to talk the sense and plenty of unlearned and dull who are equally ready with the nonsense. Personally, I prefer to attempt neither, but rather to direct attention to another and incidental, but extremely important, feature of the work of selling the customer after said customer has arrived in the store.

Talking machines are sold by demonstration. Demonstration involves rooms duly shut off from outside noise and furnished so that the prospect may recline comfortably while listening and looking. Much skill and labor have been lavished on the design and furnishing of demonstration rooms by various merchants. And yet, strange to say, one extremely important point in all of them has been constantly missed. That point is found in the queer and rather obscure region where sounds and color mix up in the mentality of the prospect.

Music and Colors

If anyone thinks that this remark presages a learned dissertation on color sensation in sound he is doomed to disappointment. What I have in mind is something far simpler. It is a well-known fact, but one which is taken for granted and therefore not generally brought forward, that there is a very close connection between the effect of certain kinds of music and of certain kinds of color. The talking machine is a demonstration machine and can only be sold by means of the music which it is enabled to furnish. Now, seeing that the furnishing of demonstration rooms and their general decorative design form the subject of much thought and the object of much expenditure by all up-to-date merchants, it is surprising that the connection between color schemes and music is not more often thought about and worked out in practice. For if it were then talking machine salesmanship would be much easier than it is. This is a serious statement, as shall soon be seen.

When a merchant gives the order for equipping a floor of his store with demonstration

booths and everything to match he is likely to accept some stock design for interior decoration. But if he is more fussy and perhaps more thoughtful he will call in an interior decorator and tell him to go ahead, only insisting that he produce something beautiful. Now, the interior decorator can usually be trusted to produce something classy, as their saying is, but can he usually be trusted to produce a color scheme and a design which will assist in the selling of music to the people?

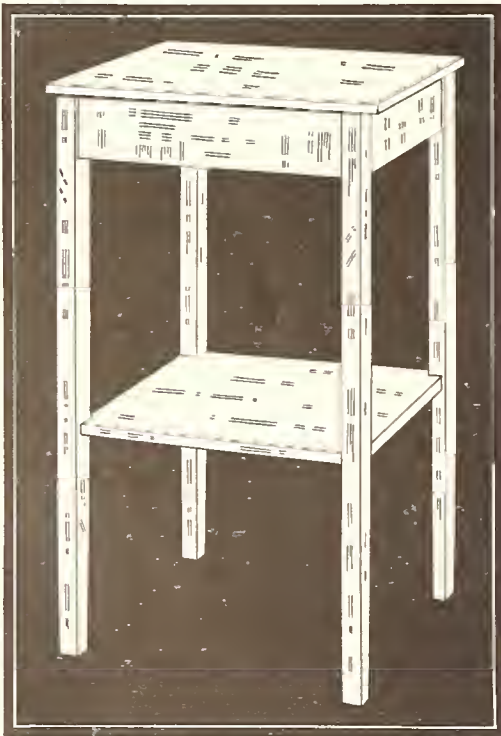
The fact of the matter is that, in general, the interior decorator is not likely to be able to do anything of the sort. He has probably never thought of the connection. Yet, the connection is there.

What follows may seem to be somewhat advanced, somewhat ahead of the time, perhaps even a little fantastic. But if it is thought over carefully it will be seen to be truly practical in every way.

Suiting Color to Music

A design for a row of demonstration booths should never include the idea of uniform color and uniform decoration. Music is not uniform and the kinds of music on the basis of which the talking machine is to be sold are almost as various as the kinds of people to be found by looking into the classified section of the telephone directory. Now, every talking machine merchant knows that, in order to sell talking machines successfully, he must demonstrate half a dozen different kinds of music to as many different classes of prospective customers. Some want dance music and nothing else. Some want old-time and national airs. Others want violin music and sweet, soft stuff of that kind. Some,

Service Tables and Display Stands



SERVICE TABLES

Enamels, Oak & Mahogany Finishes \$4.75

DISPLAY STANDS

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	.90	

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.

Every Booth needs a Table as a Service Convenience for the Sale and Selection of Records and Displaying Catalogues, etc., etc.

Display Stands Sell with the Small Machine at a profit to the Dealer and Satisfaction to the Customer. They "Boost" your Record Sales because they create new customers.

Packed 2 in a Mailing Case (Knock Down), delivered by frt., ex. or P.P. at small cost. Order samples direct and we will charge to your Jobber.

Knock Down Display Stands

Are Patented

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

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.

again, want operatic voices. A few want orchestra numbers of high class. And so on. Moreover, the sale of records is just as important as the sale of machines. If a business is to make money it must manage to attract and maintain a steady flow of customers to the counters where records are sold. Much of this selling of records also demands demonstration and that brings record sales into the same position in which we have placed machine sales.

Refinement vs. Jazz

When a prospect goes into a room delicately colored in a light fawn or champagne color, with light blue coverings on the furniture and delicate pink lighting, that person is mentally affected by the environment in a certain way. If to that person is now introduced music of the most modern, jazzy style, with cowbells and saxophone sobs, there will be an immediate reaction. The delicate colorings will seem stupid and flat, and conversely the music will stand out in all its naked crudeness. The probability is that a normal young woman, for instance, itching to dance, will suddenly find herself languid and bored and a sale may be lost.

Such a young woman ought to have been put into a demonstration booth made a little larger than usual, with a waxed floor and a good, bright art nouveau decorative scheme; in other words, with colors and furnishings just as jazzy as the jazziest jazz there is. Bright red with blue as a trimming and shaded red lights will stimulate the mentality that likes noisy, peppy dance music; and if the floor be large enough and smooth enough for a few good steps back and forth sales will come easily.

On the other hand, the delicate colorings and the furnishings of a Watteau drawing room, of which I spoke just now, are the very thing for delicate violin or quartet music. If one is offering a record by the Flonzaley Quartet or by Fritz Kreisler to an educated, music-loving lady one should put her into an environment that will not jangle with the music she is to hear and make her impatient, critical and irritable.

General Principles

Along similar lines can be worked out a whole series of ideas for the decoration and coloration of the rooms in which record and machine demonstrations take place. It would be the greatest mistake in the world to suppose that there is anything visionary in what is here suggested. I could discourse for pages, giving details, but the reader who is capable of grasping the idea at all is also capable of understanding how it can

A.F.Co.

felts

BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 S. Market St.

A turntable cushion of lustrous, uniform, serviceable Felt has a favorable effect on
1st, the Appearance
2d, the Performance
of a Talking Machine.

The former is a direct aid to the seller.

The latter is an assurance of lasting satisfaction to the customer.

That's why certain leaders in the Talking Machine Industry use American Felt Company Turntable Felt exclusively.

American Felt Company

TRADE MARK



be carried out. Just a few general principles may, however, be laid down and they can be added to or modified by each one, according to his own experience.

Bright lights, reddish colorings and sharp contrasts of color harmonize with music of the ultramodern type. This applies not only to dance music, but to the impressionistic stuff of the moderns, like Cyril Scott, Stravinsky, etc.

Music of stringed instruments also, such as quartet music, harmonizes best with delicate colorings, ranging through the light browns and light tans to the light pinks and light blues. Lighting arrangements should always subdue the general effect and the decoration should be chaste in the extreme.

On the other hand, those who love the brisk military music, the national airs and the old-time sentimentalities are best put into the receptive frame of mind by listening to them in

rooms decorated in plain, American style, with plain colorings and, if possible, with simple, unornamental lightings.

Violets and blacks should be avoided. Whites should also be taboo. Dark blues are melancholy and should never be used, if possible. The best all-round colorings are light pinks, reds, light tans, fawns, champagnes, light blues and others of the same genre.

All this, let me now remark, comes as the result of careful study of the relations between color and musical appreciation. More than one interior decorator agrees with me in the conclusions reached. There is a good deal of literature on the subject and to those who are desirous of pursuing the subject further I recommend the study of a work on color. If anybody supposes that this is not practical stuff, however, let him talk with an experienced decorator and an experienced musician and then put the conclusions of the two together. He will find that this is all practical. In any case, here is something to stimulate thought in these days of aggressive selling.

BIG SALES OF RED SEAL RECORDS

G. F. Martin Says This Is Due to Educational Work of Victor Salesmanship Classes

DETROIT, MICH., October 6.—G. F. Martin, of the Victor wholesale department of Grinnell Bros., says that the results of the Victor school on Red Seal records is now bearing fruit in unmistakable fashion. He says there has been a very material increase in all sales of Red Seal records and he attributes it largely to the school on Red Seal records, which the Victor Co. had the foresight to institute. Another tendency which is unmistakable in Michigan is the demand for Style 300. Then, too, the Style 50, which sells at \$45, is immensely popular. This portable is one of the big sellers to-day.

"So far as Detroit goes business is reviving materially, with the number of machine and record sales constantly increasing. The Fall revival, together with the new spirit of optimism, seems to be permeating the entire community, and then, too, Detroit is to-day a spender's town. Years ago this was not so.

"I recently had the pleasure of witnessing the opening of the new Victor department of A. G. Millar, at Royal Oak, Mich. Mr. Millar has a fine department and has beautifully fitted it with Unit Construction booths."



SOSS

INVISIBLE HINGES

Soss Invisible Hinges

preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are *invisible*.

Write for Catalogue

SOSS MANUFACTURING COMPANY
778 Bergen Street, Brooklyn, N. Y.





"You may be sure that the best I have, in both voice and art, will go into what is to endure permanently," said Charles Hackett in signing his new Columbia contract. You can sell "Because," the great tenor's newest triumph. Columbia 79879.

Columbia Graphophone Co. NEW YORK

MILWAUKEE TRADE LOOKS FOR A BIG HOLIDAY BUSINESS

Jobbers Start Fall Campaign—Retail Stocks Attenuated—Optimism Prevails Regarding Outlook—Brunswick Progress—Sonora With Kaun Co.—"Victrola Land" Opened—"Dalion" Demand Grows

MILWAUKEE, Wis., October 12.—Encouraged by the wholesome revival of interest in talking machines since the beginning of Autumn the retail trade in Milwaukee and throughout Wisconsin feels that holiday business this year will be active and probably in excess of the volume of transactions a year ago, at which time the full force of the economic depression had struck the people and their purses. Every effort at this time is being bent toward making the business of the last three months of 1921 so big that the total for the year will average up to at least an equality with normal years. This re-

quires, admittedly, a very ardent new business campaign to overcome the low spots which were formed by slow trade in the hot months this year. It is generally recognized by all dealers that to accomplish this end the most vigorous sales promotion methods it is possible to conceive must be put into practice.

Jobbing Trade Starts Campaign

The jobbing trade in Milwaukee, which, as a rule, handles the entire State of Wisconsin and Upper Michigan territory, already has started a drive for holiday business, which centers mainly in the direction of getting dealers to anticipate their requirements for November, December and January. Of course, there is now no particular shortage of instruments or records, but the point jobbers are making is that unless retailers make their requisitions for stock promptly they are likely to encounter a "jam" just about the time that they need goods most for prompt deliveries to customers.

Retail Stocks Are Low

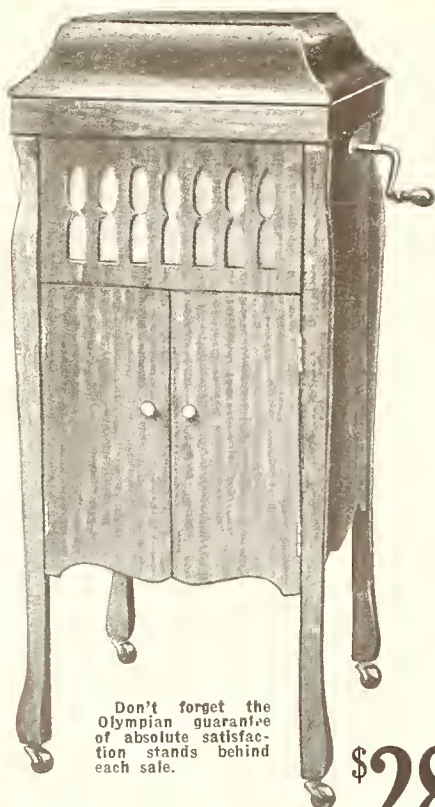
"Stocks in the hands of retailers at this time are considerably below the normal for the first half of October, due to a number of reasons, but we find that the trade is keenly alive to the necessity of doing something without further delay to fortify itself against possible shortage when the real busy season comes on," said Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Buying has been light for several months because of the usually dull Summer season, with the result that the revival of interest already evident, and

the excellent prospects for an active Fall and holiday season, find most stores rather poorly provided. We all know that no matter how well production may be going forward in the factories it is a different matter to get stocks into the hands of retailers promptly, especially when all of them are clamoring for goods at the identical moment. Consequently we are canvassing our field organization carefully, with a view to preventing our dealers from getting caught short in a month or two from now. The response so far has been gratifying, for the trade is realizing the situation."

Yahr & Lange Co. Enlarges Staff

In pushing its campaign for Sonora business the Yahr & Lange Drug Co., exclusive distributor in Wisconsin and the Upper Peninsula, is engaged in a correlated drive to put the new Sonora piano line on the map in the same distinct manner in which the talking machine line has been popularized in this territory. Fred E. Yahr, president and general manager of the company, who also is personally in charge of the musical merchandise division, has recently enlarged his staff. One of the latest acquisi-

Olympian Special



Don't forget the Olympian guarantee of absolute satisfaction stands behind each sale.

\$28.50 ea.

No. 75A—Dealer's Price

The only phonographs selling today in any quantities are those retailing as low as \$50.00.

The Olympian Special is creating a whirlwind sale for dealers because it offers every appearance of a \$100.00 model and all the tonal qualities of the higher priced machine. Quantity production—small profit—quick sales—that's why the price is so low. And the Olympian quality has been maintained throughout.

High Quality Maintained

It stands 40 1/2" high, is 17" wide and 19" deep. It is finished in mahogany, golden waxed oak or dull fumed oak.

Is equipped with the well-known double spring Heineman motor, and will play at least three records to one winding. Has Universal tone-arm, and plays all makes of records—right!

Has an all-wood tone-chamber and tone modulator. The filing space has a capacity of 75 records. Your profit is exceptionally large, and the sales on these machines are easy to get. Weight is 80 lbs. packed ready for shipment. All war tax paid.

Cole & Dunas Music Co. 50-56 W. Lake St. Chicago

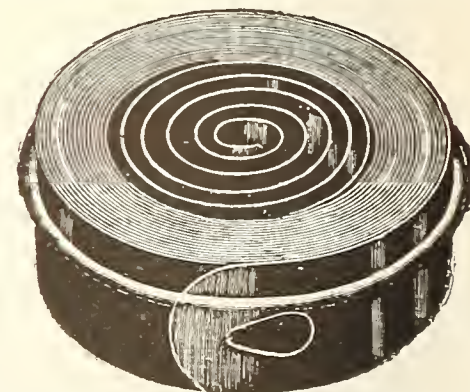
FIRST-CLASS GERMAN FACTORY Specializing in Phonograph Motors

Wants several High-grade, Efficient Representatives for the UNITED STATES.

Present capacity (which can be greatly increased) 10,000 motors per month.

Interested parties are requested to send their address and references as quickly as possible to Box G, care Talking Machine World, 373 Fourth Avenue, New York.

Main-Springs



For any Phonograph Motor Best Tempered Steel

Table listing spring specifications and prices: 3/4 inch x 10 feet for all small motors... \$.40, 1/2 inch x 10 feet... \$.45, etc.

SAPPHIRES—GENUINE

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

PHONE-ARMS

The very best, loud and clear, throw-back... \$5.00 With large reproducer, very loud, Universal... 4.50 With smaller reproducer, but loud and clear... 3.00

PHONOGRAPH NEEDLES

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

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors. Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

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

tions is Walter Pugh, formerly in charge of phonograph sales for the John Hoffman & Sons Co., who is now covering Milwaukee County on the Sonora line.

Brunswick Business on Increase

One of the real successes of the day in the local and State field is the remarkable growth of Brunswick business, instruments as well as records, under the able direction of Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co. The Brunswick to-day has taken rank as one of the most popular lines in the city and State. The local dealer organization has recently been distinctly favored by the entrance of two widely known dealers, Edmund Gram, Inc., and Charles J. Orth, Inc. These two prominent downtown houses, on the east and west sides of the river, respectively, have done much in the last month or two to strengthen the already strong position held by the Brunswick phonograph and Brunswick records in Milwaukee.

Growing Demand for the Dealer

The Milwaukee Talking Machine Co., manufacturer of the Dalion, not only is busy now, but has been running at capacity throughout the Summer to keep its large and growing dealer organization adequately supplied. Officials of the company believe that the Fall and holiday demand will be such that it will constantly be pressed for deliveries, as so far this year the volume has been in excess of the very best previous year. The Dalion has built up a wonderful reputation for tonal qualities, besides which it has the advantage of a beautiful appearance, excellent cabinet work and finish and the Auto-file feature.

Bradford Featuring Aeolian-Vocalion

The J. B. Bradford Piano Co. is at present establishing new records on Aeolian-Vocalion sales in its downtown store at 411 Broadway. The Victor also is featured in this store. At the southside store, at 596 Mitchell street, the Sonora is being pushed with excellent results. This is one of the largest and highest class music stores in Milwaukee and the combination is one of the most desirable in this field.

Forward Strides of Edison

Edison business in Milwaukee and the State in the last month or two has made further strides under the careful cultivation of the field by the Phonograph Co., wholesale distributor.

Sonora Line With Wm. A. Kaun Co.

The William A. Kaun Music Co., one of the oldest corporations in the music business in this city, has taken on the Sonora phonograph line and will give it a splendid display in its very attractive warerooms, which are equipped with approximately fifteen demonstration booths. This establishment is right in the heart of the downtown district and in the near future an illuminated Sonora sign will adorn the top of the Kaun building. The deal was closed by F. H. Klingel, manager of the musical division of the Yahr & Lange Drug Co., Sonora distributors.

Clever Record-selling Scheme

The Home Furniture Co. recently utilized a novel method of selling Columbia records. Manager B. W. Worthmann engaged the services of two accomplished dancers from a local academy, who performed to music by Art Hickman and Ted Lewis in the main display window of the store for a half hour on Saturday night, when Mitchell street was crowded with people. The window was dressed as a modern ballroom and the two dancers appeared in modern as well as classical costume.

Opens "Victrola Land"

The American Household Furniture Co., Nineteenth street and Fond du Lac avenue, the latest addition to the group of Victor dealers, made much of the opening of its new Victrola shop toward the close of September. As already noted, the American Co. has taken over the Victor franchise until now held by the R. H. Zinke Music Co., which retired from business October 1. The American Co. does a large retail furniture and housefurnishings business in a six-story building of its own. To accommodate the new Victrola department and

give it proper dignity and facilities the handsome two-story building adjoining the main store was acquired and fitted up throughout as "Victrola Land." This is unquestionably one of the finest and most inviting Victor shops in Milwaukee and already is doing an extensive business.

Blossom Seeley at Winter Piano Co. Store

Blossom Seeley, the famous vaudeville star, who appeared at the Majestic in Milwaukee in the final week of September, gave a recital on September 30 at the store of the Winter Piano Co., Columbia dealer. Following a number of selections Miss Seeley autographed a large number of her records for those who desired a souvenir of the occasion. Several hundred people crowded the store and greatly enjoyed the novelty.

Exhibits at Inter-county Fair

The William D. Sproesser Co., a leading jewelry house of Watertown, Wis., had an exclusive Victor exhibit at the Inter-county Fair in that city at the close of September, which attracted wide attention. The James D. Casey Co., a music house which features the Bruns-

wick and Pathé, also staged a fine display, combining a splendid line of pianos with talking machines.

Progress of the Columbia

The Columbia line, under the aggressive promotion work of Robert H. Walley, local wholesale representative, has made further excellent progress in Milwaukee and eastern Wisconsin during the past month and Mr. Walley expresses himself as highly gratified with the results of the co-operation among his dealers.

READY FOR HOMOKORD SHIPMENTS

MILWAUKEE, Wis., October 8.—A. G. Kunde, importer and distributor of Homokord records, 344 East Water street, this city, announces that he now has a complete stock of German records made by the Homophone Co., of Berlin, and that the retail price of Homokord double-face records is now 85 cents. Mr. Kunde is also ready to fill orders for samples of Homokord records in the following languages: Polish, Bohemian, Hungarian, Jewish, Italian and Scandinavian

Over the Hill



TODAY we are just over the hill of depression with the sun of prosperity in view. As the Fall progresses and Winter sets in, business is going to increase tremendously.

The Victor merchant will unquestionably share in this prosperity.

Always with the idea in mind of co-operating and being of service to Victor dealers, we stand ready to help you make preparations for, and enable your securing, this increased Victor business.

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK

WORKING A DAY AND NIGHT SHIFT

Bridgeport Die & Machine Co. Busy Record Producers—To Introduce Mother Goose Series of Records—The Plant and Personnel

BRIDGEPORT, CONN., October 3.—The Bridgeport Die & Machine Co., of this city, manufacturer of phonograph records, reports continuously increasing demands for its services. The company was organized in 1912 and, although it has enjoyed a steady growth since that time, the most phenomenal expansion of the company has been noticeable since it entered the line of pressing records, last April. The officials report that the plant is being worked sixty hours a week at the present time and that they plan to inaugurate a day and night manufacturing program by the addition of a night shift within

music by the Waldorf-Astoria Orchestra, decorations by the well-known magazine illustrator, Miss C. M. Burd, and animal imitations by Gilbert Gerard.

The plant of the Bridgeport Die & Machine Co. is large and well planned. The ground floor and two upper stories are occupied by the company and additional space is available for expansion purposes. A trip through the plant is an entirely interesting one. It is possible to see the production of a record, from the mixing of the secret compounding material through to the trimming and buffing of the finished product. Specially designed machinery is used throughout, which is reported to be giving the maximum results. The company is receiving many commendations on the quality of the finished product.

At the present time all distributing agencies

are devoting their entire energies to future success of the company.

An entirely complimentary tribute to the results of the efforts of these able executives is given in a two-column news article in a recent issue of the Bridgeport Times. It states "The fact that the concern has been among the first to thrust its head through the veil of depression has caused notice to be taken of the remarkable growth of the company."

OPEN "CAPITOL" SHOP IN CHICAGO

Attractive Quarters at 858 North State Street Being Conducted by J. W. Gleason

CHICAGO, ILL., October 8.—Another "Capitol" shop was opened here this week by John W. Gleason, at 858 North State street. Although the new shop has only been opened a few days Mr. Gleason has been successful in placing quite a number of "Capitols" in North Shore homes. Mr. Gleason has been in the electrical business for a number of years in Chicago. This new venture of his has appealed to him so strongly and he has been so successful in the short time he has been handling "Capitols" that he has made arrangements to open two newly equipped shops within the next few weeks. He has already leased a store in the Wilson avenue district and has opened negotiations for the leasing of another store in Waukegan. The "Capitol" is none other than the well-known combination of high-class talking machine and electric lamp that is being manufactured by the Burns-Pollock Electrical Mfg. Co., of Indiana Harbor.

ANNOUNCES CHRISTMAS GIFT "BAG"

Halsted Williams Corp. Distributing Christmas Record Bag—H. W. Service Is Popular

The Halsted Williams Corp., Brooklyn, N. Y., manufacturer and distributor of Dealer Service material, reports that dealers throughout the country have received its sales and envelope service enthusiastically—in fact, the H. W. Service is being used by the trade in all sections of the country with excellent results.

In addition to its regular line of record envelopes and delivery bags the company is announcing a new "Christmas-gift bag," which is now being distributed to dealers who are getting ready for Christmas activities. These gift bags are made of a very fine quality paper, heavier than the ordinary envelope, and with an appropriate Christmas design in green and red. The drawing for this design was executed by a leading artist in New York and represents a home scene showing St. Nicholas delivering a Christmas Victrola with a package of Christmas records. The upper left-hand corner is left for an appropriate Christmas greeting, with the name of the dealer.

The purpose of this gift bag is to give the dealer an appropriate container for the delivery of gift records to friends. The Halsted Williams Corp. has received from its dealers good-sized orders for the product and Mr. Williams is certain that dealers will welcome this attractive bag for their Christmas trade.

LITTLE THINGS THAT COUNT

It is the little things that count. Convenient interior arrangement of the store exerts considerable influence on customers.

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.



James W. Ogden, President



W. A. Macfarlane, Secretary-Treasurer

a very few weeks. With present capacity for producing 250,000 records a week plans are made to ultimately expand so that a capacity production of 75,000 a day may be obtained. Equipment is in operation for producing both ten-inch and six-inch records at the present time.

This company also has a number of contracts with many well-known manufacturers of records for the pressing of their releases. In addition to these contracts the Bridgeport Die & Machine Co. will shortly produce a series of records of its own, consisting of a Mother Goose series of six records, designed for the children, and which will be known as the "Kiddy Re Kord." This series will be embellished with

in which the company is interested are in New York City and all shipments are made via motor truck, a daily run being made each evening when the factory is closed down. As the night shift is installed it is planned to inaugurate a morning trip as well.

The personnel of the organization consists of James W. Ogden, president; Frank H. Hurd, vice-president, and William A. Macfarlane, secretary and treasurer. These officials are well-experienced men, having occupied important executive positions with various large manufacturing plants throughout the country in the past. They have organized the Bridgeport Die & Machine Co. on an entirely efficient basis and

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

A FEW TRIANGLE RECORD BREAKERS

SPREAD YO' STUFF

A "BLUES" DE LUXE

DADDY, YOUR MAMA IS LONESOME FOR YOU

MAMIE SMITH'S SENSATIONAL SONG HIT—SOME BLUES

RIGHT OR WRONG

A BEAUTIFUL FOX-TROT BALLAD

WEEPIN'

ANOTHER MAMIE SMITH SONG THAT SHOULD BEAR WATCHING

OH! BROTHER, WHAT A FEELIN'

A GREAT CHARACTER SONG—FEATURED BY ERNEST HARE

145 West 45th Street

TRIANGLE MUSIC PUB. CO.

NEW YORK, N. Y.

TRADE MOURNS PASSING OF FOUNDER OF GRINNELL BROS

Death of Ira L. Grinnell a Loss to the Entire Industry—Starting at the Bottom, He Built Up a Business Which Has Long Stood Among the Leading Enterprises in the Music Field

DETROIT MICH., October 7.—Ira L. Grinnell, president of Grinnell Bros., the prominent music house of this city, and with branches throughout Michigan, died suddenly at his home here last Thursday, September 29, after an illness of but a few days.

Heart trouble was given as the immediate cause of death, and though the family felt he was gradually failing he was at his office up to within forty-eight hours of his death.

Mr. Grinnell was born in Barre, N. Y., seventy-three years ago, and came to Detroit in 1866 fol-

of fishing, though not of any other sports. He was of a most charitable tendency, always holding out an assisting hand to any unfortunate whom he thought worthy. It was largely through his wonderful courage and determination that the Grinnell business, in its present magnitude, has been made possible. His word was unquestioned, and his advice much sought. He had a marvelous memory, and was a great reader and student, having studied law considerably while a young man, his early education having been at Albion and at the business college in Poughkeepsie, N. Y.

His record as a retail merchant on Woodward avenue, of approximately forty years, is perhaps approached by no other retail concern in the city of Detroit. He and his only living brother, Clayton A., who will naturally succeed as head of the house, have been shoulder to shoulder all these years in the establishing and development of this great institution.

I. L. Grinnell was a very domesticated man, and though a member of the Masonic order, as well as of many clubs and institutions of the city, his spare time was devoted to reading and to study and after business hours he could always be found at his home with his family. He leaves a widow, two sons, Elmer W. and Charles L.,

and two daughters, Hazel and Gladys. His son, E. W., is one of the directors of Grinnell Bros., and Charles has been an active member of the organization for many years.

He had large personal real estate holdings outside of the music business, which have taken considerable of his time during the past two years, he having acted more in an advisory way in Grinnell Bros.' business during the latter part of his life. The business of Grinnell Bros. was incorporated July, 1912, and the affairs of the company will no doubt go on practically the same as before, the founder having made it possible through the incorporating of the business to establish capable men who have won recognition after years of service, so that the future of the business will be practically in the same hands as heretofore, and his heirs will undoubtedly prefer to continue their holdings undisturbed in the business, the same as though he were still its president.

The funeral was held at his residence, 650 Boston Boulevard West, on Monday, October 3, at 2 p. m. Burial was in Roseland Park cemetery. There were eight active pallbearers, selected from members of the organization, and some forty honorary members, constituting employes who have been in the service of the house for ten or more consecutive years. In addition to this honorary group there were a number of prominent Detroit citizens as well as important members of the industry from various sections of the country.



Ira L. Grinnell

lowing the death of his parents, who passed away within a month of each other. He entered into business when he was twenty years old and was an active and successful figure in the mercantile life of the city for over fifty years. The music business founded by him grew from one small store until at present it includes a chain of twenty-six retail stores, three piano factories controlled by the company, the distributing franchise for Victrolas and records and a gross annual turnover exceeding \$8,000,000. He was also president of the Grinnell Realty Co., which has been active in Detroit for the past ten years.

He was unostentatious and modest, a man who always shrank from publicity, and would not accept political or other recognition, much though he had been urged by his associates and close friends. He was of an inventive turn and from an analytical viewpoint was almost a genius. He was an incessant worker and scarcely knew what vacations meant, though for the past few years he always spent a portion of the Winter at his Florida home in Seabreeze. He was fond

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

KANSAS CITY JOBBERS' GREAT MUSIC CAMPAIGN

Fine Work Being Done by Jenkins' Sons—Some Prosperity Facts—Good Business Here, Say Jobbers—Appearances of Artists Help Record Sales—Kansans Appreciate The World

KANSAS CITY, Mo., October 6.—Quite in accord with the advice of the president of the Ohio Music Merchants' Association, given at the recent State convention, Kansas City jobbers are working out plans to give the people music and trust them to come to the merchant for the instruments upon which to produce the music—to sell music, not furniture.

The J. W. Jenkins' Sons Music Co. is using its Victor department to carry on a campaign in this manner, in connection with the symphony concerts which are to be given in Kansas City this Winter. The program for the five afternoon concerts, the five which the school children are to be urged to attend, is all made up of music which has been recorded on Victor records. In the work of the music supervisor in the schools there is scheduled the presentation of these selections and the giving of lectures, which will give the pupils a clear understanding of the selection and an appreciation of its beauties and special characteristics. Then, when these selections are rendered by the orchestra, there will be a group of appreciative, informed listeners to enjoy it. In the same way the music will be presented to music clubs and groups of music pupils, not only in Kansas City, but also in other cities where there are Victor dealers. The wholesale department has already taken up the matter and is arranging not only with the dealer, but also with the music clubs and music supervisors in all these towns for these special free concerts in their towns, giving the same numbers as are to be given at the concerts in Kansas City. The field force of the company and their special representative, Miss DeForest, who has spent the Summer with teachers' institutes, will co-operate. In connection with the concerts there will be newspaper advertising of the records. These advertisements will not only be run in the Kansas City papers, but throughout the territory.

The Brunswick has a number of new dealers, among them quite a few firms that have heretofore given little or no attention to the music business. These additions are taken to indicate that the interest in music is growing and that there is an increasing number of people with a conviction that business this Fall in the talking machine industry is going to be pretty good.

Be on Guard!

A number of dealers in the Kansas City district have learned, to their sorrow, that there is no time when the jobber, or a representative, cannot be found on the job at the territorial headquarters. A man claiming to be a representative of one of the larger talking machine companies has been picking up easy money by calling on

TONE ARMS and REPRODUCERS

Various styles and designs to meet every requirement

Prices from \$2.50 to \$6.00

Samples on request

TRIANGLE PHONO PARTS COMPANY
722 ATLANTIC AVENUE
BROOKLYN, N. Y.
TELEPHONE STERLING 1120

dealers and reporting automobile accidents, demanding immediate cash, and that he has been unable to reach the jobber. He got some money.

Noted Brunswick Artists to Be Heard

The sale of Brunswick records will be stimulated in Kansas City territory this Fall by the visit of Mario Archer Chamlee, tenor of the Metropolitan Grand Opera Co., and Marie Tiffany, soprano of the Metropolitan Opera Co., both Brunswick artists. Chamlee will be the artist in the opening of the Fritchie series in Kansas City.

Some Facts That Spell Prosperity

Among the reasons why Kansas City territory is expected to yield a big business this Fall are these, set forth in a recent issue of The Star: There is more than 250 millions of wheat money pouring in; we have the second largest corn crop in the history of the country, the South has 500 millions of dollars in cotton as a result of a rise of approximately \$40 a bale over the low price of two months ago; business in every other line is good and improving, and in every line business is unusually good with the man who is going after the business. Home building in Kansas City is almost 100 per cent greater than it was in 1920. For the first eight months of the year there were in 1921, the records of the superintendent of buildings show, 1,138 permits for dwellings alone, as against 676 for the corresponding time of 1920. The value of the homes in 1921 is estimated at \$3,791,150, as against \$2,545,000 in 1920. The September report will be far greater in proportion than during the first eight months.

Good Business Already Here

The merchants and jobbers are not only saying that there is to be good business, but that it is already here. Merchants in various lines are reporting August sales greater than those of July, and September sales in excess of those of August by a very large percentage, and that as the weeks are passing there is a steady gain. The jobbers report that the dealers are stocking up for a heavy Fall trade and there is optimism all along the way.

Handling the Columbia Line

The Dodge City Music Co., of Dodge City, Kansas, is a new business concern, operating under the management of A. O. Drake. It will handle exclusively the Columbia products.

The Royal Music Shop, exclusive Columbia

dealer, at 617 Independence avenue, Kansas City, Mo., will open a new shop at Eighteenth and Paseo streets, October 1. It is enjoying a splendid Grafonola and Columbia record business at its present location and expects to secure a good business at its new location.

Noted Artists to Appear

The 1921-1922 concert season will soon be in full swing in Kansas City territory and among the artists to visit this city during the next few weeks is Cyrena Van Gorden, an exclusive Columbia artist. She will appear in concert in Kansas City October 10 and will be in the territory about two months. Columbia dealers are preparing for a large sale of her records in connection with her appearances. Riccardo Stracciari and Leon Rothier, also Columbia artists, will appear with the Scotti Grand Opera Co., October 14, in the "Barber of Seville."

Conditions Show Improvement

Conditions in Missouri, Arkansas, Oklahoma and Kansas, according to E. A. McMurtry, branch manager of the Columbia Co., who has just been on a tour of the territory, are showing considerable improvement and the dealers are preparing for a big Fall business. The business of the Kansas City branch during September was 30 per cent larger than in August.

Crossed the Burning Sands

M. C. Schoenly, manager of the Victor department of the J. W. Jenkins' Sons Music Co., was among those who were initiated into the Shriners last week, during the convention that was held in Kansas City. There were several hundred who crossed the burning sands.

Appreciate The Talking Machine World

Kansas City music jobbers are appreciating the service The Talking Machine World is giving the music trades and are co-operating in a very aggressive manner in increasing its circulation. They say that the value of a news story is in proportion to the number of people who read it, and it is to their interest to see that the largest number of dealers possible read what is going on in the territory. They also say that the main factor in sales is the dealer and that if he is informed and filled with optimism he will sell many more instruments than he would otherwise do. They are, therefore, interested in the circulation of The World among their dealers and are, in varying ways, pushing the campaign for a larger circulation.

Of course, Fox Trots are in vogue—but to publish an original and appealing Fox Trot song is unusual

GYPSY ROSE

is a magnetic and rhythmic melody that is already an assured success.

PUBLISHED BY THE

ROBERT NORTON CO. - 226 West 46th St., N.Y.C.

VICTOR CO. BUSINESS ENJOYING A STEADY INCREASE

Each Month This Year Has Shown a Material Business Increase Over Corresponding Month in 1920—Plant in Full Operation—Feeling That Worst of Readjustment Period Has Passed

The Victor Talking Machine Co. is one of the few concerns in this or other lines of industry that have no general complaint to make regarding existent business conditions or trade prospects, according to Ralph L. Freeman, director of distribution for the Victor Co., who, in an interview with *The World*, stated that the company's business each month this year has shown a material increase over the volume of business for the corresponding month of 1920. At the present time, too, every department of the great plant at Camden is in full operation to take care of the demand that is current or that is actually in prospect.

The officials of the Victor Co. feel that the most difficult point in the post-war readjustment has been passed and are basing their plans for some months ahead on the expectation of a steady and healthy growth in the demand for Victor products. The visitor at the big Camden plant is impressed with the feeling of confidence with which each man is going about his work. No suggestion of doubt or excitement is in evidence.

NEW COLUMBIA ARTIST

Miss Edith Wilson Signed as Exclusive Columbia Artist—Scored Success in "Put and Take"

The Columbia Graphophone Co. has announced that Miss Edith Wilson, one of the stars of the musical show "Put and Take," has been signed as an exclusive Columbia artist. Miss Wilson



is well known in the musical field as one of the most talented exponents of the "Blues" type of song, and she scored an unusual success in the "Put and Take" show.

In the rendition of her Columbia records Miss Wilson is ably assisted by Johnnie Dun's original jazz hounds, who contribute considerably to the distinctiveness of Miss Wilson's records. Columbia dealers have evinced keen interest in the "Blues" selections and are planning to feature them extensively.

NIFTY-LIFTER GROWS IN FAVOR

SCHENECTADY, N. Y., October 6.—The Nifty-Lifter Co., of this city, reports that the record-lifting device of the same name which it produces has met with much success throughout the trade. The names of several hundred dealers and six distributors have already been added to the books of this company since its initial announcement in September. Added machinery and other production economies effected at the factory of the company, in this city, have already made possible a reduction in price. Judging from the results of the first month's sales it would appear that this device has a bright future ahead of it.

R. E. Daynes, who was for many years leading floor salesman in the phonograph department of Barker, Los Angeles, has opened a music store in South Pasadena, where he is featuring the Brunswick exclusively.

Pointing to the fact that the requirements of the past month have been very accurately gauged in all departments of the business, Mr. Freeman said: "The problem is not one of avoiding overproduction, as some of our friends put it, but rather one of keeping production at the point where every demand of our trade is taken care of properly. Right now some of our wholesale customers could undoubtedly use more goods than we are in a position to offer them. Taking the business as a whole, there appears to be reason for real optimism of a practical, but not fanciful, sort. There has been, and will continue to be, a noticeable improvement in the general business situation, as the various elements entering into our business life are rearranged on a normal permanent basis."

Mr. Freeman referred to the improvement in the agricultural situation, particularly in the Southern States, and the more adequate supply of money for legitimate purposes as indicating very clearly the trend toward improvement in the fundamental conditions controlling industrial activity.

ANNOUNCES FOREIGN RECORDS

Brunswick Foreign Language Catalog Launched in New York at Dinner Given to Dealers—Well-known Artists Will Record for Library—Chester Abelowitz Important Factor in Preparing Catalog—Brophy and Dwyer Speak

At a recent meeting and banquet given by the phonograph division of the New York offices of the Brunswick-Balke-Collender Co., the first records of the Brunswick foreign catalog were introduced to Brunswick dealers of metropolitan New York. This meeting was held at the Hotel Pennsylvania under the direction of E. A. Strauss, manager of the New York branch, who acted as toastmaster for the occasion, introducing the artists and speakers present.

The first Brunswick foreign records are ten selections by Cantor Kwartin, and this introductory list was prepared through the efforts of Chester Abelowitz, New York district sales representative of the Brunswick Co., who did sterling work in securing this noted Cantor for the Brunswick library. Cantor Kwartin, who will make records exclusively for the Brunswick Co., was introduced to Brunswick dealers by Mr.

Strauss, and was given an enthusiastic reception. Other artists present on this occasion were Theodore Kittay, an exclusive Brunswick artist, Simon Paskel, Sam Silberbusch and Mischa Wachtel, all of whom favored the diners with several selections.

William A. Brophy, head of the Brunswick recording department, was introduced and discussed interestingly the work of the recording laboratories in the making of these new foreign records, stating that these records were some of the best ever reproduced by the Brunswick organization.

T. W. Dwyer, treasurer of the Brunswick Co., made a short address on the Brunswick financing plan for the benefit of the dealers present, after which Mr. Abelowitz closed the meeting with a few friendly remarks on the new foreign catalog, in which he stated that these first records by Cantor Kwartin are being received most enthusiastically by dealers and record buyers throughout the country.

JOIN BLACKMAN SALES STAFF

Geo. A. Baker and E. M. Sheetz Join Blackman Traveling Force—Both New Salesmen Are Well Known in Local Trade

Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., announced recently the appointment of George A. Baker and E. M. Sheetz as members of the Blackman sales staff. Mr. Baker will cover Brooklyn and Long Island territory, and Mr. Sheetz will visit the trade in Pennsylvania and New Jersey.

Both of these new salesmen are well known in the talking machine trade, having been associated with the industry for several years. Mr. Baker was for many years identified with the Columbia Graphophone Co. in New York and his thorough knowledge of the dealers' merchandising problems will enable him to give Blackman dealers efficient service and co-operation. Mr. Sheetz was formerly identified with the C. B. Haynes Co., Edison jobbers at Richmond, Va., and other jobbing interests.

Besides these new men, the Blackman sales staff comprises E. S. Palmer, who has been connected with the Blackman organization for many years, and Walter Grew, who is well known in the local trade. Mr. Palmer is visiting Blackman dealers in New York State, Connecticut and a part of Massachusetts, and Mr. Grew is calling on Blackman dealers in New York City and Staten Island.

YOUR DEALERS

Will push your goods if you give them the kind of lithographed dealer helps that actually make SALES.

Consult us for window displays, counter displays, cut-outs, posters, car cards, etc.

EINSON LITHO INCORPORATED

Executive Offices, Art Studios and Manufacturing Plant

327 East 29th Street

New York City

J. A. JOHNSON WITH ORMES, INC.

Joins the Sales Force of This Prominent Victor Wholesaling Organization

Clarence L. Price, vice-president of Ormes, Inc., Victor wholesaler, New York City, has announced the appointment of J. A. Johnson to



the sales staff of this well-known distributing organization. Mr. Johnson has assumed, in a general way, the duties of the late H. E. Beuregard, whose recent sudden death was a shock to his many friends in the trade. Mr. Johnson will give much of his attention to the northern New Jersey territory.

He is well known to the metropolitan trade and is a forceful salesman of long experience. Mr. Johnson has been associated with the New York branch of the Columbia Graphophone Co. and the Okeh record jobbing firm of Ziegler, Baker & Johnson. He has already taken up his new duties with his characteristic enthusiasm.

TONEPEN NEEDLES AT LOWER PRICE

The Tonepen Co., New York, manufacturer of the Tonepen needle, has sent out an important announcement to the trade, stating that the price of the Tonepen needle has been reduced to three for fifteen cents, instead of three for twenty-five cents, as stated in the company's advertisement, which appears on page 65. The company found it possible to make a reduction in price, owing to enhanced efficiency in its manufacturing facilities and, as soon as the exact amount of this possible reduction was ascertained, it immediately gave the trade the full advantage of it.

THIS DEALER GETS THE BUSINESS

HOUSTON, TEX., October 8.—A sales stunt which is getting the business for a music dealer here is to send salesmen out with two machines loaded in a special compartment of their machine. The salesmen carry index cards and make a report of every house canvassed. The reports are followed up by the music dealer, who sends out literature to the prospect.

To be successful a talking machine salesman should develop a pleasant personality.

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

ARRANGES ARTISTIC OKEH DISPLAY

How the Cunningham Drug Store Utilizes Its Window in a Very Effective Arrangement

DETROIT, MICH., September 30.—The Cunningham Drug Store, of 1055 Woodward avenue, this city, recently featured in a very attractive window



Latest Okeh Records Featured by Cunningham Drug Store, Detroit display the latest release of Okeh records. The store is located within a block of Cadillac Square.

in the heart of the business district, and was much admired. This store is a live Okeh enthusiast, as the use of this prominent show window indicates.

DEALERS HOLD FALL MEETING

The first Fall meeting of the United Phonograph Dealers' Association was held at the Hotel McAlpin, Friday afternoon, October 7, and was attended by an enthusiastic number of dealers.

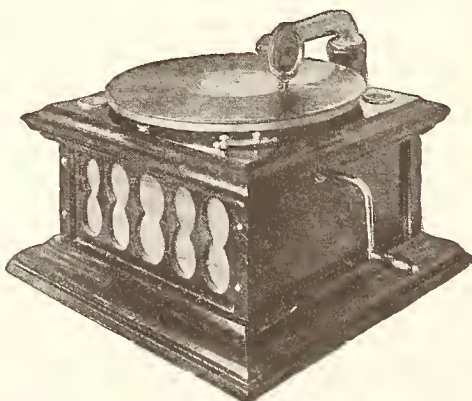
The question of the establishment of a record exchange was reported favorably and by the next meeting definite plans will be presented to the members for their approval. Dealer grievances were discussed and, in addition, the 10 per cent monthly record return was taken up. Agitation on this record return is to be started again this Fall, in the hope that, in the near future, the organization may be able to induce all the record manufacturers to effect this monthly record return.

This was the first Fall meeting since the Association's Summer recess and much business of importance was discussed by those in attendance.

PRICES REDUCED

We wish to announce a decrease in price on our "FULTON" MODEL 35 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

VICTROLA CLUB BOOSTS BUSINESS

The Mickel Bros. Music House, of Omaha, Neb., has solved the problem of increasing sales by organizing a Victrola club, which is limited to two hundred members. The machine offered is a Model 80, selling at \$100. Members of the club pay one dollar for three successive weeks and then \$1.50 until the machine is paid for. The only stipulation made by the music concern is that when joining at least \$7.50 worth of records be purchased. Twenty Victrolas were sold in the two days following the formation of the club.

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS
Acme Die-Casting Corp.
Boston Rochester Brooklyn N.Y. Detroit Chicago

RAVIS REPORTS TRADE GOOD IN WEST

President of Peerless Album Co. Finds Dealers With Depleted Stocks—Fall Activity Apparent in Many Localities, He Declares

Philip A. Ravis, president of the Peerless Album Co., recently returned to his desk after a trade trip covering many of the larger cities in Middle West territory.

In speaking of the general business situation in the territory visited, Mr. Ravis said: "From all evidence Fall business is opening up nicely. The dealer has little or no surplus stock and more often than not the shelves of the retail warerooms are depleted. With a more active demand on the part of the public it will naturally become necessary for the dealer to order goods in substantial quantities to meet the requirements of his trade. This is resulting in a very healthy situation. I have spoken with numerous heads of large concerns during the past few weeks and the consensus of opinion is that we are to have a very active Fall season."

Mr. Ravis was successful in closing negotia-



Philip A. Ravis

tions with several dealers in Middle West territory who will, during the coming months, feature Peerless albums. The new classification labels for albums issued by the Peerless Co. are seemingly meeting universal approval, as the requests for shipments of these goods have been very heavy.

VOCALION STRONG IN CHICAGO

Advertising Campaign Launched by Aeolian Co. in That City Getting Results

CHICAGO, ILL., October 7.—During a recent interview with Manager H. B. Levy, of the Chicago branch of the Aeolian Co., that gentleman stated that the recent advertising campaign launched by the Aeolian Co. in this territory has met with a splendid response from all Chicago dealers. "Our volume of Chicago business during the Fall and Winter months will undoubtedly smash all records," he continued; "the new Vocalion Red records are certainly going over big and dealers in general are well satisfied with their general make-up as regards surface smoothness and arrangements."

The first announcement heralding the new Vocalion Red records to appear in the local papers featured Frank Bacon in his famous bee story and in the Reno divorce court scene from "Lightnin'," now playing at the Blackstone Theatre, in which Mr. Bacon is star.

Vocalion dealers in this city are reporting to Mr. Levy that the demand for the Bacon records is unusually strong.

The Singer Music Co., Columbia distributor, Ritzville, Wash., is getting the people of the community into its store through the medium of a dance floor, where dances are held regularly. A recent innovation, which proved popular, was the alternate playing of a dance by the orchestra and Grafonola.



the Most Exclusive

**Mr. Dealer:
It Is Time NOW to Order
CHRISTMAS GIFT BAGS**



Yet Offered

Merchandise of unusual merit that has won the commendation of dealers everywhere. Beautiful containers for gift records (very heavy white paper). A prestige-building bag for the high-class dealer.



Design A



Design B

One Size Only
12x13 inches

No Strings
No Buttons

2-inch Flap

The bags are printed in two colors—red and green. Space provided for imprints, if desired, at bottom of panel.

If your sample has not been received PLEASE notify us at once.

Ask us to send you our price list, which explains the H-W service items.



HALSTED WILLIAMS CORP.

815-819 Monroe Street

Brooklyn, N. Y.



KNIGHT-CAMPBELL CO. CHANGES

Felix B. Beyer Appointed Assistant Manager of Victor Wholesale Division, While H. W. Norfolk Becomes Assistant Sales Manager

DENVER, COL., October 7.—The Knight-Campbell Music Co. has announced that Felix B. Beyer, formerly in charge of the Dealer Service department of that company, has been promoted to the position of assistant manager of the Victor wholesale department, succeeding James A. Frye, formerly sales manager, whose resignation became effective on October 1. At the same time H. W. Norfolk becomes assistant sales manager.

Mr. Beyer has been identified with the Knight-Campbell Co. for the past eleven years and is well known and popular in the trade. He is possessed of a thorough and practical knowledge of all phases of Victor merchandise, both wholesale and retail, and his advice should prove

of great value to dealers. Mr. Norfolk is also well known to Victor dealers in the Rocky Mountain region and is thoroughly familiar with their needs and problems.

BRUNSWICK BILLBOARD CAMPAIGN

The phonograph division of the New York branch of the Brunswick-Balke-Collender Co. has advised Brunswick dealers of the completion of plans for an extensive billboard advertising campaign in metropolitan territory. These billboards are now being displayed in many of the most strategic points in Greater New York. In addition to this billboard campaign artistically designed posters are being placed in the subway stations and in the Hudson tube system; practically every station will display one of these distinctive posters. The local Brunswick trade is evincing keen interest in this campaign and co-operating with the Brunswick-Balke-Collender Co. in every possible way.



**If You Sell Musical Instruments
You Need This Book**

DON'T think of it as just a catalog. Think of it rather as a vast stock of Musical Instruments and Accessories, condensed within the covers of one handy book—a true Buying Guide to Musical Merchandise.

It opens up to you a safe, sure buying source, bringing the markets of the world within your easy reach. It backs you up with all the resources of our comprehensive stocks and ready service—helps you offer your customers a greater selection than ever, without increasing your inventory one cent. That means turn-over. Turn-overs mean profit!

And more than that, it will sell goods for you!

Leave it on the counter for your customers to look over. Perfectly safe! There isn't a wholesale price in the book—retail prices only. And with your name and address in the shield on the cover, it's YOUR catalog and YOUR merchandise that the customer sees.

Write today on your own letter head for these two books. We are glad to send them (FREE, of course) to any Music Dealer

THE FRED GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

**And Here's Another Book
You Ought to Have**

Our catalog isn't complete, though, without another book—our Confidential Trade Price List. There you will find the wholesale cost to you of the merchandise listed in the catalog. And quoting, as it does, the new, low, 1921 Fall prices, it's a mighty interesting book for every retailer of Musical Merchandise. Even if you don't buy from us, you should have this book, if only as a guide in your buying.

DEALERS IN THE TWIN CITIES ARE MOST OPTIMISTIC

Wholesale and Retail Talking Machine Men Are Doing Very Satisfactory Business—Heads of Various "Talker" Institutions Give Reasons for Their Faith

MINNEAPOLIS and St. PAUL, MINN., October 7.—For the time being talking machine dealers, both wholesale and retail, are having a very fine grade of business and their hope now is that the present pace will be maintained. Financial experts agree that if the farmers will be able to liquidate their obligations to the banks and the local merchants the rural Northwest will be on its feet, notwithstanding the combined handicaps of light harvest and low prices. The three iron ranges, however, are at a standstill and no great business is to be expected until the steel industries need ore in large quantities.

"Some stimulation has been manifest for some time," remarked Sewell D. Andrews, of the Minneapolis Drug Co., distributors of the Sonora phonographs and Okeh records, in analyzing the situation. "We can't say, however, that this is an indication of a permanent revival of trade. At the same time we may safely say that the talking machine trade is on a wholesome and substantial basis. The past year has served to eliminate many of the 'fly-by-night' concerns and this class of competition has been removed. Price adjustments also have made things much easier for the jobbers. As far as the Sonora machine is concerned we can report that the new models selling from \$140 to \$175 announced last July are taking extremely well. These machines are beginning to arrive here in quantities and they have quite captured the dealers."

Victrola dealers in Minneapolis and St. Paul have experienced a distinct improvement, both as to machines and records. Beckwith-O'Neill Co. says so, and they should know. F. M. Hoyt, the company's sales manager, has been on the road for more than six weeks and is likely to be out several more weeks, as he is meeting with cheering results. At last accounts he was out in Montana, more than a thousand miles from home, but going strong.

W. L. Sprague, who manages the Northwestern interests of the Columbia Graphophone Co., recently returned from a tour of South Dakota. Money still is tight in the rural districts, he reported, but there were indications of a general loosening of purse strings and in consequence trade should be brisker within the next thirty days. A notable achievement of the company has been the opening of an exclusive Columbia

store in Minneapolis, the Majestic Music Shop, at No. 6 South Seventh street, a fine location. The St. Paul House Furnishing Co. has obtained Edward Harding, a well-known phonograph man, as manager for its Grafonola department.

The heads of the Edison distribution in the Northwest declare that every month of 1921, with one exception, has shown a gain over its 1920 contemporary and that exception fell behind so little as to be a trivial matter. This truly is a unique record. It was obtained by persistent and energetic "go-getting" methods. Twin City music lovers were treated to a series of tone-tests by the Edison stars during the first week in October. Seven concerts were given in St. Paul and five in Minneapolis. The following artists participated in the storming of the Twin Cities: Harvey Hindemyer and the Dann Trio, Helen Davis, Victor Young and Samuel Hungerford, Edith McDonald Carpenter, Rienzi Thomas and Charles Young. After their Twin City series the three groups separated for various sections of the Northwest.

Brunswick people are happy over the way their phonograph is winning its way. George M. Nye announces that Howard, Farwell & Co. have gone heavily into the Brunswick line in both their St. Paul and Minneapolis stores. Likewise the S. E. Murphy Music Co., St. Cloud,



**No. 35114 G.
Hanging
Basket**

filled with Artificial Flowers, Vines, etc., each \$3.50; other baskets from 75c up.

Ask for my Fall Catalogue No. 35 with illustrations in colors of Artificial Flowers, Plants, etc. Mailed Free for the Asking.

FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.

and the Taylor Music Co., Duluth, have taken on the line. Mr. Nye, who has made a tour of Iowa and the Dakotas, finds the general situation about as indicated in the foregoing. Trade is picking up, but hardly is up to what it should be. Mr. Nye is greatly pleased over the acquisition of Edward Nelson to his road staff. The two were associated in the Brunswick Shop in Minneapolis before the war. Both answered the call to the colors, and now they are united again after a separation of more than four years, under the Brunswick colors.

"Buzz" Rubel, head of the Grafonola department of the Rubel Furniture Co., has returned from his honeymoon and is again demonstrating Columbia Grafonolas and records.

FUTURE COLUMBIA PLANS

F. S. Whitten Issues Statement Regarding the Policies to Be Followed

The following interesting letter was forwarded last week to Columbia dealers by Francis S. Whitten, chairman of the board of directors of the Columbia Graphophone Co., this letter representing a concise statement as to the company's plans for the future:

"The attention of the officers of this company has been called recently to numerous rumors which have the earmarks of organized unfavorable propaganda in regard to the policies and the future of the Columbia Graphophone Co., consisting in the main of insinuations as to further reductions in the price of Grafonolas, new product, change in policy, management, etc.

"The management desires at this time, and once and for all, to set at rest any such rumors that may have come to your attention.

"No price reduction is contemplated, as present prices were fixed without consideration of labor and material costs, but with a view of offering, at a time when low prices are expected, the biggest possible phonograph value, both for the benefit of the buying public and Columbia dealers. No new standard types will be put out without giving dealers ample notice in advance, and in no case until after April 1, 1922.

"The recent business slump has been an unusually severe one, but I believe the corner has been turned and that loyal and efficient Columbia dealers will in the closing months of 1921 and early in 1922 again reap the profits to which their splendid efforts and hearty co-operation with the Columbia Co. entitle them.

"With thirty-five years of Columbia success and progress in phonograph development be-

hind the company the management is not at all discouraged by the recent business slump.

"There is no doubt in the minds of the management that the continued future of the Columbia Graphophone Co. is assured and that an uninterrupted flow of Grafonolas and Columbia records will continue to you."

DISPLAY AT COUNTY FAIR

Music Dealer Features Pianos and Phonographs at Recent Fair

MALONE, N. Y., October 3.—George E. Trick, progressive piano and talking machine dealer of 34 East Main street, this city, had an attractive booth at the Franklin County Fair held here a week ago. Mr. Trick occupied generous space



Geo. E. Trick's Booth at Franklin County Fair with an exhibit of Hallet & Davis and Conway pianos and players, together with Brunswick phonographs, of which he showed several models.

Patience is as necessary as courage in the conduct of a business. Don't lose your temper when a customer becomes irritable and unreasonable.

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.

"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

From the **DORAN CO.** 45 MICHIGAN AVE. DETROIT
SOLD BY **HURTEAU WILLIAMS & CO.** MONTREAL - OTTAWA
Kunkel Piano Co. BALTIMORE

FROM **THE PHONOGRAPH CO.** 1240 HURON ROAD CLEVELAND
SOLD BY **WALTER D. MOSES & CO.** 103 E. BROAD ST. RICHMOND, VA.
SOLD BY **J. E. STRATFORD** AUGUSTA, GA.

The Publishers of



ANNOUNCE A

TRADE DIRECTORY

OF THE

TALKING MACHINE INDUSTRY

This Directory, or handbook of the industry, will be the first of its kind and will be devoted exclusively to the talking machine and phonograph field, every phase of which will be adequately covered.

Throughout it will be a work of fact, and in no part a book of opinion.

It is both natural and logical that the authoritative directory of the industry should be issued by the publishers of "The Talking Machine World," the largest, oldest and dominant trade paper of the industry.

This directory is being published in response to the demands of the trade, which have become more and more insistent during the past five years. Moreover, the publishers of "The Talking Machine World" now regard the industry as sufficiently stabilized to warrant the compilation of an accurate and reliable directory.

Manufacturers and wholesalers of Talking Machines, Records, Parts, Cabinets, Accessories, etc., etc., to insure proper listing, should communicate as soon as possible with the

Directory Division

THE TALKING MACHINE WORLD

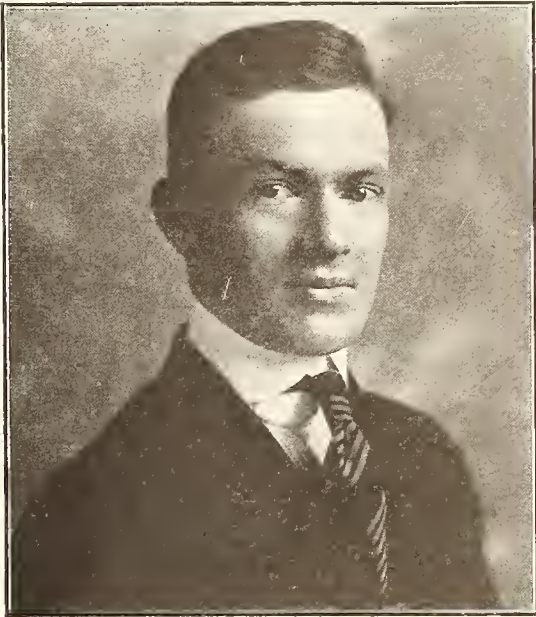
373 Fourth Avenue :: :: New York City

L. A. MURRAY POPULAR IN TRADE

New President of Iowa Victor Dealers' Association Well Known in Industry—Thoroughly Experienced Victor Man

L. A. Murray, who was recently elected president of the Iowa Victor Dealers' Association, at its convention in Des Moines, is one of the most popular Victor dealers in Iowa. He has been connected with the industry for many years and has given particular attention to the rendition of practical service to his clientele.

Mr. Murray formerly owned the Murray Co., located in the Harned-Von Maur store, in Daven-



L. A. Murray

port, Ia., having purchased the stock of the Schiller Piano Co. When recruiting for the World War was at its height he sold his business to a brother and sister and enlisted in the service. Upon his return home he realized that the Victor field offered him unlimited opportunities and he immediately started negotiations to own a Victor store. Through his persistent efforts he finally bought out the Tri-City Piano Co., of Davenport, Ia., and shortly after established one of the most up-to-date and prosperous exclusive Victor stores in the Middle West. He has met with unlimited success, all of which is well deserved.

JOHN MCKENNA HONORED

CHICAGO, ILL., October 10.—At the annual election of the Piano Club of Chicago, last Thursday evening, John McKenna, manager of the local branch of the Columbia Graphophone Co., was elected secretary. Mr. McKenna's election to this office is a well-deserved tribute to the excellent work he has done the past year in promoting the interests of the organization in every way and especially in securing the appearance of Columbia artists at the special Monday noon meetings of the Club.

ROOS BROS. IN NEW FIELD

B. R. Forster, president of the Brilliantone Steel Needle Co., New York, has advised the trade that Julius and Nestor Roos, who had been connected with the company's sale staff, had resigned, the resignation taking effect October 1. Both of these sales representatives are planning to enter another line of business, which they will announce in the very near future.

NEW EDISON ADVERTISING MANAGER

C. G. Wood Appointed to That Position, Succeeding J. B. Gregg, Resigned—Warren F. Taylor in Charge of Promotion Department

Several important changes have occurred recently in the advertising department of Thos. A. Edison, Inc. C. G. Wood, who has been in the department for some time past, has been appointed advertising manager, succeeding J. B. Gregg, who resigned recently to become advertising manager of a prominent fountain pen company. Mr. Wood will take up his new duties on October 15.

Warren F. Taylor, a man of considerable experience in the advertising and merchandising field, was appointed, on October 1, to take charge of the promotion department of Thos. A. Edison, Inc.

OPEN NEW VICTOR STORE

Weil Bros. Open Attractive Victor Establishment in Harlem Section of New York—J. E. Dunham in Charge of Store

Weil Bros.' new Victor store, at 2252 Third avenue, New York City, was formally opened on October 10 as one of the finest exclusive Victor stores in the city. The entire equipment and furnishings are new throughout and the location on the first floor gives the store an exceptional opportunity to attain success. J. E. Dunham, whose wide Victor experience covers a period of several years and who was formerly a traveling representative of the Victor Talking Machine Co., is in charge of the new store.

Attractive announcements for the formal opening were sent out to a large mailing list and during the afternoon and evening a concert orchestra entertained the visitors. It is estimated that more than a thousand people took advantage of this formal opening to visit and inspect this new and up-to-date Victor store.

MAYOR HYLAN MAKES OKEH RECORD

Mayor of New York Makes Special Campaign Record—Will Be Merchandised Through Okeh Dealers of Varied Political Faiths

Mayor John F. Hylan, of New York City, candidate for renomination on the Democratic ticket, visited the Okeh recording laboratories this week for the purpose of making a special Okeh record. This record comprises portions of Mayor Hylan's speech of acceptance of the renomination for Mayor and, according to present plans, there will be featured on the reverse side a popular march. This special record will be merchandised through Okeh dealers and there is no doubt that there will be an active demand for this timely recording.

SELL EQUIPMENT OF TWO PLANTS

CHICAGO, ILL., October 10.—The S. L. Winternitz Co., auctioneers, announce the sale to-morrow of a large number of phonographs and motors, as well as woodworking and other machinery, consisting of stock and equipment of the bankrupt Masterpiece Phonograph Co.

The factory equipment and finished and unfinished phonograph motor stock of the bankrupt Roemer Mfg. Co. is also advertised to be sold to-morrow at auction by M. Tauber & Co.

ODEON ARTIST WILL VISIT AMERICA

Miss Maria Ivogun, Exclusive Odeon Artist, Will Appear With Chicago Opera Co.—Will Also Make a Concert Tour of Country

The American Odeon Corp., New York, manufacturer of Odeon records, has advised its dealers that Miss Maria Ivogun, an exclusive Odeon artist and one of Europe's most popular coloratura sopranos, will soon arrive in this country for a concert tour and to appear with the Chicago Opera Company, having been engaged to sing in several important roles. At the close of the Chicago season she is planning to visit New York when the Chicago Opera Company makes its annual trip to this city.

The American Odeon Corp. is planning an extensive advertising campaign, calling the at-



Miss Maria Ivogun

tention of the public to Miss Ivogun's fame and prestige and emphasizing the fact that she makes Odeon records exclusively. This artist has made fifteen selections for the Odeon catalog, including some of the most popular opera arias, and Odeon dealers will undoubtedly take advantage of her visit to America to feature her records.

It is understood that other Odeon artists will visit America this season, so that Odeon dealers will have ample opportunity to capitalize the prominence of these artists and use practical means to stimulate the sale of their records.

Jascha Heifetz, world-renowned violinist and Victor artist, who arrives soon from Austria, will go directly to San Francisco, where he will appear in a number of concerts.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1550 CANDLER BLDG.
ATLANTA, GA.

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.

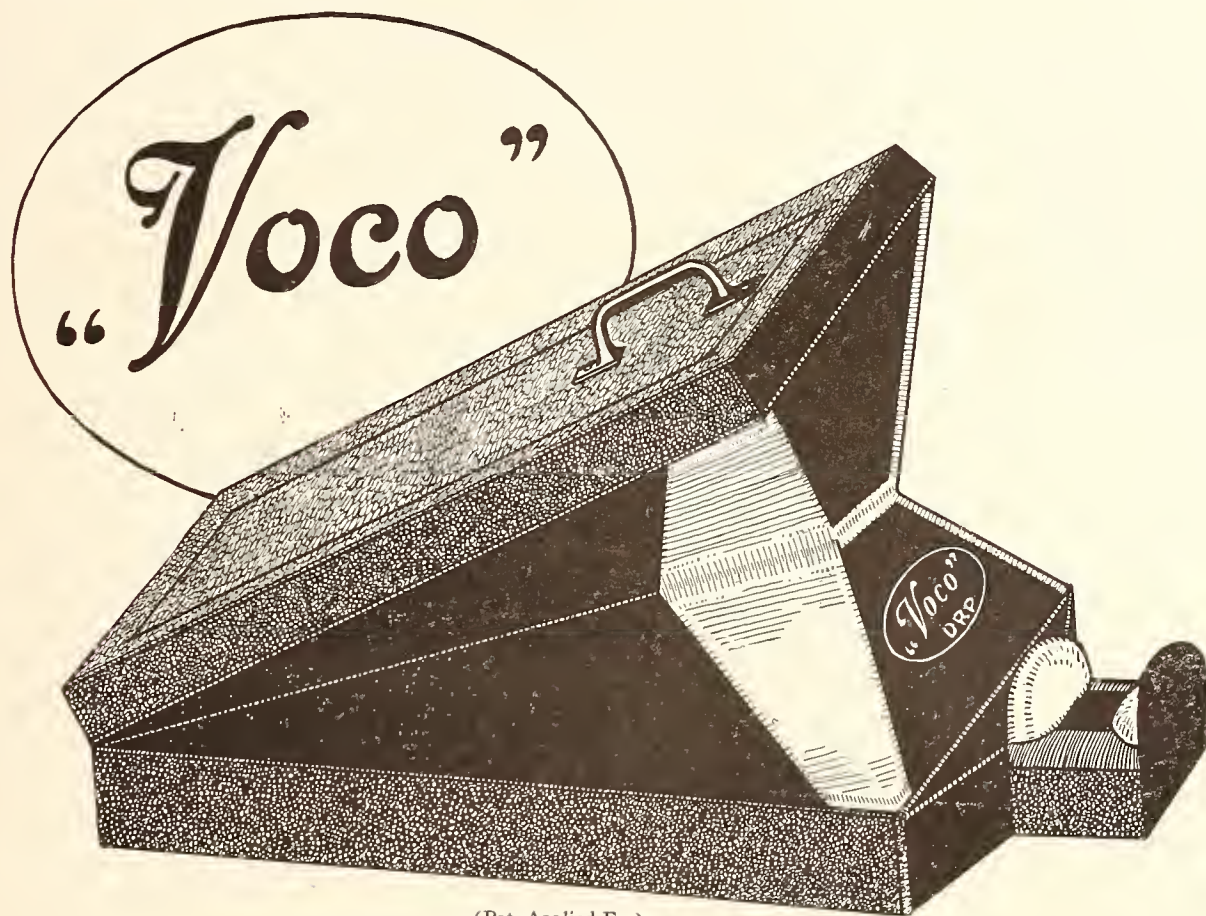
H. A. GOLDSMITH
Secretary

S. W. GOLDSMITH
Vice-Pres. and General Mgr.

A New Modern Hygienic Device for Making Mouth Harmonica Sales

No more need to allow your stock of mouth Harmonicas to become ruined or disease-carriers. The old method of demonstrating the harmonica is obsolete in every respect. The new method is the "VOCO" way, which not only eliminates all danger, but is an added sales feature because the prospective customer will prefer to purchase from the dealer who can offer the assurance, made possible by the use of the "VOCO."

CLEAN — SANITARY — PRACTICAL — SIMPLE
Indorsed and Recommended by All Health Authorities



(Pat. Applied For)

The community drinking cup was condemned long ago as it was a public health menace. So is the present method of testing the mouth harmonica and health authorities will take the same step to eliminate this disease-spreading practice. The "VOCO" is the answer to this problem, as the harmonica is tested for the customer by this "ingenious mechanical device" with positive satisfaction, as the action of the "VOCO" is *exactly the same* as when played by the mouth; in other words, the "VOCO" will produce every tone or effect that can be obtained by the individual player. Hundreds of harmonicas can be demonstrated in the shortest possible time. Think what this means in the saving of time and the added attraction for the purchaser to buy from you.

The "VOCO" is a time-saver for everybody connected with the selling of mouth harmonicas. Jobbers, as well as dealers, are enthusiastic about the "VOCO" DEVICE. It will test hundreds of harmonicas in a small fraction of the time now required by the present method.

Dealers and jobbers can feature the "VOCO" in all their advertising as an added service they can offer. It will make new sales and enthusiastic customers for you. Don't delay! Write us now for full particulars!

We will appoint Live Distributors in United States and Canada

Be the first in your city to
use the VOCO

A Very Attractive Proposition
 Write us today for Full Particulars

A few desirable territories
still open

VOCO SALES CO., 114 E. 28th St., New York City

Sole Agents for United States and Canada

Southwestern Victor Dealers Convened

Dealers from Points in Texas, Louisiana, Oklahoma, Arizona and Arkansas Meet at First Annual Convention of Southwestern Victor Dealers' Association Held in Dallas—Educational Conference a Feature of the Gathering—Many Notable Addresses Made at the Meeting and Also at the Conference

(Special by wire to The World)

DALLAS, TEX., October 11.—Victor dealers, members of their sales forces and music supervisors in the public schools from over Texas and points in Louisiana, Oklahoma, Arizona and Arkansas met here last week for the first annual convention of the Southwestern Victor Dealers' Association and the third educational conference to be held anywhere in the country under the auspices of the educational department of the Victor Talking Machine Co. Many of the dealers were also accompanied by officers of music clubs and representatives of the various musical organizations of their communities.

Supervisors who attended the meeting declared the conference had been a revelation to them in ways to use talking machine records in the schools, and every dealer went home enthused and determined to stress the educational values of the Victrola and selected records.

President B. W. Gratigny Presides

The convention of the dealers was held Tuesday, October 5, and was presided over by B. W. Gratigny, of Dallas, who was elected president of the organization last May to serve one year, along with the other officers. The principal address was by H. A. Beach, vice-president of the Unit Construction Co., of Philadelphia, on "Dealer Development." Mr. Beach outlined methods whereby dealers could increase their business and, at the same time, co-operate with other dealers and the factory.

"Terms and Trade-ins" was the subject of an address by Lester Gunst, of Dallas, following which G. N. Swett, traveling representative of the Victor Co. in Texas and part of Oklahoma, made a talk on "Trade Conditions," declaring they were improving in all parts of this territory.

The Afternoon Session

The afternoon session was opened with an address by William Howard Beasley, of Texarkana, on "Business Charts." He gave a demonstration of their use in checking sales and accounts. E. A. Delano, of Camden, N. J., delivered an address on "Selling Victrolas," including a number of good selling points, with brief historical sketches of Victor artists.

Brief talks were made by Lester Burchfield, of Sanger Bros., Dallas; J. W. Maxwell, of Houston, and a representative of an El Paso Music Co., all of which were timely.

The Association Banquet

A banquet was given by the Association at the Adolphus Hotel, honoring Mrs. Frances E. Clark, F. A. Delano and the Victor jobbers.

Talks were made by Mrs. Clark and Mr. Delano and members of the Association. The musical program included vocal numbers by Mrs. R. H. Morton, accompanied by Miss Elizabeth Gay Jones; violin selections by Emmett Peck, accompanied by Miss Vera Meade, and selections by the Ferguson Quartet. It was a delightful affair and greatly enjoyed by those present.

Opening of the Educational Conference

All sessions of the conference were, like the convention, held in the spacious roof garden of the Adolphus. After an address of welcome by Chas. L. Sanger, vice-president of Sanger Bros., F. A. Delano, advertising department, Victor Co., gave an address Wednesday morning on "Victor Ideals." This was followed by a talk from Mrs. Frances Elliott Clark, director of the Victor educational department, on "Our Educational Work—Retrospect—Prospect," which was a brief summary of what had been done and a prophecy of things to come.

Miss Margaret M. Streeter, of the Victor factory force, spoke on "Rhythm, Free and Suggested Expression," dividing her lecture into three sections—individual interpretation, suggested expression through title and suggested expression through mother and teacher. Miss Edith M. Rhetts, of the factory force, lectured on "Cultural Hearing," stressing the value of teaching the children to learn to listen and the real significance of musical appreciation.

The first talk at the Wednesday afternoon session was by S. Dana Townsend, of the factory force, on "English for the Home and Elementary Schools." He divided his subject into the home, primary and intermediate grades. Miss Rhetts spoke on "Instruments of the Orchestra by Sight, Sound and Story" and pointed out how the Victrola could be used to wonderful advantage in this work.

Mr. Delano gave an inspiring talk on "Selling Victor Products" and Miss Streeter closed the first day of the conference with a lecture on "Mi-

metic Play and Making Believe With Little Children," which subject was well handled.

The Thursday Conference

On Thursday Miss Rhetts spoke on "Songs for Children, Adolescents and Adults," pointing out how the Victor catalog enabled selections to be made which would be appropriate for all members of the family.

"Around the Year With the Victrola" was discussed by Mr. Townsend, who cited records especially suitable for Hallowe'en, Thanksgiving and Autumn, Christmas and Winter, February, Easter and Spring and birthdays. Miss Streeter then spoke on "Rhythmic Songs and Games and Metre Sensing" and the Thursday morning session closed with round table and music-memory contests, conducted by L. A. Inman, of the wholesale Victrola department, Sanger Bros., Dallas.

Thursday afternoon lectures were by Mr. Townsend, on "English Literature, Junior and Senior High Schools"; by Miss Rhetts, on "Program and Pure Music," and by Miss Streeter, on "Music in the Rural Schools." A novel feature of the afternoon program was folk dancing to Victrola music by twenty pupils of the third and fourth grades of the Dallas schools, under the direction of Miss Bessie Keller.

Miss Sadie Williams, supervisor of music in the Dallas public schools, gave an interesting talk Friday morning on "Music Appreciation in the Dallas Schools." She told of the installation of the course eight years ago, of how it has become popular and of the wonderful showing made by the schools in the two annual music-memory contests. She also described plans for the third annual contest to be held in January.

The Friday Program

Other talks on Friday were by Mrs. Stark, on "Nationality in Music"; by Mr. Townsend, on "The Victrola in Correlation With European History"; by Miss Rhetts, on "Selling Instrumental Music," and by Miss Streeter, on "Characteristic Rhythms," at the morning session and by Mr. Townsend, on "The Victrola in Correlation With American History"; Miss Streeter, on "Large Groups—State, County, Civic"; Miss Rhetts, on "How Music Came to Be," and a concluding talk by Mrs. F. E. Clark at the afternoon session. This last took on largely the character of a question box before she concluded.

Those Present at Gathering

Victor jobbers and dealers who attended the meeting and educational conference were: F. L. Koons, El Paso, Tex.; W. B. Callaway, J. W. Maxwell, E. A. Locke, of the Talking Machine Co. of Texas, Houston, Tex.; Elihu A. Sanger, Chas. L. Sanger, Lester Burchfield, Miss Della E. Brilling, L. A. Inman, E. E. Hill, R. H. Penick, Mrs. A. Everett, J. H. Corder, B. W. Gratigny, Miss Ethel Gibson, Lester Gunst, Miss M. Waskom, R. P. Scott, Dallas; W. B. Malone, San Antonio; B. C. Sievers, Austin; G. F. McCormick, Miss M. Allen, Fort Worth; H. L. Stanard, Waco, Tex.; S. T. Bryson, Shreveport, La.; H. Y. Parrott, Dennison, Tex.; Miss Elizabeth Whitehead, Denton, Tex.; F. Clark, Rock-

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.

wall, Tex.; Miss Mary E. Weber, Shawnee, Okla.; Miss Lena Mussett, Fort Worth, Tex.; Miss Miles, Fort Worth, Tex.; W. T. Blackwell, of Tri-state Talking Machine Co., El Paso, Tex.; Geo. T. Fisher, Tucson, Ariz.; E. L. Pendleton, Vernon, Tex.; E. O. Kunitz, Cuen, Tex.; C. E. Anderson, Terrell, Tex.; Miss Anna Goff, Miss Mattie Goff, Sweetwater, Tex.; Reid Scott, Childress, Tex.; Mrs. Frank Corry, Enid, Okla.; H. C. Collier, Galveston, Tex.; T. J. York, Corsicana, Tex.; Miss Emma Douglass, Corsicana, Tex.; J. F. Edleman, Duncan, Okla.; W. C. Rhoades, Hillsboro, Tex.; K. D. Donovan, Marshall, Tex.; W. Howard Beasley, Texarkana, Ark.; Henry P. Mayer, Paris, Tex.; Mrs. Stapley, Waxahachie, Tex.; John McCleary, Jr., Houston, Tex.; O. H. Jahn, Galveston, Tex.; R. B. Bryan, Terrell, Tex.; H. D. Harrison, Ennis, Tex.; A. H. Smith, Nacogdoches, Tex.; Mrs. R. B. Lawrence, Little Rock, Ark.; Mrs. R. N. Robertson, Winnsboro, Tex.; E. E. Hall, Jr., Abilene, Tex.; R. E. Bryan, Tyler, Tex.; Eli Sanger, Dallas, Tex.; Mrs. Brewster, Texarkana, Ark.; Miss Benton, Guy M. Adams, Miss McGee, Fort Worth, Tex.; Wm. Karl, Blackwell, Okla.; W. P. Ross, Oklahoma City, Okla.; C. H. Smith, Duncan, Okla.; Mrs. J. E. Johnson, Mineral Wells, Tex.; E. C. Fagan, Okmulgee, Okla.; C. E. Dowell, McKinney, Tex.; E. O. Harrington, Plano, Tex.; R. M. Stone, Paulsvalley, Okla.; Mrs. W. B. Cook, San Antonio, Tex.; Fred Kingdon, Miss Mary Clark, Austin, Tex.; E. M. Caskey, Jacksonville, Tex.; J. E. Hamill, Grandfield, Okla.; Miss Ruth Rix, Bigspring, Tex.; H. F. McDaniel, Abilene, Tex.; W. W. Biard, Kaufman, Tex.

The entertainment, on the night of October 5, was a theatre party at the Majestic Theatre.

Dinner Tendered by Distributors

On the night of October 6 there was dinner in honor of the Victor party and Southwestern Victor Dealers' Association, tendered by the three Texas Victor distributors, namely, the Talking Machine Co. of Texas, Houston, Tex.; W. G. Walz Co., El Paso, Tex., and Sanger Bros., Dallas. An orchestra played during dinner, which was served in Palm Garden, Adolphus Hotel. Chas. L. Sanger was toastmaster and Mrs. J. F. Lyons, of Fort Worth, national president of Federated Music Clubs, gave a short talk, as did Mrs. Clark, F. L. Coons, of Walz Co., El Paso, and J. W. Maxwell, of the Talking Machine Co. of Texas, Houston, Tex.

On Friday evening the entertainment was a theatre party at the Palace.

Thanks From Mrs. Clark

At the close of the program the last day Mrs. Clark thanked all present for the splendid attention given and called on the following for impromptu talks: Lester Burchfield, Sanger Bros.; W. B. Callaway, Talking Machine Co.; J. W. Maxwell, Talking Machine Co.; F. L. Coons, W. G. Walz Co.; Miss Henrietta Pyle, supervisor of music, Wichita Falls, Tex.; Miss Sadie Williams, supervisor of music, Dallas; Miss Wens, club woman of Navasota, Tex.; G. N. Swett, traveling representative of the Victor Co. in Texas; L. A. Inman, director of the Victrola educational department, Sanger Bros. Mrs. Clark also thanked the three Texas distributors for their hearty co-operation and support, and asked to be invited back to Texas again.

Petty details belong to the office boy. The merchant or manager who frets and fumes about minor details loses the respect of his employees.

Phonograph Parts

for all makes of machines on hand. Also motors, tone arms and low priced table and floor model

Cabinets and Machines
in stock ready for shipment.

What are you in need of at present? Let us hear from you and we will communicate with you at once.

Write for our latest 1921 price list which gives you the special bargains.

Wollman Talking Machine Co.

560-562 Grand St. Brooklyn, N. Y.

INTRODUCES THE "VOCO"

Ingenious Device for Demonstrating Harmonicas Meeting With Success—Endorsed by Health Officials—Very Popular in Europe

The Voco Sales Co., New York, is now placing on the market the "Voco," an ingenious mechanical device, designed to demonstrate and test mouth harmonicas in a hygienic and efficient way. This instrument is so designed that it reproduces every possible tonal effect of the harmonica.

The executives of the Voco Sales Co. state that health authorities throughout the country are keenly interested in the introduction of this new device, as it can be used as a factor in decreasing the possibility of spreading disease. Almost invariably the prospective purchaser of a harmonica tests the instrument before buying it and, if it meets with his disapproval, it is placed back in the showcase without proper measures having been taken from a sanitary standpoint. If these demonstrations are multiplied many times over during the day it can be readily understood just why the personal demonstration of harmonicas is undesirable hygienically.

In a chat with *The World* one of the executives of the Voco Sales Co. stated that the Voco is in use in practically every country in Europe and carries the recommendation and endorsement of the public health officials in every large European city. Aside from its hygienic value, the Voco is a time-saver for the dealer, as hundreds of harmonicas can be demonstrated through its use in the time ordinarily taken for the testing of a few harmonicas by individuals.

RECORDS BY JOHN CHARLES THOMAS

Aeolian Co. Advertises Fact That Star of "The Love Letter" Records Exclusively for the Vocalion Catalog—Many "Hits" Are Listed

The Aeolian Co. used space three columns wide and a half page deep in the amusement section of the New York Times on Sunday, October 9, to call public attention to the fact that John Charles Thomas, the noted baritone and star in the successful new operetta, "The Love Letter," at the Globe Theatre, records for the Aeolian Co. exclusively and will record the most popular numbers from "The Love Letter," which is a big "hit." The advertisement listed a half dozen of Mr. Thomas' records now in the Vocalion catalog.

AN EFFECTIVE WINDOW DISPLAY

Sterling Music House, Denton Harbor, Helps in Celebration of Fall Opening

The Sterling Music Store, handling talking machines at 151 East Main street, Denton Harbor, Mich., had a particularly elaborate window display recently on the occasion of the official Fall opening of the business establishments of the city under the direction of the Chamber of Commerce. The store has a double window and on one side was shown a Hamilton grand piano and on the other side a Victrola and a Graphophone, together with some small musical instruments. The windows were trimmed with Autumn foliage and handsome floor lamps added to the general effectiveness. Many comments were heard regarding the general attractiveness of the window.

INSTALLS VAN VEEN EQUIPMENT

YONKERS, N. Y., October 10.—Frank Steadman, Victor dealer of this city, recently installed new Van Veen equipment, consisting of four rooms, record racks, counter and lobby. The finish was in ivory enamel and imposing in effect.

H. S. Holly, who formerly owned one of the largest music establishments in Iowa, is now associated with William C. Guerth, Edison dealer at Redlands, Cal.

PLAZA

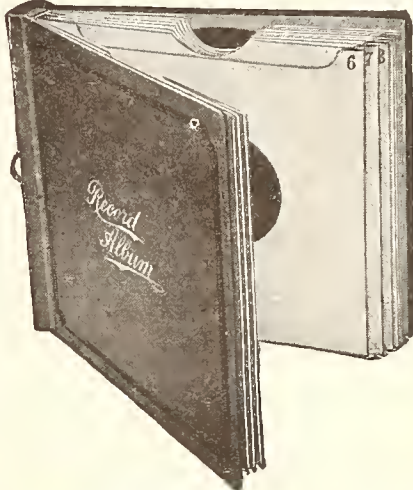
BUY YOUR ACCESSORIES
"All From One Source"

REPAIR PARTS
NEEDLES
CLEANERS
ENVELOPES
SAPPHIRES
ALBUMS
RECORDS

ALL FROM ONE SOURCE
TRADE MARK

PLAZA MUSIC CO.

SPECIAL ON CLOTH-BOUND RECORD ALBUMS



	6 doz. orders	Less
10-inch	50c	55c
12-inch	60c	65c

**HEADQUARTERS FOR RECORD DELIVERY ENVELOPES
RECORD ALBUM SETS FOR VICTOR No. 80
REPAIR PARTS
KENT ADAPTERS
NOVELTY TOY RECORDS
MIRRORLIKE POLISH
CONVERTO CABINETS
BRILLIANTONE STEEL NEEDLES
MAGNEDO MULTI-PLAYING NEEDLES
SUPERTONE STEEL NEEDLES
SHEET MUSIC
ARTO RECORDS
MUSIC ROLLS
RECORD CLEANERS
PHONOGRAPH DELIVERY COVERS
BUBBLE BOOKS
FIBRE NEEDLES
FIBRE NEEDLE CUTTERS
RECORD FLASHERS
REPEATOGRAPH
TONOPHONE NEEDLES
REFLEXO NEEDLES
MOTROLAS
DANCING RASTUS
PLAYER-PIANO VACUUM CLEANER
SUPPLEMENT MAILING ENVELOPES
SAPPHIRE BALL NEEDLES
SAPPHIRE POINT NEEDLES
DIAMOND POINT NEEDLES
UNIVERSAL DISPLAY RACKS
SHEET MUSIC RACKS
NYOIL
BOBOLINK MACHINES
PHONO MOVIES
STOCK ENVELOPES
NULIFE MUSIC ROLL ATTACHMENT**

Watch for Next Month's Special

PLAZA MUSIC CO.

**18 WEST 20TH STREET
NEW YORK**

TAX SITUATION IN WASHINGTON

Despite Opposition Manufacturers' Sales Tax Is More in Favor—G. W. Pound's Good Work

WASHINGTON, D. C., October 8.—As the crisis in relation to the tax situation approaches, so to speak, there appears to be a more general feeling that the manufacturers' sales tax bill, as presented by Senator Smoot, has more than an even chance of being put through as a substitute for other new legislation. The measure is steadily gaining supporters among the Senators, as business interests in various sections of the country have made plain their desires that the Senate give the proposed measure full and careful consideration. Even some of those Senators who were outspoken in their opposition to the Smoot idea at the outset have been won over to the cause, and this is accepted as a promising omen.

From the viewpoint of the music industry the Smoot tax bill, which was introduced in the Senate very recently, is a most desirable piece of legislation, considering, of course, that taxes must be paid in one form or another. In the first place,

the bill abolishes all special war excise taxes, together with other special taxes that have been felt particularly by the music industry, and is drafted along simple and understandable lines.

Wholesale and Retail Clause Out

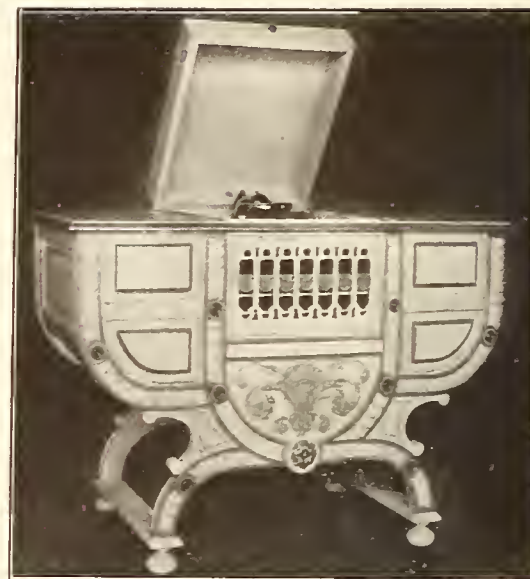
Largely through the efforts of George W. Pound, general counsel of the Music Industries Chamber of Commerce, the "Wholesale and Retail" clause which was stricken out of the bill by the House Committee, and also by the Senate Finance Committee, has been reinstated and is now to be found in the Smoot bill. The non-retroactive clause, making decisions of the Internal Revenue Department which reverse previous rulings by the department non-retroactive, is retained in all bills before the Senate, which in a sense is a victory for the music industry.

While some weeks ago the outlook for tax legislation that would be fair and equitable to the music industry and other industries similarly affected was none too bright, the decided change in the situation has served to revive the hopes of those who have been waging a strong fight, for the chances of the manufacturers' sales tax bill are stronger now than ever.

MEETING THE WHIM OF THE STAR

Richardson's, Inc., Los Angeles, Provide Unusual Talking Machine Cabinet for Dressing-room of Gloria Swanson, Movie Star

When Gloria Swanson, the noted motion picture star, desired a talking machine cabinet to harmonize with the original character of the



Special Design for Miss Gloria Swanson

furniture in her dressing-room at the Lasky Studios, Los Angeles, Richardson's, Inc., Victor dealers in that city, solved the problem by having built the unusual cabinet illustrated herewith, in which was installed a small model Victrola.

AN IMPORTANT NEW DEPARTMENT

New York American to Run Weekly Page Devoted to Reviews of, and Comments on, the New Music Rolls and Talking Machine Records

The New York American has just inaugurated a new department of particular interest to dealers in, and purchasers of, talking machine records and music rolls. The new department, which, it is announced, will appear every Saturday, will be devoted to detailed and valuable information regarding the new music roll and record releases with editorial comment covering various phases of that branch of music.

The department was introduced in the American on Saturday, October 1, and was endorsed by various members of the local music trade, with several advertisements of rolls and records included in the department, indicating the extent of the practical support given the new move. The page carries the caption, "Record Day," and, if the first issue is any criterion, should prove most interesting.

The idea of devoting a special page or department to the criticism and analysis of records and rolls is not new by any means, for several newspapers, including the Philadelphia North American and others, have been conducting such departments for some time past. That one or two evening papers in New York have also devoted some space to similar matter and that a morning paper of the importance of the American has seen fit to handle record and roll reviews and comments regularly and in a big way is a matter for congratulation.

CANNOT BAR TALKING MACHINES

WASHINGTON, D. C., October 8.—The first objection by a landlord, not only to the use of, but to the possession of, a talking machine by a tenant has been made known here. The lease submitted to the prospective tenant by an agent for a small apartment in the Northwest section of the city classes talking machines with dogs, cats and parrots. The lease reads, in part, as follows: "The lessee hereby covenants and agrees that he will not keep, or allow to be kept, any dog, cat, parrot, graphophone or phonograph in said apartment or upon said premises." When requested to sign the tenants made such an uproar that the landlord was forced to back down from his arbitrary stand and the objectionable clause was removed.

Introductory Offer

Free of Charge

ONE NEW FORD SEDAN

Fully Equipped

to every dealer buying and paying
within one year of first purchase for

50 SPRAYTONE STANDARD MODELS Retailing at \$225.

or

400 SPRAYTONE PORTABLE MODELS Retailing at \$35.

Exclusive Territories Granted to Participants

Sample machines at special discount, 1/2 cash with orders, balance C. O. D.

Regular trade discounts on repeat orders; 20% cash with order; balance, thirty to sixty days' acceptance. Watch for details.

Specification of Spraytone Standard

Triangle shape, fits snugly into corner;
Piano-finished case in mahogany;
Gold equipment throughout;
Perfect motor and tonearm;
Filing system for 104 records;
Total floor space required: 19 inches.

Specification of Portable

13 1/2 lbs., 16 1/2 x 8 1/2 x 6 1/2 inches.
Oak cabinet and finish;
Nickel equipment, carries 10 records;
Plays all sizes and makes records;
Approved motor, permanently attached heavy tonearm.

Both Machines Are Perfect Reproducers

Correspondence Invited

Catalog Just Out

OTHER ATTRACTIVE BONUS OFFERS TO LIVE DEALERS



TELEPHONE, RIDGEWOOD 192-J

CONVENTION OF VICTOR DEALERS IN SALT LAKE CITY

Second Annual Meeting of Intermountain Victor Dealers' Association Well Attended and Proves Interesting and Successful—Some Timely Subjects Discussed at Sessions

SALT LAKE CITY, UTAH, October 7.—The second annual convention of the Intermountain Victor Dealers' Association was held at the Hotel Utah, in this city, yesterday, and proved a most successful event in every particular, especially in the matter of attendance.

Alvin A. Beesley, president of the association, opened the first session with an address, in the course of which he took occasion to welcome the visiting dealers and to review the general trend of trade conditions. Mr. Beesley gave it as his belief that business had come to the turning of the road and that the improvement now setting in would be permanent. He declared that the Victor dealers should consider themselves fortunate in representing a line that is so staple and which had stood up so well during the great stress of the past year in comparison to many other lines.

The President's Address

Following the president's address the members of the association entered into the discussion of various important matters set forth in the program, including the question of record approvals, of outfit advertising, of the dollar-down plan, of the charging of interest, the value of trade-in instruments, the sale of appliances and accessories and the commission plan for employes. The association members went on record as opposed to the plan of sending out records on approval, considering that method unnecessary in creating record business. The body endorsed the use of high-class advertising and strongly condemned the blind and misleading advertising that has appeared in a number of localities.

During the course of the morning session the association adopted a resolution in memory of the late Enrico Caruso testifying to the part he played in the development of the talking machine.

Talks on Salesmanship and Sales Helps

In a live talk on the training of employes, T. J. Holland brought out the importance of the salesman's individuality and ability to meet and take care of customers. He also touched on the importance of keeping the store in order. In speaking of training of employes, Mr. Holland says every store is known by the employes it keeps. This opening statement was followed by suggestions on how to train the employes so that they will give the most efficient service.

Fred A. Bain, of the John Elliott Clark Co., gave a brief talk on sales helps and store equipment. Mr. Bain discussed the suggestions and sales helps that have been used by many dealers through the district and impressed the dealers with the value of canvassing work.

A splendid paper, prepared by Harry A. Beach, vice-president of the Unit Construction Co., of Philadelphia, was read, in which Mr. Beach emphasized the importance of proper store equipment.

A paper on "Seeds of the Business Harvest," by J. J. Rockwell, advertising counselor for the Reincke-Ellis Co., of Chicago, Ill., was read at the meeting and offered some timely views on the business situation.

Merchandising Good Music

A splendid talk was given by Lester Taylor, of Provo, Utah, on merchandising good

music. Mr. Taylor proved the necessity of educating the customers to the higher class of music in order that they may become better customers for the store and in order that the customers may get a greater amount of pleasure from their Victrolas.

The record-selling demonstration given by Miss Bess Jackson, of Glenn Bros., Roberts Piano Co., and Miss Beth Ericson, of the John Elliott Clark Co., of Salt Lake City, was very interesting and they were highly complimented.

Miss Evangeline Thomas, in her talk on reaching the home through the children, appealed to the dealers to see the light ahead or, in other words, to use a broader vision in educational work. Her points were very well brought out and no doubt will bear fruit in the future.

Albert Shankey's talk on advertising was excellent and many helpful hints were given which dealers will no doubt follow in their future advertising work.

J. E. Clark Speaks of the Future

The closing address, "What of the Future for Victor Dealers?" was given by John Elliott Clark, of the John Elliott Clark Co. He drew a very good picture of the future for Victor dealers, provided their policies were sound and well founded, expressing the belief that those dealers who really wanted business could get it by properly planning the whole campaign in every detail.

The crowning feature of the day was the banquet and entertainment provided by the John Elliott Clark Co. This was an evening affair and everybody thoroughly enjoyed the entire program. The principal address at the banquet was by Knight B. Owen, representing the Victor Talking Machine Co., whose remarks were very much to the point and were very helpful to the dealers.

New Officers Elected

The annual election of officers was held in the evening and the following were selected to head the association for the coming year:

President—Thomas J. Holland, Glenn Bros., Roberts Piano Co., Ogden, Utah; vice-president, Lester Taylor, Taylor Bros. Co., Provo, Utah; treasurer, Walter Robinson, Robinson Bros. Music Co., Provo, Utah; secretary, F. A. Bain, John Elliott Clark Co., Salt Lake City. Executive committee, T. C. Martin, T. C. Martin Music Co., Pocatello, Idaho, and L. Hixson, The Music Shop, Midvale, Utah.

GEO. W. HOPKINS VISITS CANADA

Confers With Canadian Managers in Regard to Business Conditions

Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., has been spending a week up-State, during the course of which he conferred with A. E. Landon, manager of the Toronto branch, and Hector Garand, manager of the Montreal branch, regarding general Canadian conditions. Both of these managers spoke optimistically of the outlook for the future, stating that sales for the month of September were far beyond expectations.

J. A. Marshall, assistant manager of the Dealer Service department, returned to New York recently after an extensive trip, which included a visit to the company's Boston, Montreal, Toronto, Buffalo, Cleveland, Detroit and Pittsburgh branches.

DEATH OF I. DAVEGA

I. Davega, president of the Knickerbocker Talking Machine Co., New York, died Wednesday at the home of his son, Abram Davega. Mr. Davega is survived by his widow, Mrs. Louise Davega; Abram Davega and a daughter, Mrs. B. R. Forster.

JEDLICA BROS.' EXPANSION

Jedlica Bros., of Bay Shore, N. Y., have purchased "Rosen's Music Shop," Southampton, N. Y., and will be in possession January 2, taking over the entire Victor and musical merchandise stock. The business will be conducted under the name of Jedlica Bros. in conjunction with the store in Bay Shore.

A charter of incorporation has been granted to the Brunswick Music Shop, Muskegon, Mich., with a capital of \$25,000.

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



Patent Pending

THE OUTING

An Improved Portable with

- A twelve pocket Album
 - A Tone Chamber to regulate the sound
 - A twelve-inch Turntable
 - A Needle Cup which cannot spill Needles
 - A two-spring standard Motor
 - A universal Tone-arm which plays all Records
 - A piano finish and genuine mahogany top.
- All parts held firmly in place.

LIST PRICE, \$35.00

Regular Trade Discount

THE CABINET & ACCESSORIES CO.,
145 E. 34th St., New York

Gentlemen:

Please send me.....

Outing Portables by.....

Truly yours

- Charge to my account.
- Enclosed please find check.
- If you have not got an account with us kindly enclose check.

THE CABINET and ACCESSORIES COMPANY

Otto Goldsmith, Pres.

145 E. 34th St. NEW YORK



Sound Boxes to fit Victor and Columbia. Samples, \$.60 each.

Tone Arm and Sound Box, Per Set \$1.35.

We carry in stock parts for all makes machines. Write for our catalog and prices.

Pleasing Sound Phonograph Co.

Manufacturers—Jobbers

204 East 113th St., New York City

Jobbing Territory Open

ARTO RECORDS

"Hits Always First"—that is the policy of The ARTO Co.

Here are the latest ARTO releases—Look them over—Then order from the nearest ARTO distributor—whose addresses appear below

ARTO Record Releases for the Months of October and November, 1921

DANCE RECORDS

- 9100 Say It With Music. From "Music Box Revue." (Irving Berlin) Fox-trot. Lanin's Roseland Orchestra It's You (G. Conrad). Fox-trot. Lanin's Roseland Orchestra
- 9099 Stop! Rest a While (L. W. Gilbert-T. Brym) Fox-trot. Van Eps Quartet Figaro (Lee David). One-step. Van Eps Quartet
- 9101 Mississippi Cradle (A. Olman). Waltz. ARTO Dance Orchestra Moon River (Lee David). Waltz. ARTO Dance Orchestra
- 9098 Just Like a Rainbow (M. Earl-T. Fiorito). Fox-trot. Merry Melody Men Rosy Cheeks (H. D. Squires). Fox-trot. Merry Melody Men
- 9087 Remember the Rose (S. S. Simmons). Fox-trot. ARTO Dance Orchestra Baby Face (J. Benson-J. E. Howard). Fox-trot. Merry Melody Men
- 9088 Sweet Lady. From "Tangerine" (F. Crumit-D. Zohel). Fox-trot. Lanin's Roseland Orchestra Yoo-Hoo (Al Tolson). Fox-trot. Lanin's Roseland Orchestra
- 9099 Second Hand Rose. From "Ziegfeld Follies" (J. F. Hanley). Fox-trot. Julius Lenzberg and His Orchestra Just Because (V. T. Stevens-P. Frosini). Fox-trot. Merry Melody Men
- 9090 The Merry Widow Waltz. From "The Merry Widow" (F. Lehár). Waltz. ARTO Dance Orchestra I Wonder If You Still Care For Me (Ted Snyder). Waltz. ARTO Dance Orchestra

POPULAR VOCAL RECORDS

- 9094 Bimini Bay (Kahn-Egan-Whiting). Tenor Solo. Orch. Accomp. Irving Kaufman Dapper Dan (L. Brown-A. Von Tilzer). Baritone Solo, Orch. Accomp. Al Bernard
- 9091 Ma! (He's Kissing Me) (S. Clare-C. Conrad). Tenor Solo, Orch. Accomp. Billy Jones Ev'rybody's Welcome in Dixie (W. Tracey-H. K. Mohr). Baritone Solo, Orch. Accomp. Arthur Fields
- 9092 Tuck Me to Sleep in My Old Tucky Home (Lewis Young-Meyer). Tenor Solo, Orch. Accomp. Sam Ash Ain't You Comin' Out Malinda? (Sterling-Moran-Von Tilzer). Tenor Solo, Orch. Accomp. Vernon Dalhart
- 9093 Sunrise and You (Arthur A. Penn). Tenor Solo. Orch. Accomp. Gerald Griffin Fancies (T. J. Brown-H. Spencer). Tenor Solo. Orch. Accomp. Gerald Griffin

HAWAIIAN RECORD

- 9079 Carolina Lullaby (B. Pannella). Waltz. Duet. Hawaiian Guitars. Ferera and Franchini Isle of Paradise (M. Earl-T. Fiorito). Waltz. Duet. Hawaiian Guitars. Ferera and Franchini

STANOARO VOCAL RECORDS

- 3082 Somewhere a Voice Is Calling (E. Newton-A. F. Tate). Tenor Solo, Orch. Accomp. Chas. Harrison Dear Old Girl (R. Buck-Theo. Morse). Male Voices. Orch. Accomp. Peerless Quartet
- 3083 Kathleen Mavourneen (A. Crawford-F. N. Crouch). Tenor Solo, Orch. Accomp. Charles Harrison Where the River Shanno Flows (J. I. Russell). Tenor Solo, Orch. Accomp. Henry Burr
- 3081 Little Cotton Dolly (R. H. Buck-A. Geibel). Plantation Song. Male Voices, Unaccomp. Criterion Quartet De Sandman (O. Protheroe). Male Voices, Unaccomp. Criterion Quartet

COLORED VOCAL "BLUES" RECORDS

- 9102 'T Ain't No Place For Me (J. Burriss). Comedy Song, Orch. Accomp. James Burriss A Humorous Address to the Musicians. Mono'ogue, Orch. Accomp. Charles S. Gilpin
- 9103 Aunt Hagar's Children Blues (W. C. Handy). Vocal Blues. Contralto Solo, Orch. Accomp. Alice Leslie Carter Accompanied by Jimmie Johnson's Jazz Boys Down Home Blues (T. Delaney). Vocal Blues. Contralto Solo, Orch. Accomp. Alice Leslie Carter Accompanied by Jimmie Johnson's Jazz Boys
- 9086 Oangerous Blues (A. W. Brown-B. Brown). Contralto Solo, Orch. Accomp. Alice Leslie Carter Accompanied by Jimmie Johnson's Jazz Boys I Want Some Lovin' Blues (J. M. Lee-Jazz Williams). Contralto Solo, Orch. Accomp. Alice Leslie Carter Accompanied by Jimmie Johnson's Jazz Boys
- 9095 Cry Baby Blues (Lewis-Young-Meyer). Vocal Blues. Contralto Solo, Orch. Accomp. Alice Leslie Carter Accompanied by Jimmie Johnson's Jazz Boys The Also Ran Blues (M. Gilbert-C. Smith). Vocal Blues. Contralto Solo, Orch. Accomp. Alice Leslie Carter Accompanied by Jimmie Johnson's Jazz Boys
- 9096 You'll Think of Me Blues (H. Quall Clark). Vocal Blues. Contralto Solo, Orch. Accomp. Alice Leslie Carter Accompanied by Jimmie Johnson's Jazz Boys
- 9097 Carolina Shout (J. P. Johnson). Fox-trot. Jimmie Johnson's Jazz Boys

COLORED INSTRUMENTAL "BLUES" RECORD

- 9097 Memphis Blues (W. C. Handy). Fox-trot. Lanin's Southern Serenaders The Saint Louis Blues (W. C. Handy). Fox-trot. Lanin's Southern Serenaders

LIST OF ARTO DISTRIBUTORS

- CROWN MUSIC CO., New York City.
- PLAZA MUSIC CO., New York City.
- ARTO DISTRIBUTING CO., New York City.
- THE MORRIS MUSIC PUB. CO., Philadelphia, Pa.
- CONSOLIDATED TALKING MACH. CO., Chicago, Ill.
- SCOVILLE JOBBING MERCANTILE CO., Atlanta, Ga.

We want more Distributors for un-appointed territories, therefore invite established firms to apply to:

THE ARTO CO.

1658 Broadway, New York City

NEW HOME RECORDER

Recordola Placed on the Market by Recordophone Co., Inc.—Has Distinctive Features

The Recordophone Co., Inc., has been recently formed for the manufacture of the "Recordola," a home-recording instrument. The company has executive offices at 220 Broadway, New York, and the talking machine trade has already evinced keen interest in this new and ingenious device. The officers of the Recordophone Co., Inc., are: President, Chas. Hussey; secretary and treasurer, Joseph F. O'Brien; general manager, A. M. Frost. Mr. Frost states that the company has received inquiries from important dealers and the general public throughout the country, and, judging from all indications, the Recordola will become a vital factor in the trade as soon as the company is in a position to increase its factory production, which, at the present time, is being augmented day by day.

The records made by the Recordola have been named "Homograms," and the master waxes are so constructed as to allow the user to make a number of records from each wax. The instrument has many distinctive features and, as Mr. Frost states, above all it is fool-proof.

WHITEMAN ORCHESTRA AT PALACE

Noted Group of Musicians Proves Feature of Bill at Keith's Vaudeville House

Paul Whiteman and his Palais Royal Orchestra, who have made a series of most successful records of dance music for the Victor Co., were an added feature of the bill at Keith's Palace Theatre, New York, during the week of October 3 and proved such a hit that the orchestra was retained for a second week. Mr. Whiteman included in his program: "Oh Me, Oh My," "Do You Ever Think of Me?" and other numbers that have proved successful in record form.

ORGANIZE TO MAKE HARDWARE

The Grand Rapids Metal Products Co., Grand Rapids, Mich., has been organized to manufacture furniture, talking machine and automobile hardware, etc. The concern has taken over the plant of the Miller Plating Co., one of the most complete in that section. John C. Miller is president of the company, E. R. Freeman, vice-president, and A. W. Honecker, secretary and treasurer.

PETITIONED INTO BANKRUPTCY

A petition in bankruptcy has been filed against the Harlem Phonograph Shop & Typewriter Exchange, Inc., of 143 West 125th street, New York. Liabilities are given as \$30,000 and assets as \$20,000. Jesse W. Ehrich has been appointed receiver.

TWO NOTED ARTISTS HEARD

Two distinguished record artists were heard in concert in New York last Sunday. Mme. Gallucci, the Victor soprano, held forth to a packed

house at the Hippodrome and Arthur Middleton, Edison baritone, attracted an immense crowd at Aeolian Hall. Both artists were in great form and won most favorable comments from the critics of the New York papers.

SONORA PORTABLE HER PET

Sylvia Jocelyn, Moving Picture Star, Makes Companion of Machine—Even Takes It to Ball Game and Carries It on Shopping Trips

Many fads have been in vogue during the last few years, but it has taken Miss Sylvia Jocelyn, a well-known moving picture star, to set an example which has put all the lap dogs, monkeys, teddy bears, walking sticks and ankle watches on the shelf. Instead of one of these, Miss Jocelyn has made a pet out of a Sonora portable machine, manufactured by the Sonora Phonograph Co., 279 Broadway, New York, and wherever Sylvia goes the Sonora portable is to



Sylvia Jocelyn and Her Portable Sonora

be found. When shopping, motoring or walking, she carries her Sonora and sufficient records to entertain herself should she become bored. Although an enthusiastic baseball fan and a frequent visitor to the Polo Grounds, she always carries the Sonora with her. Her friends say that the attachment for the Sonora is a fad, but she says that it is not and that it will always be her constant companion, her comforter when sad and her entertainer when happy. She calls it "Sonny."

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 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, Velvetone and Gilco Brushes.

E. T. GILBERT MFG. CO., Rochester, N. Y.





Conventional Models from \$60
With Graduola from \$135

Table Period Models with
Graduola from \$245

Upright Period Models with
Graduola from \$300

MAKE THE VOCALION LINE YOUR PHONOGRAPH CHOICE

Every phonograph-buyer demands high-grade excellence in his purchase. That is why a phonograph made by the Aeolian Company, foremost manufacturers of musical instruments, has such tremendous merchandising value. *The Vocalion stands for genuine quality.* Representation of this remarkable instrument in its modern development of conventional and period models means added prestige to your business.

Distinctive Features of the Vocalion Line

1. The Graduola—exclusive tone-controlling device, obtainable on no other phonograph.
2. Naturalness of tone—characteristic of all Aeolian-made instruments.
3. Complete line of graceful period models—both table and upright with solid and split tops.
4. All 1921 Vocalion models are priced on a basis of pre-war values.

L A T E S T V O C A L I O N R E C O R D H I T S

Tuck Me to Sleep (In My Old Kentucky Home)	Shannon Four } Charles Hart and Elliott Shaw }	14236	10	\$.85
Down in Happy Valley				
Cry Baby Blues	Aileen Stanley } Ernest Hare }	14237	10	.85
Who'll Be the Next One to Cry Over You?				
Ilo—Fox-trot	} The Newport Society Orchestra }	14240	10	.85
Yoo-Hoo—Fox-trot				
Ma—Fox-trot	} Al Jocker's Dance Orchestra }	14241	10	.85
Just Like a Rainbow—Fox-trot				

We Invite Correspondence with Dealers Interested in the Vocalion and Vocalion Records

THE AEOLIAN COMPANY

NEW YORK CINCINNATI CHICAGO DAYTON SAN FRANCISCO

NEW POST FOR S. L. LARMON

Appointed Manager of Columbia Co. Branch in Cleveland—Other Appointments

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., has announced the appointment of S. L. Larmon as manager of the company's Cleveland branch, succeeding J. L. DuBreuil, who has resigned from the company's service. Mr. Larmon, who was formerly a member of the sales staff of the Detroit branch, is thoroughly familiar with Columbia merchandising and is conversant with the sales problems incidental to present conditions.

J. H. Brewster, formerly a member of the sales staff of the Cincinnati branch, has been appointed assistant manager of the Detroit branch, succeeding C. B. Fay.

Harry Claudy has been appointed assistant manager of the St. Louis branch, succeeding J. Bryant, who has resigned from the company's service. Herbert Scheidmeke has been appointed assistant manager of the Dallas branch, and E. M. Shute, who was formerly assistant manager of the Cincinnati branch, is no longer connected with the company.

J. R. Zannetin has been appointed Dealer Service supervisor at the Montreal branch and H. F. Smith, who was formerly associated with the Musical Supply Co., of Toronto, has been appointed Dealer Service supervisor of the Toronto branch.

PERFECTS AUTOMATIC "TALKER"

Talking Machine That Automatically Plays a Number of Records Invented by South Carolina Man—Operates by Electricity

GREENVILLE, S. C., October 6.—An automatic talking machine, electrically operated, with three motors which are perfectly synchronized, has

been invented by George Behlen, of this city. The records are taken from a magazine by a conveying device, deposited in a position ready for playing and returned to the magazine when played. The magazine holds a large number of records, which are played in turn, the conveyer selecting the top record and returning the played records to the bottom of the pile. The mechanism is so arranged that a person sitting across the room may, by pressing a button, stop the record at any time. When a selection is cut off in the middle the record is automatically returned to the magazine and a new one is selected.

INCREASES SALES STAFF

Player-Tone T. M. Co. Adds Three Eastern Salesmen—Dealers Are Placing Good Orders

I. Goldsmith, president of the Player-Tone Talking Machine Co., Pittsburgh, Pa., manufacturer of the Player-Tone phonograph, was a recent visitor to New York, accompanied by Max Hollander, Eastern representative of the company. Mr. Goldsmith was en route to Pittsburgh after visiting the trade in the West, and his comments regarding general business conditions indicate that the dealers are preparing for a healthy Fall trade, this optimism being substantiated by the receipt of good-sized orders for the Player-Tone product.

Mr. Hollander had arranged for the addition to his sales staff of three new representatives who are going to cover the Eastern trade intensively. These men are thoroughly experienced in the talking machine industry, and are in a position to give Player-Tone dealers efficient service and co-operation. The new consoles recently added to the Player-Tone lines have met with a hearty reception from the dealers throughout the country, and the new price list has been an important factor in stimulating the demand.

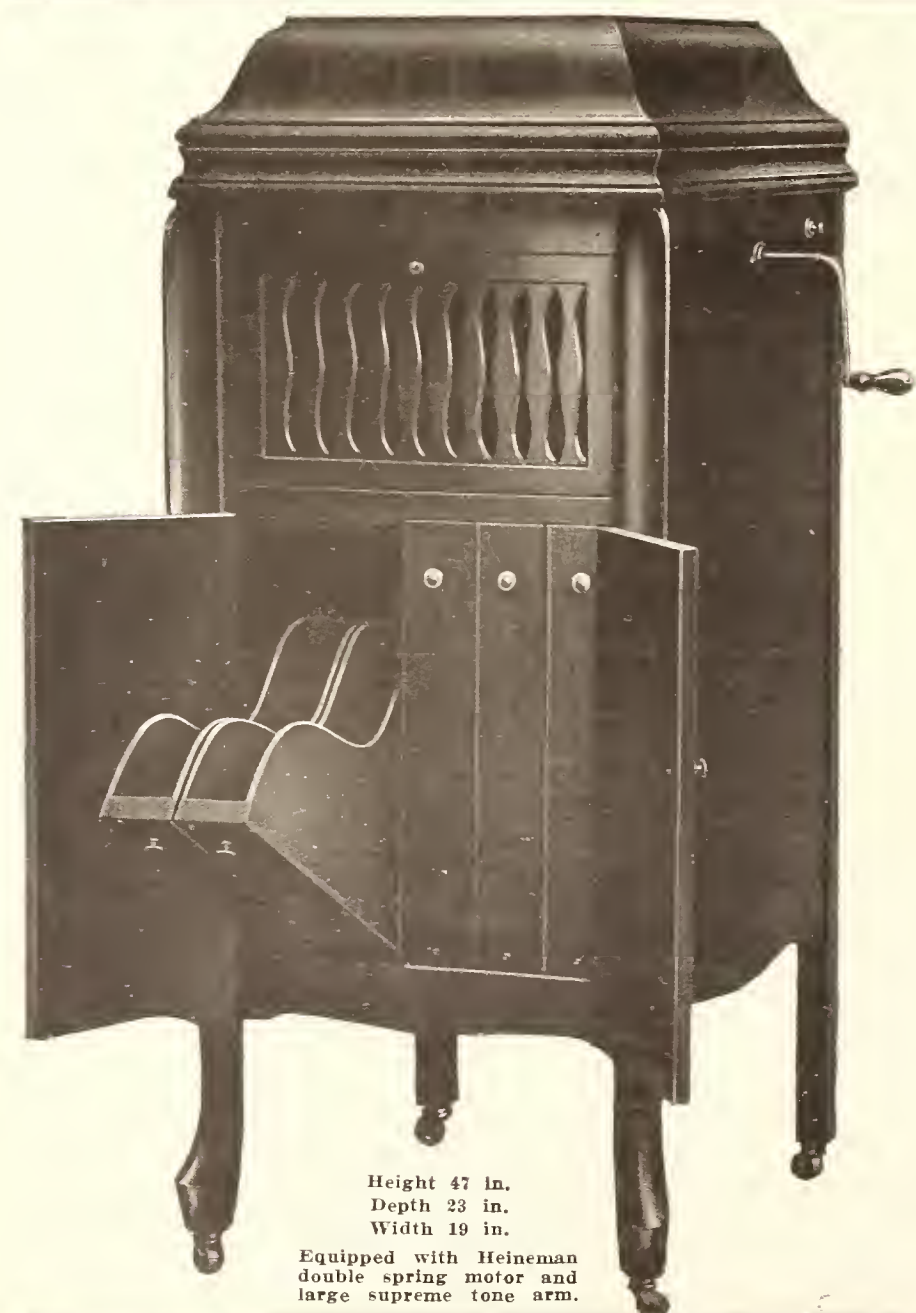
GIFT ENVELOPE BEING FEATURED

The Dealer Service department of the Columbia Graphophone Co. is calling the attention of Columbia dealers to the sales value of the Columbia birthday record gift envelope. This envelope, which is illustrated herewith, affords the dealer an opportunity to stimulate record sales,



Attractive Record Gift Envelope and many Columbia dealers have used this sales idea to excellent advantage.

Every Columbia dealer is supplied with an appropriate container to introduce birthday record gift envelopes, and an attractive window display is one of the important requisites toward that end. The plan is meeting with considerable success, especially as it can be featured the year round.



Height 47 in.
Depth 23 in.
Width 19 in.
Equipped with Heineman double spring motor and large supreme tone arm.

CHARMAPHONES

A T

PRE-WAR PRICES

Look it Over—Quality Throughout

CHARMAPHONE

New Model No. 9

Height 47", contains five record filing compartments—see photograph. Don't overlook this fast seller. Attractive design—fine high-standard equipment.

Sales Financed

for

Charmaphone Dealers

Write for particulars and send for catalog of Charmaphone line

Charmaphone Company

39 West 32nd Street

New York City

Factory: Pulaski, New York

RECORDS AID IN HEALTH BUILDING

Records of Walter Camp's Daily Dozen Exercises to Be Handled by Dealers, According to Announcement of Health Builders, Inc.—To Inaugurate National Advertising Campaign

After many months of careful investigation of the market and trying out by direct mail sales the Health Builders, Inc., of New York City, is now marketing its health-building course through the medium of the talking machine dealer. Although five double-disc ten-inch records are an important part of the course, there are also furnished a number of charts illustrated by sixty half-tone illustrations visualizing completely the various body positions of the different exercises. These charts, together with the records, are contained in an attractive leather-covered album. The course of instructions itself consists of Walter Camp's Daily Dozen Exercises, with spoken commands, and accompanied by appropriate orchestral music. Walter Camp, the famous football coach, is considered an eminent authority and his services were used in Washington during the war for instruction in setting-up exercises for the army and navy.

A large sum of money has already been expended in national advertising as a result of which over 100,000 inquiries for this course have been received up to date. It is planned, between now and Summer, to spend \$150,000 more in national advertising which, from now on, of course, will accrue to the benefit of the dealer carrying the Health Builders course. It is further planned that all inquiries sent to the headquarters of Health Builders, Inc., New York City, will hereafter be referred to the dealer in the locality from which the inquiry emanated.

R. B. Whelan, president of the company, is well satisfied that there is an immense demand for this course and, believing that the talking machine dealer is the proper medium of distribution for a record course of this character, has planned to hereafter sell the course through this

channel of distribution, offering the dealer the regular terms of discount.

VICTROLA SPEEDS UP PEORIA MAILS

Local Postmaster Purchases Victrola and Presents It to Post Office Employees

Following the lead set by Minneapolis, Postmaster B. C. Colborn, of Peoria, Ill., has installed a talking machine in the local post office in order to give the clerks the benefit of music to speed up work and reduce fatigue. The talking machine, a Victrola, was purchased from the Peoria Music Shop, Inc., by Postmaster Colborn, who presented it, with a liberal library of records, to the local post office clerks.

That the employes appreciate the postmaster's thoughtfulness was indicated by the following letter signed by the officials of the clerks' and carriers' associations:

"The employes of the Peoria post office offer you their sincere thanks and appreciation for your gift of the splendid concert Victrola placed by you in the mailing room. The music aids in relieving the strain during the rush hours of the day and tends to break the monotony and we work with lighter hearts. Your efforts since assuming office to improve the service and working conditions of this office have our hearty approval and support. We pledge our best efforts and co-operation."

"DREAM PICTURES" FOR DEALERS

Special Showing Arranged for Meeting of Victor Retailers of New Jersey

The big feature of the meeting of the Victor Retailers of New Jersey, to be held at the Robert Treat Hotel, Newark, on October 18, will be the showing of the "Dream Pictures," as created and presented by Bronson DeCou, who will attend in person and deliver a lecture in connection with the pictures. The usual luncheon will be held in connection with the meeting.

DOLBEER AGAIN WITH VICTOR CO.

Frank K. Dolbeer Returns to Victor Co. Organization on October 1 as Manager of the Traveling Department of That Company

The members of the Victor Talking Machine Co. organization, including wholesalers and dealers, have been much gratified at the announcement that Frank K. Dolbeer, formerly credit manager of that company, rejoined the factory organization on October 1 as manager of the traveling department. Mr. Dolbeer has already taken up his new duties at the Victor factory and has begun renewing his long acquaintanceship with members of the Victor distributing forces.

Mr. Dolbeer is recognized as a man of distinct ability in his chosen calling. Although for several years past he has been engaged in an important executive position in the automobile field he had before that for a long period been actively associated with the talking machine industry in important capacities and enjoyed particularly broad experience in the selling end.

The return of Mr. Dolbeer to the talking machine field has brought forth congratulations from the members of the industry everywhere.

TUNGS-TONE STYLUS DISPLAY CARD

Effective Piece of Publicity Just Issued by the Victor Talking Machine Co.

There has just been issued by the advertising department of the Victor Talking Machine Co. an elaborate and attractive display card featuring the Victrola Tungs-Tone stylus. The card is handsomely printed in black, gold and French gray, with the three styles of Tungs-Tone styli embossed in gold in actual size, and with a large reproduction of the needle heavily embossed in gold in the center of the card.

John Schoonmaker & Son, Newburgh, N. Y., have taken over the Victor stock of the Newburgh Music Store.

NEW No. 11 AUTOMAT SALESMAN

Contains

		Selling Each	Price Total
10	40 Durro Violin E Strings...	.25	\$2.50
6	42 Durro Violin A Strings...	.25	1.50
6	43 Durro Violin D Strings...	.25	1.50
6	44 Durro Violin G Strings...	.25	1.50
10	70 Blue Rib. Violin E Strings	.15	1.50
6	71 Blue Rib. Violin A Strings	.15	.90
6	72 Blue Rib. Violin D Strings	.15	.90
6	73 Blue Rib. Violin G Strings	.15	.90
1 dz.	1063 Imperial Guitar E Strings	.10	1.20
1 dz.	1064 Imperial Guitar B Strings	.10	1.20
1 dz.	1065 Imperial Guitar G Strings	.15	1.80
1 dz.	1070 Imperial Guitar D Strings	.20	2.40
1 dz.	1071 Imperial Guitar A Strings	.25	3.00
1 dz.	1072 Imperial Guitar E Strings	.25	3.00
1 dz.	1200 Imperial Mandolin E St'gs	.10	1.20
1 dz.	1201 Imperial Mandolin A St'gs	.10	1.20
1 dz.	1202 Imperial Mandolin D Strings Wound	.15	1.80
1 dz.	1203 Imperial Mandolin G Strings Wound	.20	2.40
1 dz.	1093 Imperial Banjo 1st or 5th Strings	.10	1.20
1 dz.	1094 Imperial Banjo 2nd St'gs	.10	1.20
1 dz.	1095 Imperial Banjo 3rd St'gs	.10	1.20
1 dz.	1096 Imperial Banjo 4th St'gs	.20	2.40
1 dz.	1004 Imperial Violin E Strings	.10	1.20
1 dz.	1005 Imperial Violin A Strings	.10	1.20
1 dz.	1006 Imperial Violin D Strings	.10	1.20



Contains

		Selling Each	Price Total
1 dz.	1011 Imperial Violin G Strings, Wound	.15	\$1.80
10	210 Chancellor Silk Violin E Strings	.25	2.50
1 dz.	703 Ukulele String Sets	.50	6.00
1/6 dz.	729 Durro Rosin	.35	.70
1/3 dz.	717 Majestic Rosin	.25	1.00
1/2 dz.	720 Larian Rosin	.05	.30
1/2 dz.	743 Violin Mutes	.15	.90
1/2 dz.	745 Violin Mutes	.15	.90
1/3 dz.	741 Violin Tuners	.50	2.00
1/4 dz.	740 Violin Tuners	.25	.75
1/4 dz.	Violin E Adjusters Nickel	.35	1.05
1 dz.	11 Violin Bridges	.25	3.00
1 dz.	201 Violin Bridges	.15	1.80
1 dz.	1205 Violin Bridges	.10	1.20
1 dz.	1305 Violin Bridges	.10	1.20
1 dz.	746 Tailpiece Gut	.15	1.80
1/2 dz.	263X Tailpiece	.50	3.00
1 dz.	730 Violin Pegs, full size	.10	1.20
1 dz.	730 Violin Pegs, 3/4 size	.10	1.20
1 dz.	730 Violin Pegs, 1/2 size	.10	1.20
6 dz.	100 1/2 Mandolin Picks	.05	1.80
2 dz.	25 Mandolin Picks	.10	2.40
2 dz.	8 1/2 Mandolin Picks	.10	2.40
1 dz.	46 Guitar Picks	.10	1.20
1 dz.	Durrotone Violin E Strings	.15	1.80

Size of case 19" wide 14" deep 22" high

The beautiful Mahogany case worth \$15.

Your Investment (for case and contents) \$39.00
 Your Selling Price 83.10
 Your Net Profit \$44.10



If you have not received our special catalog No. 110 WRITE AT ONCE

Buegeleisen & Jacobson

5-7-9 Union Square, New York

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 — Wholesale preferred, or wholly inside retail, phonographs and musical merchandise. Wide experience. Three years retail manager. Go anywhere if permanent. Address "Box 1020," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A reliable Victrola salesman to canvass and follow up prospects; one that resides in the city of New York. Salary and commission. State former employer and what experience. Address "Box 1021," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A good, live man with some capital and experience, as production manager in a wood-working factory. A splendid opportunity for the right man. Address "Box 1022," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Three experienced retail phonograph managers to take charge of large departments; one on Pacific Coast, two in Middle West. Address A. J. Kendrick, General Sales Manager, Brunswick-Balke-Collender Co., 623-633 South Wabash Ave., Chicago, Ill.

WANTED—Salesman of high calibre to sell phonographs and pianos. One ready to go out and get business and close sales. Only men of wide experience. Salary and commission. Address Broadway Music Shop, 17 Main St., Yonkers, N. Y.

WANTED—Salesmen in various sections of the country to sell high-grade established line of talking machines exclusive or side-line on liberal commission basis. Address "Box 1023," care The Talking Machine World, 373 Fourth Ave., New York City.

SALES MANAGER WANTED—Capable of directing sales and selling well-known line of talking machines and records. Located in Middle West. Address "Box 1028," care The Talking Machine World, 373 Fourth Ave., New York City.

EXPERT REPAIRMAN wishes steady position with large, reliable house, six years' experience on all makes of machines, desires to locate in New York City or Brooklyn; twenty-nine years of age; married. Morris E. Blumenthal, 328 Brunswick Ave., Brooklyn, N. Y.

WANTED—A thorough, experienced road salesman, to sell phonographs. We have an exceptionally good line of console models at a large reduction in price, in connection with our upright models. No other but experienced, reliable salesman need apply. State experience and territory desired in first letter. Address "Box 1031," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Man, twelve years' experience in phonograph work, thoroughly competent on finishing, assembling and motors, has practical knowledge of all departments, desires to locate with either factory or warehouse; factory preferred. Address "Box 1032," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED — Experienced phonograph and piano salesman for indoor and outdoor work. Pleasant work, easy hours, good salary, straight and commission. If good, will advance into managership. Ask for appointment by letter or phone. David M. Goldman, of Goldman's Furniture & Carpet House, Tarrytown, N. Y.

SALESMEN—Local and traveling, wanted to carry machine accessory as side line. Over 200 dealers have answered our initial announcement and are selling this device. Address "Box 1033," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—With manufacturer or jobber; over twenty years' experience with leading house. Accounts, auditing, management. Certified originator of several established trade methods. Has others undeveloped. Best of references in the trade and out. Address "Box 1035," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDING ENGINEER and factory manager open for engagement. Twenty-five years' experience recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with the latest advances in every branch of the art. Address "Box 1039," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Man with twenty-five years' experience, would like position as consulting engineer for large record company. An expert in recording, matrix making and record production. Can make my services valuable. Address "Box 1040," 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 — 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 of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Expert repairman, eleven years' experience, would like to make a change. Knowledge of other makes besides Victor, but would prefer exclusive Victor. Capable of taking complete charge of repair department. Would like to locate in or near Philadelphia. Address "A. E. F." care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Repairman with knowledge of every make machine. Nine years' experience outside or inside work. Store preferred. Address "Box 1019," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Phonograph repairman, three and one-half years' experience on all motors, desires position with some big-class talking machine concern. Best references. Address "Box 1018," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—As experimenter and inventor for a good, reliable firm. Have seven years' experience in phonographs. Can furnish best of references. Address "Box 1017," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By experienced phonograph repairman. Familiar with all makes and models. Will go anywhere, but Atlantic States preferred. Address "Box 1016," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—I am the man you are looking for. Clean-cut, aggressive man; eighteen years' active, successful experience in the sales promotion of Victor talking machines and piano departments. Manager of four leading New England stores. Not an experimenter, but one who can produce results. Address "Box 1034," care The Talking Machine World, 373 Fourth Ave., New York City.

AGENCY WANTED—Energetic young married man, with established headquarters and thoroughly acquainted with the trade in Baltimore and Washington, desires to represent manufacturer or jobber. What have you to offer? Address "Box 1038," care The Talking Machine World, 373 Fourth Ave., New York City.

Sacrifice Sale of 25,000 Standard
10-inch DOUBLE DISC RECORDS
All desirable—no patriotics.
Very large assortment.
In 100 lots, 19c. In 2,000 lots, 17c.
In 250 lots, 18½c. In 5,000 lots, 16½c.
In 500 lots, 18c. In 10,000 lots, 16c.
In 1,000 lots, 17½c. Entire stock, 15c each.
Terms: Net F.O.B. Chicago. Subject to prior sale.
Fantus Bros., 519-531 S. Dearborn St., Chicago, Ill.

FOR SALE

Phonograph and music store in lively business neighborhood next to leading moving picture theatre, metropolitan, New York. Owner's sickness reason for selling. Price right for quick sale. Glass, Inc., 114 East 28th St., New York City.

SEND US YOUR INQUIRY

For all kinds of panels for talking machines, five-ply mahogany and figured American Walnut. Can also furnish crown mouldings, legs or any parts desired. Send samples or specification along with quantity wanted and we will quote you on same, 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.

FOR SALE

Columbia Grafonola Shoppe Beautifully equipped Columbia Shoppe. High class mahogany furnishings, ten booths, 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

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.

CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

WANTED

Hydraulic press with cooling platens, hand pump and pressure gauge attached, small, 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 ANYTHING
Job Lots, Close-Outs
Discontinued Stocks, etc.
in all lines. No quantity too large. Quick Cash for bargains.
SEND SAMPLES AND FULL PARTICULARS.
BARGAIN BULLETIN FREE
FANTUS BROS. 525 S. Dearborn St. Chicago

WANTED

Dealers and distributors in every state to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

FOR SALE

Recording machine and tools for lateral recording, price reasonable. "Box 1004," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By young man with several years' experience in the phonograph line. Have been in charge of record department for past two years, handling both Victor and Columbia lines. Also experienced in sheet music line. Prefer handling record department, but would consider other position. Address "Box 1035," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

2000 reproducers. Will fit Sonora or Victor. Mica diaphragms, all new and in perfect condition.

Excellent tone. Price low for quick sale. 5000 *standard make* tone arms at sacrifice price.

Write for full particulars. "Box 1026," c/o The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN

There are several good territories still open for the proper distribution of the Modernola and we want the work done thoroughly. The Modernola is absolutely different from all other phonographs and offers a number of distinct advantages not to be found in any other phonograph.

Write us at once and we will state our proposition fully—it is every bit as attractive as the Modernola itself. Address Sales Dept., The Modernola Co., Johnstown, Pa.

FOR SALE

Beautifully designed and finished cabinets in 50 and 51-inch heights. Mahogany and oak. All ready for installation of motors and parts. Or we can equip them for you and supply attractive transfer name. Your own or our name.

These can be purchased in small or large lots at a price which, with highest quality, guarantees a wonderful holiday sale opportunity. Central West shipping point. Write at once if you want a bargain. Address "Box 1025," care The Talking Machine World, 373 Fourth Ave., New York City.

MUSIC TRADE LISTS

19,183 Piano, Phonograph and Music Merchandise Dealers. List shows Piano Dealers, exclusive Phonograph Dealers and Furniture Stores that handle Musical Goods.

- 285 Piano and Player-piano Manufacturers.
- 422 Phonograph Manufacturers.
- 197 Phonograph Cabinet Manufacturers.
- 446 Phonographs, Parts and Supplies (Wholesale and Jobbers.)
- 1,051 Sheet Music Dealers (Wholesale and Retail), large firms only.

Write for prices. R. L. Polk & Co., Room 990, 540 South Clark St., Chicago, Ill.

FOR SALE

Fully equipped Grafonola shop, carrying complete line of talking machines and pianos; exclusive agencies, located on main street of city of 35,000, with surroundings of 30,000. Price reasonable. Inquire "Box 1029," care The Talking Machine World, 373 Fourth Ave., New York City.

MONEY MONEY MONEY

If you are in Greater New York we will make immediate advances on your phonograph leases. Very moderate terms. Details on request. Address "Box X. Y. Z.," care The Talking Machine World, 373 Fourth Ave., New York City.

STORE FOR SALE

One of the oldest-established piano and talking machine stores in Richmond Hill, L. I., with large clientele. Proprietor about to retire offers wonderful opportunity for a man with limited capital. Address "Box 1027," 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.
Cor. Borden & Front Sts. - Long Island City, 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.

BARGAINS CABINETS in the WHITE

Send for circular
Immediate Delivery

EVERETT HUNTER MFG. CO. McHenry, Ill.

FOR SALE

A complete printing plant containing equipment ready for the immediate production of any light printing work. Especially suited for printing labels. Entire plant practically new. For anyone interested the price is most attractive. Address "Box 1024," care The Talking Machine World, 373 Fourth Ave., New York City.

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.

WANTED

A talking machine novelty for our 700 Greater New York clients. Must be something that will demand return orders. Address "Comedy Novelty Agency," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Pressing (record) plant, New York City, completely equipped, first-class running condition. Address "Box 1037," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Records, cabinets, motors, tone arms and accessories. Anything required in the phonograph line we have, and sell at reduced prices. Mandell & Co., 88 Rivington St., New York City.

MADERITE COVERS IN DEMAND

A. Bruns & Son Report Active Demand for Covers—Company Is Well Known

A. Bruns & Son, Brooklyn, N. Y., manufacturers of the Bruns "one-man" cover, are enthusiastic regarding the success attained by their cover in the talking machine trade. They have now been manufacturing this cover for about a year and the quality of the workmanship and material used has won ready favor with talking machine dealers.

The Bruns cover is manufactured in a well-equipped factory, occupying four floors in the Bruns Building, at 50 Ralph avenue, Brooklyn, where the cover is made under the supervision of A. Bruns, who has had an extensive experience in the designing and manufacture of canvas products. Victor Bruns, who has been associated with the business for several years and is familiar with every detail of manufacture, is responsible for the administrative work in the organization. H. N. Karpen, an advertising and sales promotion man of several years' experience, has recently joined the Bruns staff and is taking active charge of the sales and promotion work.

OPENS EXCLUSIVE COLUMBIA SHOP

MINNEAPOLIS, MINN., October 8.—An exclusive Columbia Grafonola shop has been opened by the Goldberg brothers, at No. 6 Seventh street, South, this city. It has been christened the Majestic Music Shop. Arthur Goldberg, of the firm, was formerly manager of the Grafonola department of the St. Paul House Furnishing Co. and is an experienced phonograph and advertising man. One of the features of the Paramount industrial parade in Minneapolis during fair week was a decorated automobile designed and driven by the Goldberg boys, which, needless to say, attracted considerable notice.

CHILEAN WANTS RECORDS

WASHINGTON, D. C., October 4.—A merchant in Chile is in the market for talking machine records, according to information on file with the Department of Commerce. Further details can be obtained by writing to this department, referring to Opportunity No. 58. Quotations should be made c. i. f. Talcahuano. References are given by the concern.

INTRODUCES NEW NEEDLE

Latest Brilliantone Product Is Called the Super-Finish—What President Forster Says

A new Brilliantone needle has been presented to the trade by the Brilliantone Steel Needle Co., of New York City, which has been named the Super-Finish Brilliantone needle. President Byron R. Forster, of the Brilliantone organization, states that, as the name would imply, this new needle is silvered to an exceptional luster and offers, together with the attractive sales carton packages, an unusual sales proposition for the dealer.

"While the finish of the needle is, of course, very important and makes it as beautiful as a piece of sterling silver jewelry," stated Mr. Forster, "the base of the needle, of course, is of prime importance. The fact, however, that it is made at the factory of the W. H. Bagshaw Co. is an assurance of the quality of the base, and the superiority of the finish is clear to all."

Lack of co-ordination between the employer and employe is detrimental to business.

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



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

General Tendency Toward Improvement in Trade Conditions Arouses Optimism—The Reduction in Prices and What It Indicates—New "His Master's Voice" Booklet on Orchestra Instruments—The New Pathé Needle-cut Record—Federation of British Music Industries Seeks More Revenue—Valuable Record Matrices Returned From Germany—New Edison-Bell Portable Machine—What New Record Lists Offer

LONDON, E. C., October 1.—If the very pleasing increase of general export trade, as announced by the Board of Trade, be any indication that industrial conditions are really improving, it may be accepted as confirming my impression of a steady advance in gramophone and record sales this season. Good general trade quickly reflects favorably on the purchase of musical instruments, and inquiry of leading gramophone men goes to prove that prospects of a satisfactory season are considerably better than was the case a few weeks ago. Each week additional money goes into circulation by the payment of wages to an ever-increasing number of men returning once again to work consequent upon the reopening of factories, etc. My firm belief is that present circumstances justify the expectation of a much better season than last. One of our chief manufacturers assured me that as far as they were concerned August and September business was ahead of even time last year and prospects were excellent. Other houses speak optimistically of conditions and confirm an improvement generally. All this is to the good insofar as it will encourage less fortunate traders to persevere in their efforts. It is really no good

sitting on the fence or, Micawber-like, "waiting for something to turn up." Trade will improve and advance substantially just as soon as each for himself makes the required effort. We can all be creatures of circumstances; some of us are; but today we've got to get out of that groove and do something to create the circumstances that mean all the difference between the mere exchange of goods and actual salesmanship.

Reduction in Prices

An important aspect of the season's trade is the reduction in the price of gramophones and records. I refer to this matter elsewhere, but it is pertinent here to issue a warning against panicky price revisions. It would seem that manufacturers are on the verge of a precipice. On the one hand the public is slow to buy, and on the other hand, thinking to stimulate sales, manufacturers feel compelled to reduce prices when they can ill afford to do so. Undoubtedly a revision of record prices will result in accelerating sales, but will the additional business compensate for reduced profits all around? That, of course, remains to be seen. As it is I doubt very much whether manufacturers are able to afford a cut of 6d. on a 3/- disc. It is true that shellac is much cheaper than this time last year, but in almost all other directions record-making costs have not become easier; rather the contrary. If in this regard there is any justification for retail price revision congratulations could be showered upon all. But, if the truth be known, it is a "forced" move which, in its far-reaching effect, many think, will tend to disorganize every section of the trade by forcing unwarranted "cuts" and bring us, perhaps, to the pre-war state of cut-throat competi-

tion and its various attendant evils of trading.

Bro. A. J. Balcombe Installed

The installation of Bro. A. J. Balcombe as W. M. (Lodge of Joppa, No. 188), and the investiture of his officers for the year 1921-22, took place and was celebrated at the Hotel Cecil on September 26. A number of leading men in the gramophone trade were present, some as members of the lodge. Mr. Balcombe's son, Edwin Kesteven, is under proposal for initiation within the near future.

The Instruments of the Orchestra

The above forms the title of a chatty and instructive booklet just issued by the "His Master's Voice" Co. It briefly touches upon the development of the orchestra from the days of Haydn and Mozart, and explains its composition and arrangement. By the aid of this work and the H. M. V. orchestral records, everyone can become familiar with the functions of orchestral instruments and derive much pleasure from a study of the composers' works. The book is free to dealers.

The Federation of British Music Industries

The post of manager of the Federation's education department has been occupied since July 1, we are just informed, by Major J. T. Bavin, who, before the war, was chief music-master at Berkhamsted School. His work in connection with the Federation lecture scheme has begun.

Issue of a Pathé Needle-cut Record

Though there be many thousands of partisans of the phono-cut disc, it is a fact that bulk sales are in the main of the needle or vertical cut type of record. Its recognition by Messrs. Pathé marks a change of policy that will receive univer-



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Sol'yanka, Sol'yanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-haghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



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POINTS We can give customers their own design label for large parcels or deal with any proposition for supplying master records, material or plant.

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FROM OUR LONDON HEADQUARTERS—(Continued from page 172)

sal welcome. This great French house has been in the business almost since records became a commercial possibility; first the cylinder, then the phono-disc and now the needle-disc. Their name stands for all that is best in mechanical music reproduction and with such a reputation behind them the new "Actuelle" record makes its bow to the trade and public under the most favorable auspices. There is certainly a field for a needle record of the Pathé tone and admirers whose machines are not equipped to play the phono-disc will learn with satisfaction of this firm's enterprising departure in catering to their wants with the "Actuelle." The new record is double-sided at 3/- retail for the 10-inch and 4/6 the 12-inch. It is an epoch-making event and without a doubt discerning dealers will recognize it as a step in the direction of increased profits, more especially as the handling of this new record is accompanied by a special trade discount beyond the usual.

Messrs. Pathé Frères are not dropping the phono-disc. They will issue regular new issues as formerly.

Federation's Revenue Question

The Federation of British Music Industries advises me that at a recent meeting of the finance committee the propaganda committee was requested to assist in the institution of a publicity campaign for the purpose of raising a permanent revenue for the federation, and it was suggested that, while any subscriptions might be accepted, normal subscriptions should preferably be on the basis of one-tenth of 1 per cent of turnover.

Caruso Record Matrices Saved

Though short of copper during the war, it is a pleasing fact that the Germans kept their hands off the more valuable record matrices. Those of Caruso, Tetrassini and other notable artists were saved, and, according to a newspaper report, are being returned to London. Germany did the same as we did in selling the businesses of enemy subjects and thus the branch of the Gramophone Co. in that country passed into other hands. The return of matrices would go to confirm the belief that the present owners of the "His Master's Voice" German branch have now come to a satisfactory arrangement with the London office.

Important Price Reductions Announced

In conformity with the general tendency to ease up on high prices so long prevalent owing to increased value of materials and labor after the war, gramophone firms are making serious effort in the direction of price-revision.

The British Zonophone Co. has made a 25 per cent cut in the price of its standard 10-inch double record. This will retail at 3/- from October 17; 12-inch at 5/-, and grand opera at 4/-. In order to give dealers an opportunity of clearing stocks before this date, the change was advised them in July and the wholesale prices reduced as from August 1—a satisfactory intervening period of safety which, if properly utilized, should avoid any dislocation of retail trade.

The Columbia Co. announce new prices on all models, the cut in some cases being of a substantial nature. Ten-inch double Regal records have been reduced from 3/- to 2/6 retail.

The Winner Record Co. at first was disinclined to make an out-and-out reduction, believing that it was inadvisable. The company decided, however, to authorize a big exchange scheme by which the public was allowed 8d. on every old "Winner" returned at the time of purchasing a new one. It was thought to be a remarkably good move. But at the last minute the Winner people decided upon a change of policy, reducing the price of the record 2/6 retail.

Edison-Bell "Discaphones" have also been reduced in price.

These represent the more important changes and may be taken as an indication of a desire to liven up a somewhat dull market. It is expected that the result will prove of sales advantage to all sections of the trade, as this inducement to the public to buy should give an all-round fillip to the gramophone industry.

That is undoubtedly the probable outcome of the foregoing price "cuts," but many in the trade are doubtful as to the wisdom of it all. It is said that manufacturers are really unable to justify such a big reduction as 6d. in 3/-. I refer to this matter elsewhere.

New Edison-Bell Portable Gramophone
Portables are becoming a vogue this side.

There are few firms which do not feature this style of gramophone and the growing demand for them all over the country has encouraged retail dealers to feature them more or less all the year round. The latest comer is the "Handophon," made by J. E. Hough, Ltd. Its outside measurements are only 11¾x11¾x5¾ inches high, and its weight 10¼ pounds. A very compact size. The sound-chamber is of the largest possible dimension, size of cabinet considered. The unique feature about the "Handophon" is the patent tone-arm which automatically rises from the cabinet in a position ready to play when lid of machine is opened. And inversely the action of closing the lid lowers the tone-arm into the body of the cabinet. Of sufficient strength to play a full 12-inch record, the motor is, like all other equipment, British throughout. That in itself is a good recommendation, and at the retail price of five guineas the "Handophon" is sure of a big market.

New Secretary of the Music Trade Association

From the offices of the F. B. M. I. we are advised that a newcomer to the Federation offices is Major P. L. Godwin, who has been appointed secretary of the Music Trade Association in succession to Mr. Peat, who resigned some time ago.

The Elektromophon

This is a new electric motor of unique accomplishment and construction. There are many points about it which cannot fail to create interest in those who rely upon the gramophone industry
(Continued on page 174)

↓ ↓
"PERFECT POINTS"
↑ ↑

BRITAIN'S BEST Gramophone Needle

(Guaranteed made from High Carbon Steel)

IS MADE BY

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Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:

A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

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Special Quotations for Quantities

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Horn, Hornless and Table-Grand GRAMOPHONES

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Rivington Street, LONDON, E.C. 2, England**
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for a living and, therefore, need to encourage its progress.

Though the driving-wheel is connected with the motor by a rubber band or belt, the motor is entirely independent of the turntable spindle. It is interesting to note, too, that the electric motor is not clamped or held rigid in the framework. On the contrary, it is suspended and held in position by strap springs which take up all vibration. So perfect is this non-vibrating system that not even a fraction of vibration can be felt. At all speeds the "Elektromophon" runs absolutely silent. What is known as the resistance coil, a simple and fool-proof arrangement, permits the motor to run on any voltage, which, my readers will agree, is a very important matter, its utility being therefore universal.

Another highly useful feature of this motor is that it includes an electric stop. There is no complicated mechanism or unsightly fixtures on the cabinet. Merely a turn of the elbow ring bumping an indicator thereon in alignment with its fellow on the elbow does the trick automatically. And a very ingenious and reliable stop it is, too! The Elektromophon is handled by the Sterno Manufacturing Co., 19 City road, London, E. C., which will be pleased to forward particulars to bona fide inquirers.

New Zonophone Records

The new Zonophone program denotes a very careful choice of titles indicative of the usual up-to-dateness and of a variety to satisfy a wide public. Value of this measure will be materially welcomed by the great Zonophone public all the

FROM OUR LONDON HEADQUARTERS—(Continued from page 173)

more after October 17, when all records are reduced by the liberal margin of 25 per cent. This aspect is mentioned elsewhere in these notes. A brief review of the new records will enable those oversea traders who are eligible to handle Zonophones to appreciate the good value offered. Twenty-one hundred and forty-four bears selections 1 and 2 of "Sybil," played by the Black Diamond Band. "Sybil" provides some very attractive music, especially in Part 2, and its rendition is really excellent. Of valse items we have on 2145 the "Blue Bird" and "Silver Star," a tuneful combination of merit, composed by Horatio Nicholls and correctly interpreted by the Black Diamond. Of 2147, "Margie" and "Lovelight," we are not overimpressed. They may appeal to the sentimental, but are not, in our opinion, worthy of the fine bass voice of Foster Richardson. The vogue for alto rendition as voiced by Hatherley Clarke should be enhanced by his latest on 2153, "Chimes of Arcady," in which are some pleasing chime effects, and "Where the Hills of Ben Lomond." Twenty-one hundred and forty-eight offers "Blue Bird," a good song, though outshone by that with which it is coupled—"Omaha." Both are well sung by Herbert Payne. On 2155 Jack Hilton's jazz band plays "Mon Homme" and "Love Nest." Both are decidedly more pleasing than most of the jazzers we have heard.

A New Educational Work

"Learning to Listen" by means of the gramophone is the all-meaning title of a new book specially written for the Gramophone Co. by Percy Scholes, editor of The Music Student, with an introduction by Dr. John Adams, professor of education in the University of London. In the words of its subtitle, the book carries "A Course in the Appreciation of Music for Use in Schools," and this music covers a wide field, from folk music, Purcell, Handel, to living composers like Sir Edward Elgar. Each subject is interestingly arranged so as to afford a clear guidance for school

teachers. While compiled on text-book lines, the details are brief and non-technical. Over 150 double records are mentioned as illustrations of and in close relation to the musical period and work of the particular composer.

"Learning to Listen" is a teacher's handbook, the first of its kind ever issued by a gramophone company. The "His Master's Voice" Co. has undertaken, at great expense, this pioneer educational work and I should imagine that its special education department has proved a great success. The volume contains a mine of instructional information and will doubtless be accepted as a standard authority in scholastic circles. It is cheap at 3/- retail, less usual trade discount. In his preface it is only fair to mention that the author expresses in generous terms his indebtedness to Walter Yeomans and Alec Robertson, of the education department of the "His Master's Voice" Co., from whom, in fact, the idea of the book originated.

Two New Gramophone Novelties

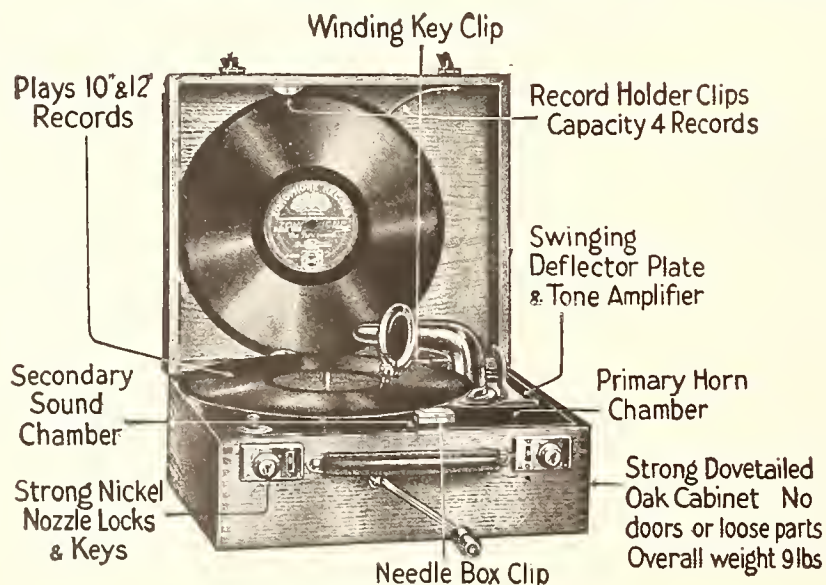
Various materials have at one time or another been tried in the manufacture of gramophone horns. Wood and metal constitute the substances of common use, having been found best adaptable for all-round work.

A new horn made of Ebonite (hard rubber) has just been evolved and may possibly upset our preconceived ideas upon the subject of the best material for sound resonating chambers. At an interview with the inventor, Herbert Standing, I had the advantage of testing an Ebonite horn. It is a very hard material with beautifully polished surface. The reproduction (of different kinds of records) was given free of metallic or nasal tone, solid and forward delivery, elimination of jar or rattle. In other words, the Ebonite horn gave good promise of being accepted as superior to other material and I rather think when the trade hear it that will be the verdict. One advantage of the Ebonite horn is that it can be molded to any shape or size for cabinet or exterior use.

Grippa Portable Gramophone

(Patents pending all countries)

Marketed in Great Britain less than three months ago, it has leapt into popularity with amazing rapidity. The most perfect manufacturing and selling proposition in the Gramophone World.



1. Perfect tone reproduction equal to a cabinet model.
2. Travel proof and fool proof.
3. Extraordinary low factory costs.

Model 3, as sketch, produced, sold and delivered to the retailer—Hence to the public at eighteen dollars. Showing full manufacturers' and jobbers' profits.

Exclusive manufacturing rights under royalty—apply to maker and patentee

H. J. CULLUM, Manager-Director

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 TRADE MARK
GRAMOPHONE RECORDS

 CABLE
 "PHONOKINO,
 LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES
Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH:

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

With Mr. Standring is A. T. Collier, who is responsible for a new sound-box—something in the form of a drum—with stretched parchment diaphragm. The result is remarkably good; it is of pleasing tone and detail of reproduction. At some future date I shall have more to say about this, as also of a new automatic stop these gentlemen are marketing.

PATHE ENTERTAINS INMATES

ALEXANDRIA, VA., October 4.—The Pathé phonograph is performing an entirely altruistic and kindly work in making more pleasant the lives of the various inmates of the Almshouse in this city. A large Pathé phonograph and fifty double-faced Pathé records were recently presented to this institution by the Willard Women's Christian Temperance Union of Alexandria. The presentation was impressive and great care was evidenced in the selection of appropriate records, the playing of which delighted the inmates.

An exhibit which attracted considerable attention at the Morris County Fair was that of De Rivas & Harris, Victor dealers, of Dover, N. J.

The Cameron Piano Co., of Allentown, Pa., has doubled its display space for Victrolas.

ANNOUNCE NEW TALKING FILM

Talking Moving Picture Without the Aid of Talking Machine Invented by an Englishman

A dispatch from London, England, this week states that a picture that talks without the aid of a phonographic device has been invented and successfully demonstrated by Grindell Mathews. At the demonstration a picture was shown of a man seated at a piano. As he struck the keys the sound of music in correct tune was heard from the instrument, which has the appearance of a sugar scoop. The inventor says his instrument will revolutionize the motion picture business.

DANGER, KEEP OFF!

A retailer in the South recently adopted a rather clever means of suggesting that he did not wish to accommodate people in the matter of cashing personal checks for them. This merchant took six worthless checks, each one marked with the reason why payment was refused at the bank, and pasted them on a cardboard which was hung outside the cashier's cage. At the top of the cardboard he printed: "Here are six good reasons why we cannot cash checks for people we do not know."

SPECIALIZE ON SALESMANSHIP

The William Maxwell Institute Organized for the Purpose of Selling the Maxwell Orientation System of Scientific Salesmanship

The William Maxwell Institute made its début in the advertising columns of the New York newspapers about October 1. This institute is founded for the purpose of selling the William Maxwell Orientation System of Scientific Salesmanship. In nature it is somewhat similar to the Alexander Hamilton Institute, the LaSalle Extension School, etc., though it is specializing on the salesmanship end.

As may be inferred from its name, William Maxwell, first vice-president of Thos. A. Edison, Inc., is the author of the course, which is being sold to men who desire to learn how to earn large salaries through their ability as executives.

In the newspaper advertisement announcing the William Maxwell Institute, it is made clear that the entire course is a summary of the selling experience and knowledge gained by Mr. Maxwell by reason of his twenty-five years' experience in the field of salesmanship, during which time he has risen from a house-to-house canvasser to an officer and director in numerous corporations of prominence.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry

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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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 373 FOURTH AVENUE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

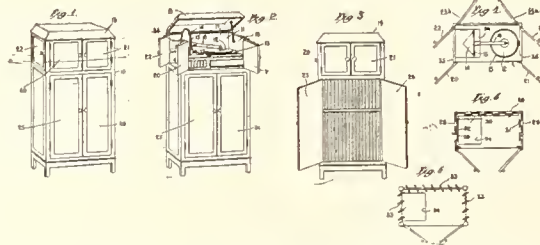
WASHINGTON, D. C., October 8.—**Sound-Reproducer Mounting.** Fritz Koerbitz, San Francisco, Cal. Patent No. 1,387,410.

This invention relates to an improvement in mountings for sound recording and reproducing members used in connection with phonographs, and has particular reference to a mounting on which is placed an improved sound-reproducing member as a substitute for the ordinary stylus or needle.

Figure 1 is a front elevation of the apparatus embodying the invention; Fig. 2 is a side elevation of the device with a conventional form of retaining means for the shank shown partly in section; Fig. 3 is a front elevation showing the spindle released from one of the arms of the bracket and pivoted to the other arm; Fig. 4 is an enlarged detail vertical section of the disc-shaped member mounted on the spindle and

apparatus is preferably inclosed in the same chamber or compartment with the sound-record tablet and turntable.

In the accompanying drawing, forming a part of this specification and wherein the same reference numerals are applied to designate the same parts uniformly throughout, Fig. 1 is a perspec-



tive view of one form of apparatus embodying the invention, with the combined sound-reproduction and record-tablet compartment shown closed. Fig. 2 is a view similar to Fig. 1, but with such compartment shown open. Fig. 3 is a front perspective view of the phonograph cabinet of Figs. 1 and 2 with the compartment just referred to closed and the record compartment opened. Fig. 4 is a plan view of a modified form with the cover removed for clearness of illustration. Fig. 5 is a horizontal cross-sectional view showing a modification, and Fig. 6 is a view similar to Fig. 5, but showing the doors, shown in Fig. 5 in their closed position, in their opened position.

Phonograph Operating Mechanism. Arthur H. Franke, Manitowoc, Wis. Patent No. 1,386,099.

This invention relates to new and useful improvements in means for automatically controlling the playing operation of a phonograph, more particularly of the disc type. It is primarily the object of the invention to provide an improved mechanism whereby the phonograph is caused to indefinitely repeat the playing of a record thereon, or whereby the playing rotation of the turntable may be stopped upon completion of a single playing of the record.

One important object resides in the provision of a mechanism of the foregoing character which is readily adjustable for individual records, both with respect to the general size of the record and with respect to the length of playing groove for such general size of record, whereby the sound-box needle may be caused to accurately engage the starting portion of the record groove in repeating the playing of the record, and whereby the playing operation will be accurately stopped at the end of the record groove.

Among the objects is a mechanism which may be most readily controlled to selectively perform either of these operations; an actuating mechanism operable as an automatic stop, wherein, incidental to the automatic stop action, the sound box is lifted from the record and the tone arm shifted to starting position to permit removal of the record without manual manipulation of the tone arm or sound box; a means for automatically engaging the sound box properly in the sound groove upon starting playing of the record; a mechanism including the above-mentioned features, wherein the power for operation of the mechanism is procured from driving rotation of the turntable spindle to thus eliminate the provision of independent operating means for the mechanism.

A still further object resides in the provision of such a mechanism wherein shifting movements of the various parts are carried out in a positive and even manner so as to insure an efficient operation with a maximum simplicity and lightness of structure, and so as to prevent the possibility of damage to either the record or needle in the various relative movements thereof incidental to operation of the mechanism.

In the accompanying drawings Fig. 1 is a plan view of the improved mechanism adapted

selectively to automatically stop or indefinitely repeat the playing operation of a phonograph, fragmentary portions of a phonograph tone arm, turntable and spindle being shown in association therewith. Fig. 2 is a side elevational view of the tone arm and sound box engaging portions of the mechanism, the associated phonograph parts being shown in conventional outline. Fig. 3 is a detailed sectional view on the line 3—3 of Fig. 1. Fig. 4 is a detailed sectional view through the sound box pivoted to the tone arm on the line 4—4 of Fig. 2. Fig. 5 is a sectional view on the line 5—5 of Fig. 4. Fig. 6 is a detailed sectional view of the spindle-clutch cam, on the line 6—6 of Fig. 1. Fig. 7 is a fragmentary view showing a modified tone-arm

showing means for retaining the disc member in a vertical position, and Fig. 5 is a side elevation showing the slotted arm of the bracket and means for holding the spindle pivoted.

Cabinet for Tympanum-Phonographs. Eugene A. Widmann, Brooklyn, N. Y. Patent No. 1,386,040.

This invention relates to cabinet phonographs of the tympanum type. Phonographs of this type, in which sound reproduction is accomplished by means of a tympanum or diaphragm of large diameter, without the customary means for directing the sound waves, such as horns, megaphones and the like, give best results when the tympanum is exposed to unconfined air and there is freedom for propagation of the sound waves in substantially all directions. A cabinet for such apparatus should preferably be adapted for being opened up in such manner as not to interfere with or produce undesirable modification of the excellent character of reproduction obtained with phonographs of this type.

As the reproduction apparatus of the tympanum type is preferably directly associated with, and usually located substantially adjacent to, the record tablet it becomes possible to locate both the record tablet and the sound-reproducing apparatus in the same chamber or compartment, and in this way it results that opening such compartment serves both to permit the free propagation and travel of sound waves and to afford access to the sound tablet, as for operating the phonograph, changing the records, etc. If desired, the same doors, shutters or the like which serve for giving access to the cabinet compartment containing the sound tablet may be used also for modifying or controlling the volume, etc., of the sound reproduction obtained.

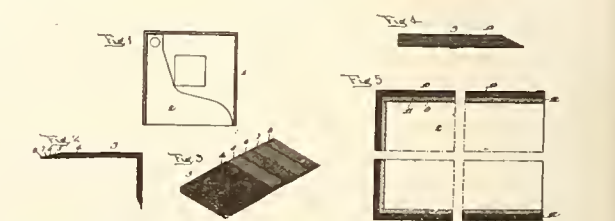
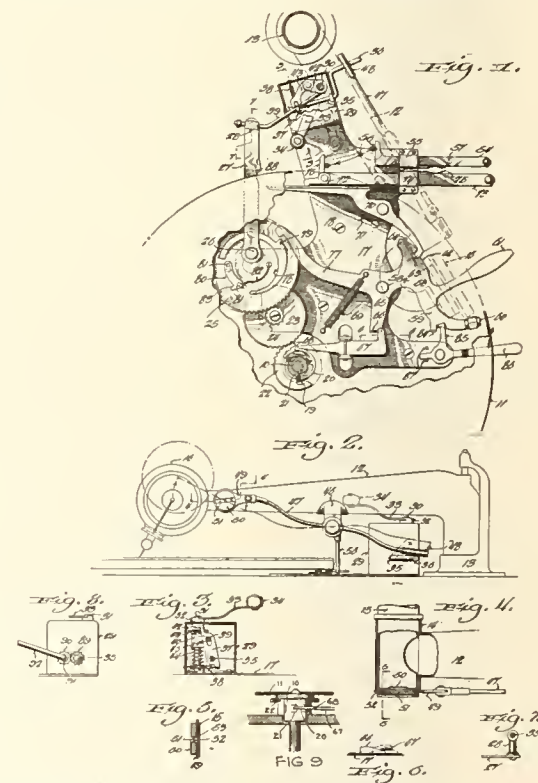
A phonograph cabinet in accordance with the present invention may also comprise, in addition to the compartment for receiving the phonograph and reproducing means, a receptacle or receptacles for holding phonograph records and the like. When so provided with a record-holding receptacle or receptacles it becomes possible to very considerably increase the storage space of such cabinet as compared with ordinary cabinet phonographs, in which some portion of the space below the compartment for containing the record tablet is usually devoted to the accommodation of the customary horn and megaphone, since in the phonograph of the tympanum type the ordinary horn and megaphone is entirely dispensed with and the tympanum-reproduction

lifting means for use in connection with that type of phonograph structure wherein the entire tone arm has a vertical movement to engage and disengage the needle of the sound box with the record. Fig. 8 is a detail view showing a modified form of a sound-box lifting member adapted for use in connection with that type of phonograph structure wherein the sound box is rigidly carried by the tone arm and is lifted upon lifting movement of the tone arm. Fig. 9 is a detailed sectional view showing the clutch drive connection for the turntable spindle.

Talking Machine Horn. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Co., New York. Patent No. 1,387,031.

The object of this invention is to produce a horn by means of which the scratch of the needle is made inaudible and by which richer and more natural tones are produced, and blasting and rattling vibrations are entirely eliminated on high notes.

In the drawings Figure 1 is a cross section of a talking machine cabinet showing a horn in



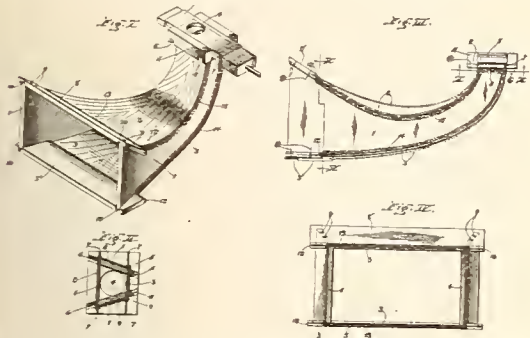
position; Fig. 2 is a sectional view, on an enlarged scale, through a corner of the outer wall of a horn; Fig. 3 is a perspective view of a portion of the outer wall of a horn; Fig. 4 is a detail edge view, on a very much enlarged scale, of a portion of the outer wall of a horn showing a modification, and Fig. 5 is a detail sectional view of a horn showing another modification.

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 176)

Phonograph Horn. Joseph J. Steffan, St. Louis, Mo. Patent No. 1,386,907.

The main object of this invention is to produce a simple and inexpensive horn having highly desirable acoustic properties. With this object in view, the horn comprises wall members, preferably made of wood, and at least one of the wall members is secured under tension to the other wall members.

Figure 1 is a perspective view of a phonograph horn constructed in accordance with this inven-

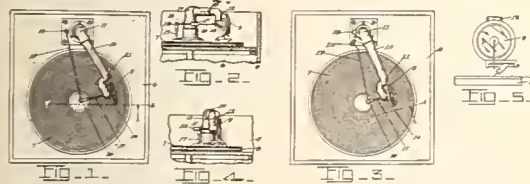


tion; Fig. 2 is a transverse section on the line II—II, Fig. 3; Fig. 3 is a side elevation of the horn; Fig. 4 is a vertical section on the line IV—IV, Fig. 3.

Phonograph. Edward P. Moffitt, Minneapolis, Minn. Patent No. 1,386,892.

This invention relates to improvements in sound-reproducing devices for phonographs, and the main object is to provide means whereby the direction of the sound-reproducing needle or stylus will at all times be maintained in a tangential position to the record groove in which it is engaged.

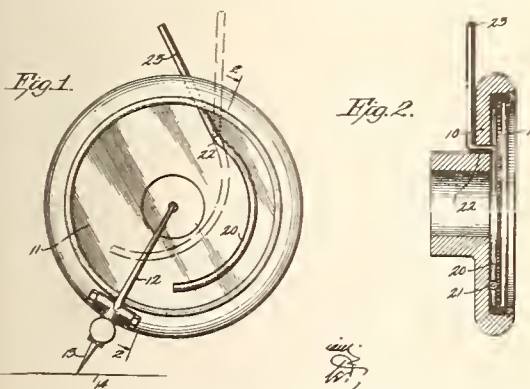
Figure 1 is a top view of a phonograph equipped with the invention; Fig. 2 is a sectional view on the line 2—2 in Fig. 1; Fig. 3 is a top view of a phonograph equipped with a modified



form of the device; Fig. 4 is a sectional view on the line 4—4 in Fig. 3; Fig. 5 is an enlarged detail side view of the sound box 9 as seen from the right in Fig. 4.

Modulating Device for Sound Reproducers. Gilnert S. Pease, Richfield, Wis. Patent No. 1,388,753.

This invention has for its object to provide a



new and improved modulating device for sound reproducers arranged to enable an operator to vary the vibratory action of the diaphragm at will and with a view to render the sounds either

softer or louder as desired. Another object is to permit of its conveniently attaching to sound reproducers as now generally constructed.

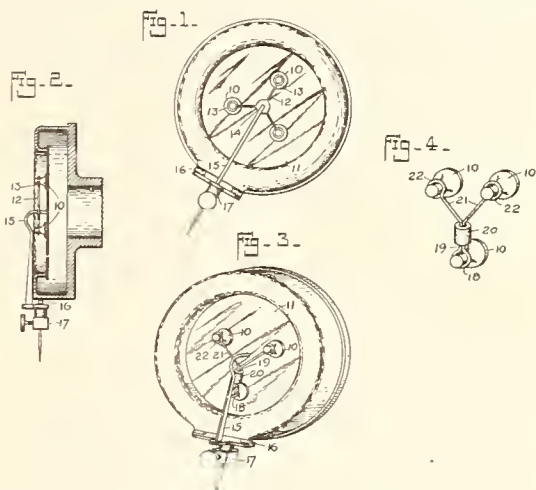
Figure 1 is a face view of the improved modulating device as applied to a sound reproducer of the diaphragm type, and Fig. 2 is a transverse section of the same on the line 2—2 of Fig. 1.

Talking Machine. Guy L. Willett, Louisville, Ky. Patent No. 1,388,626.

This invention relates to sound reproducing instruments and has special reference to a phonograph reproducer.

Among the important objects of the invention is to provide an improved general construction of devices of this character; an improved means for connecting the stylus arm to the diaphragm of a phonograph reproducer; an improved means for reinforcing the connection between an ordinary stylus arm and the diaphragm in a phonograph reproducer.

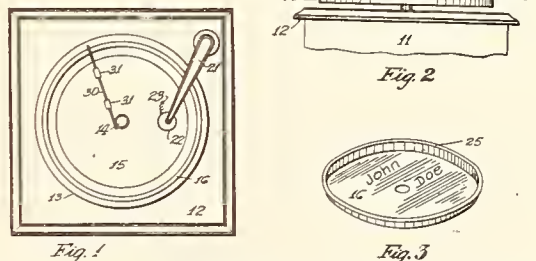
Figure 1 is a face view of the improved reproducer; Fig. 2 is a section taken diametrically



therethrough; Fig. 3 is a perspective view of a modification showing its use with a reproducer having the stylus arm connected in the usual manner, the device being used to reinforce the connection; Fig. 4 is a perspective view of that portion of the device constituting the diaphragm attachment.

Tray for Phonograph Records. John A. McVickar, New York. Patent No. 1,387,730.

This invention relates particularly to a device used in connection with disc type phonographs and has for an object to provide means for collecting dust or wax that may be removed from the surface of the phonograph record by the stylus and preventing the spread of this material over the cabinet of the machine; another object is to provide a convenient means for removing the record from the turntable of the machine without touching it with the fingers. These objects are obtained by the arrangement shown in the

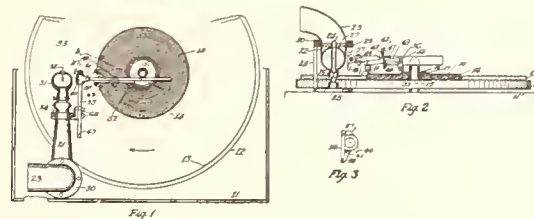


accompanying drawings, in which Figure 1 shows a plan view of a phonograph with the invention in place; Fig. 2 is a side elevation, partly in section, corresponding to Fig. 1, and Fig. 3 is a perspective view of a tray in which the record is placed.

Driving Means for Phonograph Attachments. Willard H. Gilman, New York, assignor to John A. McVickar, same place. Patent No. 1,387,702.

This invention relates particularly to a driving means for a phonograph attachment and has for an object to provide a simple and inexpensive means for moving a tone arm across the turntable of the phonograph, means for varying the movement of the tone arm, means for moving the tone arm over a greater distance than the driving mechanism moves, a plurality of means for

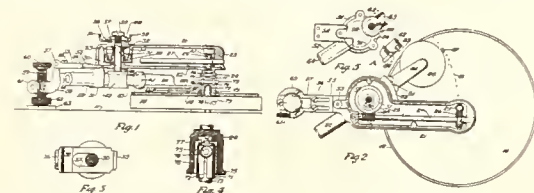
engaging the driving mechanism and means for disengaging the driving mechanism whereby the tone arm may be positioned on the record; other objects will appear from the following specification and drawings in which Figure 1 is a plan



view of a phonograph with the invention in place; Fig. 2 is a side elevation, partly in section, corresponding to Fig. 1, and Fig. 3 is a detail.

Recording and Reproducing Machine. Willard H. Gilman, New York, assignor to John A. McVickar, same place. Patent No. 1,389,430.

This invention relates more particularly to a mechanism which may be used as an attachment to phonographs of standard make, or incorporated in the mechanism of the phonograph itself, for making and reproducing records of the disc type. Among other things its objects are to provide a mechanism which will accurately drive the stylus or operating jewel connected with the diaphragm across the face of the record so as to follow a closely formed spiral on the face of the record; a means whereby the stylus may be accurately positioned anywhere on said spiral; a convenient means whereby the stylus may be elevated from the record; a means whereby the elevation of the stylus suspends its driving operation; a means whereby the stylus is automatically elevated and its driving operation suspended when it reaches a predetermined point on the face of the record; a means whereby the



stylus receives its driving motion from the turntable of the phonograph; a means for compensating for eccentricity and irregularities of this drive; a means for adjusting the mechanism to various sizes of turntable and heights of record; a means for rapidly removing the mechanism from and replacing it on the turntable of the phonograph and a means for producing a continuous voice passage from a fixed speaking tube to the moving diaphragm.

Figure 1 is a side elevation of the mechanism partly in section applied to a phonograph; Fig. 2 is a plan view corresponding to Fig. 1 with part of the cover sectioned to show the interior construction; Figs. 3, 4 and 5 are detail structural features of the invention partly sectioned to show the method of operation. Detail A is a side elevation of the releasing mechanism.

PURCHASES MUSIC SHOP

White's Music Shop, at Springfield, Mass., has been purchased from Mrs. Marie E. White by Bernard O'Shea. The name of the shop will remain unchanged.

The Columbia Graphophone Co.'s products were attractively featured by J. Blumberg, Waukegan, Ill., dealer, at the Libertyville, Ill., County Fair.

LESLEY'S PATCHING VARNISH

dries immediately without a lap.

SEND \$3.50

for a complete repair kit, consisting of Patching Varnish, Stains, Burning-in Knife, Burning-in Wax, Alcohol Lamp, Cleaner, Dusting Fluid, Glue, Metal Polish, Fine Sand Paper, INSTRUCTIONS and Descriptive CATALOG. LESLEY'S CHEMICAL CO., Indianapolis, Ind.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN

28 Sixth Avenue New York TELEPHONE, SPRING 1194

Some Leading Jobbers of Talking Machines in America

TEST IT. OUR VICTOR Record Service

has a reputation for efficiency. Suppose you try it.

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1300 G. STREET, WASHINGTON, D. C.
231 N. HOWARD STREET, BALTIMORE, MD

Sherman, Clay & Co.

San Francisco, Los Angeles, Portland, Seattle, Spokane
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VICTOR PRODUCTS

The PERRY B. WHITSIT CO.

Distributors of
Victrolas and Victor Records
COLUMBUS, OHIO

W. J. DYER & BRO.

DYER B'LD'G, ST. PAUL, MINN.

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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



Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers
all over the United States.

Distributors

- Atlanta, Ga., Columbia Graphophone Co., 561-563 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 8th Street.
- Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
- Dallas, Tex., Columbia Graphophone Co., 316 North Preston St.
- Denver, Colo., Columbia Stores Co., 1608 Glenarm Ave.
- Detroit, Mich., Columbia Graphophone Co., 115 State St.
- Kansas City, Mo., Columbia Graphophone Co., 2006 Wyandotte St.
- Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
- Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
- New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
- New York City, Columbia Graphophone Co., 121 West 20th St.
- Omaha, Neb., Columbia Graphophone Co., 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., 347 West Adelaide St., Toronto, Ont.

Executive Office

COLUMBIA GRAPHOPHONE CO.

Gotham National Bank Building New York

Wholesale Exclusively

EASTERN TALKING MACHINE CO.

85 Essex Street, Boston

VICTOR DISTRIBUTORS

**EXCLUSIVELY
VICTOR WHOLESALE**

The Toledo Talking Machine Co.
Toledo, Ohio

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PROMINENT ARTISTS

AND

MUSICIANS

Have testified that they consider

OLYMPIC RECORDS

Superior

*in Tonal Quality, Power
and Durability*



JOBBERS and DISTRIBUTORS

Should Make Application

At Once

OLYMPIC DISC RECORD CORPORATION

1666 BROADWAY

NEW YORK



If the Excise Tax on phonographs is increased, the price of Edison Phonographs must be advanced.

THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

JOBBERERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBERCLA
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—Phonographs, Inc.

ILLINOIS
Chicago — The Phonograph Co.
Wm. E. Lyons (Amberola only).

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit

MINNESOTA
Minneapolis—Laurence H. Lucker

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Alhany—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. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, November 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 Phonograph That Sells Itself

HERE is no phonograph that sells itself to discriminating buyers so easily as Sonora.

There is no quality phonograph that will show you more real profit than a Sonora.

Why invest your money, time and energy pushing an unknown or unpopular make when the golden road to big profits, business permanency and stability is paved with Sonoras?

Sonora dealers make a most satisfactory margin of profit on each Sonora sale.

The prestige of selling the Highest Class Talking Machine in the World, the Sonora improvements and advantages which enable dealers to meet any competition, the superior quality so apparent when making a comparison with others, and the substantial trade discounts, are the reasons why Sonora dealers take out big profits from their business regularly.

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: 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. 11

New York, November 15, 1921

Price Twenty-five Cents

VICTOR SALESPEOPLE ORGANIZE

Members of Various Red Seal Classes Effect Permanent Organization for the Dissemination of Information of Interest and Value

As a direct result of the spirit of camaraderie and co-operation, built up between the members of the various classes that have been held at the Salesmanship School at the Victor factory, there has been effected a permanent organization of Victor salespeople with a view to realizing permanent benefits from the valuable instruction they received and the associations enjoyed during their school term.

Each of the twenty-seven classes that have so far enjoyed the privilege of attending the Victor school has appointed a secretary, selected a special name to distinguish it, such as the "Red Seal Library Builders," the "Johnson Class," the "Pacemakers," etc., has selected a suitable motto and has arranged, through the secretary, to interchange selling ideas to the advantage of all concerned.

According to the plan as outlined the members of the various classes, when they come upon a new selling idea that works out successfully, will present that idea to the secretary, who will, in turn, see that it is spread about among the members of that particular class and also through

the other classes. It is believed that such assistance will result in incalculable good.

FURNISHES RECORDS ON CONTRACT

Insures Latest Selections for Customer and Rapid Stock Turnover for Store

Furnishing talking machine records on contract is the plan in use in the talking machine department of Frederick Loeser & Co.'s big store on Fulton street, Brooklyn, N. Y. When a talking machine is sold an effort is made by the salesman to sell the customer the idea of contracting to take a stipulated number of records. These records are delivered a few at a time, thus making certain that the customer will receive the latest selections as soon as they are released to the public and at the same time insuring a rapid stock turnover.

MME. VICARINO OLYMPIC ARTIST

The Olympic Disc Record Corp., New York City, announces the addition to its list of artists of Mme. Regina Vicarino, coloratura soprano, now starring in "The Impresario," in which Percy Hemus, exclusive Olympic artist, is the leading man. The first records of Mme. Vicarino appeared in the November Olympic releases.

MOTORCYCLE HELPS IN DELIVERIES

Makes for Speed and Economy in the Filling of Certain Types of Small Orders

A Western talking machine dealer, in a fairly large city and with a considerable rural territory to cover, has found a way to cut down his delivery expenses materially through the use of a motorcycle equipped with a side-car. The side-car is so built that it will hold a very substantial number of records and can also carry a table model, or a small cabinet model machine. Particularly for carrying records and for collecting motors, etc., for repairs, the motorcycle idea has proved a most economical one.

This particular dealer keeps in service a large motor delivery wagon, which is used for all general hauling purposes, for bringing goods from the freight station and for delivering machines and records to retail purchasers. For reasons of economy the attempt is made to lay out a more or less regular schedule for the wagon, in order to make as many deliveries and cover as much ground as possible during the course of the day.

It is often found, in cases where several deliveries are to be made in one section of the city and probably only a half dozen records to be delivered in another section several miles away, that for the truck to make this extra trip means extra time and expense. But by the use of the motorcycle the store porter can be sent out with a small delivery without interfering in any great degree with his regular duties. The motor car service has also made it possible for the dealer to advertise a special "within the hour" delivery service on telephone record orders when desired. It makes an excellent talking point, even though the majority of record purchasers prefer to select their records in person and have them delivered later.

Even at times when the large delivery wagon is available for use it has been found much more economical to use the motorcycle for delivering small packages of records, the saving in time and gasoline being quite considerable.

HELPS TO PROTECT EXPORT TRADE

Government Taking Steps to Protect Interests of Exporters of Musical Instruments

WASHINGTON, D. C., November 5.—The interests abroad of exporters of musical instruments will be protected and furthered by the Government through the Department of Commerce, according to plans which have just been completed by Secretary Hoover. Included in the dozen commodity divisions which are being formed in the Bureau of Foreign and Domestic Commerce is a Specialties Division, under which will come musical instruments and other articles not of themselves of sufficient importance in our total trade to warrant a separate division.

Carl H. Greene, of New York, has been appointed by the Secretary as chief of this new division. Mr. Greene has had many years' experience in export work, having been secretary of the Export Managers' Club, of New York, and formerly connected with the National Association of Manufacturers.

While not of sufficient importance to necessitate a separate classification, musical instrument markets abroad are very large and quite promising, officials of the department say, and every effort will be made to give the manufacturers and exporters in this country all available information which can be secured by the department's foreign agents regarding the activities of foreign manufacturers, opportunities for making new foreign connections, the opening up of new markets and new demands, etc.

Charles H. Mackintosh says that stopping advertising because business is poor is like cutting off the gas on a grade.

WHERE THE TALKING MACHINE DOES THE LECTURING

D. G. Baird Tells World Readers How the Detroit Traffic Department Is Using This Marvelous Invention to Prevent Accidents and Regulate Traffic—What Other Towns May Do

More and more the talking machine is coming to be recognized as a necessity. Not only is the home incomplete without this marvelous invention, but corporations, merchants, lecturers and others are rapidly adopting it in their business. As an example of the good that the talking machine may do and of the labor and money it may be made to save, the experience of the Accident-prevention Bureau of the Detroit Traffic Department may be cited.

What is said to be the largest talking machine in the world is now being employed by this bureau in its campaign to reduce the number of traffic accidents in the city. The machine is really a portable one of standard make, connected to an amplifier which is housed in a huge box made to represent the cabinet of a talking machine. This box is an exact duplicate of the cabinet phonograph and measures six feet square by eight feet in height. When in operation the sounds proceed from the front of the box and the hearers are persuaded that it is actually an enormous talking machine.

On the side of the box, in large white letters, is the declaration: "More destructive than siege guns! More deadly than war! Carelessness." The machine is transported from place to place on a Ford car and plays and talks as it goes. Arrived at an auditorium or other place of assembly where it is to be used for a lecture on safety first, it is set up on the stage, or simply left on the car. A thirty-minute musical program is then given, followed by a special record which gives facts and figures on traffic accidents, with advice for reducing their number.

The device was conceived and is operated by H. O. Rounds, of the Accident-prevention Bureau, and has enabled him to dispense with the services of a quartet and other musicians whom he formerly employed to entertain the crowds, as well as to save his own throat of much lecturing.

Mr. Rounds is continually on the go, giving his sugar-coated advice at public parks, in schools, at fairs and other places where large crowds are wont to gather. He estimates that he has reached 600,000 people with his message during the recent Summer. Detroit accidents have been cut in half since this campaign started.

Mr. Rounds conceived the idea of letting a talking machine do his lecturing as a result of having his curiosity piqued by hearing the music of a band that he could not locate. He at last learned from a policeman that the "band" was



nothing more than a talking machine to which an enterprising dealer had connected an amplifier. He at once concluded that such a device would be an excellent asset to him in his campaign, and after much persuasion succeeded in prevailing upon his superiors to have the instrument constructed.

The accompanying illustration shows the machine set up at the Michigan State Fair, held in Detroit in September.

Such a device could be used to advantage by any talking machine dealer. It could be placed in the show window or in the front of the store near an open door and would be sure to attract much attention, whether or not it was kept playing. Any carpenter or cabinet maker would construct the cabinet for a small sum. The amplifier is not very expensive and the cabinet would not necessarily be made of costly wood.

What Are You Doing to Make the Yuletide One of Your Greatest Selling Periods

By
L. A. Case

Just consider, Mr. Talking Machine Dealer, that within five weeks Christmas will be with us—a time when the talking machine is one of the essentials to the enjoyment of that festive period. What are you doing toward making the holidays one of the greatest selling periods in the history of your business? It is to be taken for granted that you are well prepared in regard to stock—if you are not you have only your own carelessness or timidity to blame.

Now, what steps are you taking to get rid of that stock before January 1? It is the time to prepare a definite plan of campaign—a time to get really busy, a time to accomplish things.

Several dealers whom we know have ransacked the catalogs for records suitable for the holiday period, both sacred and secular. These records have been listed in pamphlet form and by adding a few pages space has been found to illustrate and describe the latest models of machines, the new attachments and, incidentally, a very interesting talk regarding that store's ability to serve its clientele. The cover is appropriately ornamented with a design of holly leaves and the booklet will be mailed to a selected list of customers and prospects on December 5, reaching them at a time when they should be interested in the question of Christmas gifts.

These dealers have also prepared a follow-up letter urging recipients to get busy on their Christmas gifts and again pointing out wherein the talking machine records constitute some of the most practical and best-remembered gifts for the holidays. This is practical, constructive work which is well worth emulating.

Another dealer has had prepared a series of live advertisements, headed "Talks to Holiday Buyers," which he has already begun to run in the local dailies, one appearing each day in consecutive order. These special advertisements will appear right up to Christmas and tell one continuous story with each part complete in itself. This dealer tried the same plan last year and found it wonderfully successful and, with the many new attachments, etc., offered this season, looks for still greater returns during the present year.

Appealing directly to the musical sense of the public through the medium of free concerts is the scheme of a New England dealer. His store

is on the main business thoroughfare of the town and crowds of shoppers are continually passing the door. The adjoining store has been empty for several months, owing to the assignment of the former occupants, and, pending the occupancy by new tenants on January 1, Mr. Dealer has rented the premises for the month of December. He has arranged to hire 250 camp stools, and, being an agent for a home moving-picture machine in addition to handling talking machines, he has arranged for nightly entertainments during the month that will un-

dealer's line and suitable holiday presents that can be chosen from it.

Yet another dealer has conceived the unique plan of sending out postal cards bearing a return portion. A cordial invitation is extended to the recipient to visit the store and listen to the latest records, particularly those suitable for the holidays, and examine the machines. On one side of the card the prices of the various styles of machines are printed. Those who cannot or do not care to visit the store are requested to mark the style of machine the price of which suits them, and upon the return of the postal the dealer sends an assistant to the house with a sample of the machine indicated and a liberal supply of late records. In two weeks in December, last year, the dealer sold machines to seventeen of twenty-two prospects before whom the machines were demonstrated in their homes.

These are only a few of the schemes that have been, or are to be, adopted by as many dealers. There are many more that could profitably be adopted by other dealers. Try to be original, for it is a feature that will win success for even a really weak proposition. Work out an idea that is new to your town and drive it home. With over a month to get holiday business in every dealer should plan to get, and succeed in getting, his full share. The idea of the turtle being slow but "getting there just the same" doesn't hold in business to-day; it's the rabbit, who gets away jumping and ends up with a rush, who gets the backing and wins the money. Don't be the turtle.

Work Out an Idea in Your Territory That Is Really New and Drive It Home During the Holiday Period

doubtedly mean business. The latest films will be shown and suitable music rendered through the medium of the "talkers." Attractive programs will bear, besides the list of views and musical selections, an extended description of the

MUSIC AS AN AID TO WORKERS

Talking Machines Being Installed in Manufacturing Plants to Entertain and Stimulate Workers—Most Effective in This Field

A great many manufacturing plants have installed talking machines not only for the entertainment of employes during luncheon hour, but also as a means of stimulating the men during working hours. Employers have found, after a very careful examination, that through the use of the talking machine there has been an increased labor output of from 10 to 15 per cent. Whether this is due entirely to the "talker" or the willingness of the men to render greater value in

the way of work than was heretofore the case is a question. Suffice it that the talking machine is filling the dual rôle of affording pleasure and of enabling the men to do work, and more of it, in pleasing environment. One of the latest concerns to test the value of the talking machine is a large printing plant in Chicago, where, despite all the noise and apparent confusion necessary to the production of publications, it was found that hands moved more quickly over the cases and feeders fed the presses faster when the record of a stirring, lively piece of music was on the machine. All this goes to show that music, particularly through the medium of the talking machine, is a necessity in the factory as it is in the home.

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.

Shipments can 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

A. W. CHAMBERLAIN, New England Factory Representative, 26 Broad St., Boston, Mass.

Victor Supremacy

Supreme as a musical instrument, the Victrola naturally stands supreme as a business proposition.

The success of Victor retailers follows Victor supremacy as a matter of course.

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

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

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

Victor Wholesalers

Albany, N. Y.....Gately-Haire Co., Inc.
 Atlanta, Ga.....Elyea Talking Machine Co.
 Phillips & Crew Piano Co.
 Baltimore, Md.....Cohen & Hughes
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
 Birmingham, Ala...Talking Machine Co.
 Boston, Mass.....Oliver Ditson Co.
 The Eastern Talking Machine Co.
 The M. Steinert & Sons Co.
 Brooklyn, N. Y....American Talking Mach. Co.
 G. T. Williams Co., Inc.
 Buffalo, N. Y.....Curtis N. Andrews
 Buffalo Talking Machine Co., Inc.
 Burlington, Vt....American Phonograph Co.
 Butte, Mont.....Orton Bros.
 Chicago, Ill.....Lyon & Healy.
 The Rudolph Wurlitzer Co.
 Chicago Talking Machine Co.
 Cincinnati, O.....Ohio Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cleveland, O.....The Cleveland Talking Machine Co.
 The Eclipse Musical Co.
 Columbus, O.....The Perry B. Whitsit Co.
 Dallas, Tex.....Sanger Bros.
 Denver, Colo.....The Knight-Campbell Music Co.
 Des Moines, Ia.....Mickel Bros. Co.
 Detroit, Mich.....Grinnell Bros.
 Elmira, N. Y.....Elmira Arms Co.
 El Paso, Tex.....W. G. Walz Co.
 Honolulu, T. H....Bergstrom Music Co., Ltd.
 Houston, Tex.....The Talking Machine Co. of Texas.
 Indianapolis, Ind...Stewart Talking Machine Co.
 Jacksonville, Fla...Florida Talking Machine Co.
 Kansas City, Mo...I. W. Jenkins Sons Music Co.
 The Schmelzer Co.
 Los Angeles, Cal...Sherman, Clay & Co.
 Memphis, Tenn....O. K. Houck Piano Co.

Milwaukee, Wis....Badger Talking Machine Co.
 Minneapolis, Minn..Beckwith, O'Neill Co.
 Mobile, Ala.....Wm. H. Reynolds
 Newark, N. J.....Collings & Co.
 New Haven, Conn...The Horton-Gallo-Creamer Co.
 New Orleans, La...Philip Werlein, Ltd.
 New York, N. Y....Blackman Talking Mach. Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 Charles H. Ditson & Co.
 Knickerbocker Talking Machine Co., Inc.
 Musical Instrument Sales Co.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Omaha, Nebr.....Ross P. Curtice Co.
 Mickel Bros. Co.
 Peoria, Ill.....Putnam-Page Co., Inc.
 Philadelphia, Pa...Louis Buehn Co., Inc.
 C. J. Heppe & Son.
 The George D. Ornstein Co.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa.....W. F. Frederick Piano Co.
 C. C. Mellor Co., Ltd.
 Standard Talking Mach. Co.
 Portland, Me.....Cressey & Allen, Inc.
 Portland, Ore.....Sherman, Clay & Co.
 Richmond, Va.....The Corley Co., Inc.
 Rochester, N. Y....E. J. Chapman.
 Salt Lake City, U...The John Elliott Clark Co.
 San Francisco, Cal..Sherman, Clay & Co.
 Seattle, Wash.....Sherman, Clay & Co.
 Spokane, Wash....Sherman, Clay & Co.
 St. Louis, Mo.....Koerher-Brenner Music Co.
 St. Paul, Minn....W. J. Dyer & Bro.
 Syracuse, N. Y....W. D. Andrews Co.
 Toledo, O.....The Toledo Talking Machine Co.
 Washington, D. C...Cohen & Hughes
 E. F. Droop & Sons Co.
 Rogers & Fischer



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



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



Victrola No. 120, \$275
Victrola No. 120, electric, \$337.50
Mahogany or oak

Victor Talking Machine Co.
Camden, N. J., U. S. A.



The Importance of Knowing Human Nature in the Selling of Talking Machines

By
S. C. McGregor

The successful talking machine salesman must have a thorough knowledge of the product he sells. To secure a permanent trade he must have faith in what he sells, and the ability to talk convincingly is another asset. But of what value are these if the greatest possibility of increasing sales is overlooked?

There are many failures in the talking machine industry due directly to neglecting this possibility—that of knowing human nature. Take a dozen of the many factors that successful men say were the foundations of their success, and you will find that behind all the other contributory factors was the fundamental one of knowing human nature. For of what value is a good sales talk if you do not know how to apply it to the particular needs of the customer before you?

Talking machine salesfolk have one outstanding fault: They fail to size up the customer, and treat everybody the same, as though they were as mechanical as the reproducing apparatus the prospective customer is interested in.

And this seems the more remarkable when we consider the music buyers embrace every type of humanity. Indeed, with the possible exception of the newspaper correspondent, the talking machine salesman has the finest opportunity to study human nature.

Perhaps you think, "Oh, what's the use?" If you really want to be a success you will do well to study the people who come into your shop, for successful attainment is coming to mean helping humanity, and your task is much easier if you know something of the emotions of the person you are trying to help.

No two persons are alike, but there are

"types," groups of persons who are interested in a particular phase of music, such as the classical enthusiast, the violin specialist, or those who want snappy dance music. Everybody has musical preferences, and in too many cases the salesman tries to force his own on the customer, or else lends undue emphasis to the merits of overstocked goods, when something else would do the customer more good.

If you are making a sincere effort to know human nature, and are discouraged at slow

A Good Sales Talk Is of Little Value if the Salesman Cannot Apply It to the Particular Needs of the Customer

progress, remember this: human nature is the broadest subject there is, and those who know the emotions of their fellow men fought through greater difficulties than those you are facing, for you have advantages they didn't have. And keep on studying human nature!

There are no fixed methods of study for those who would know more about life. Patience, trying to imagine yourself in the other fellow's

place—these are two phases of the art of pulling heartstrings, for that is what lies within the power of those who know human nature. Some do it with music, others with paintings, or stories, or books.

Music invariably stirs the emotions, and if you are observing you will gradually become able to anticipate the wants of the prospective customer. That is worth while, for the customer may ask for "any good music." If you can suggest something that appeals to him, then you have made a good impression, and for that reason are more apt to get his future trade. Then, too, you may be able to suggest music that the customer would like but that he has never heard, for a great many music buyers are not familiar with the names in the catalogs.

URNS DOOR INTO SHOW WINDOW

Cleveland Merchant Gives Idea for Talking Machine Men With Small Display Space

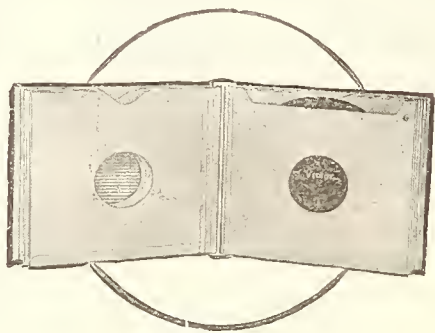
The new answer to the ancient riddle is that a door is not a door when it is a show window. Every bit of display space counts, and a Cleveland merchant has turned his door into a show window with the aid of a shelf and a light on a light framework which can be swung into place after the store is closed for the day. In adopting this device lettering on the window must be placed sufficiently high not to interfere with the display. Think of what this added space means to the small shop with a very meager frontage! The novelty of the arrangement has attracted the favorable attention of many people to this ingenious merchant's store.

PEERLESS DE LUXE—

An Exceptional Album for Your Best Christmas Record Trade

This year records will be mighty popular for expression of the Holiday sentiments, but—unlike the past—there will be this superb album to present them in—

PEERLESS DE LUXE.



PEERLESS DE LUXE is an album you retail at \$4 for the 10" size and \$5 for the 12" size.

Beautifully bound in two-tone Spanish Mission. Inside covers lined with genuine moire silk, the metal binding gold-plated.

Covers are gold-finished bevel edged.

The record leaves are of excellent quality, satin finish, envelope stock.

It is a gift that will outrank all others this season and indicate to your trade that you respect their demand for quality and rare things.

Regular talking machine discounts allowed.
Get your orders to us at once. Wire at our expense.



Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York City

Boston Representative
L. W. HOUGH, 20 Sudbury St.

San Francisco Representative
WALTER S. GRAY CO., 942 Market St.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



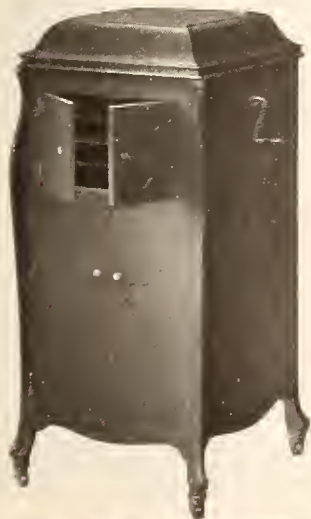
Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 90, \$125
Mahogany, oak or walnut



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

Victor Supremacy

is universally acknowledged

The Victrola has time and time again demonstrated its supremacy in the great things it has actually accomplished.

It is easy for every Victor retailer to reap the advantages that come with such supremacy.

"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 Talking Machine Co.

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



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



Victrola No. 120, \$275
Victrola No. 120, electric, \$337.50
Mahogany or oak



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



(Registered in the U. S. Patent Office)

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NEW YORK, NOVEMBER 15, 1921

BUSINESS DEVELOPMENTS AND PROSPECTS

THERE is evident in the trade a much better feeling in the matter of business growth and business prospects. As the month of October passed by and gave way to November—marking the approach of the Winter season—there came reports from practically every section of the country of a decided improvement in sales percentage, with an indication that normal trade is to be expected in a comparatively short time. By normal trade is meant trade of a volume that should be regarded as standard, and not the great rush of business to which this trade and others have been accustomed during the period immediately following the war.

The reports make it evident, too, that real business is coming to those dealers who have been consistent in their development of selling and advertising campaigns. As an executive of a leading talking machine company recently stated in one of his sales letters, "a hen does not stop scratching when worms are scarce," and the retailers who followed the lead of the humble hen and kept on scratching have found sufficient sales here and there even at the worst of the season to make a fairly acceptable total.

HOW THE WHOLESALE HELPS THE DEALER

IN the talking machine trade, at least, the term "jobber," as applied to the individual or concern who buys from the factory and in turn sells to the dealer, is in a sense a misnomer, in that it doesn't cover his scope as thoroughly as it should and fails to give a proper idea of his usefulness and general helpfulness.

According to Webster a "jobber" is a middleman, and so far as it goes that title covers the wholesaler or distributor of talking machines. It happens, however, that the talking machine wholesaler does not at the present day confine himself to the buying and selling of merchandise, but engages in the much broader work of seeing to it that the products he distributes are merchandised at retail in the proper manner; that the dealer is kept advised of new methods and of new productions; that his stock is of the right sort and properly diversified; that the publicity supplied to the dealer and used by him has the right pulling power and is used to the best advantage, and altogether that the selling of talking machines at retail is carried on most efficiently in the interests of both the dealer and manufacturer.

The day of the so-called jobber who simply received the goods from the factory, reshipped them to the dealer and then took his

profit is past and we now find that the wholesalers of talking machines maintain at their own expense well-trained staffs of representatives who are in constant contact with the dealers, prepared to give advice and assistance needed at the moment. Many of the wholesalers, too, have established educational departments under competent management to develop the use of talking machines in schools, showing the dealer how to get good school business and to train his salespeople to know and to preach good music. Being interested in the final sale of the goods, the wholesalers not only keep contact with dealers, but in many instances operate salesmanship schools for the retailers and their assistants, and bring those same retailers together for frequent conferences where vital business subjects of the day can be discussed.

All this means a substantial expense for the wholesaler, both in money and energy, but it is not unselfish expense because, through aiding and educating the retailer and the members of his staff, retail sales are stimulated to a tremendous degree, a fact reflected in the greater volume of business that comes to the wholesaler.

The thought to be impressed upon the retail trade is the tremendous opportunities that are given the live dealer to profit by the publicity of the manufacturer and particularly by the personal advice and help, as well as the educational facilities, offered by the wholesaler direct.

The policy of following the product from the manufacturer to the home of the ultimate purchaser is not a new one with a number of manufacturers, but for the majority of wholesalers themselves to develop expensive organizations that are efficient, practical and altogether helpful to the retailer, and which extend their efforts through the dealer's entire store and almost into the home itself, is a situation that comes close to being unique.

It is a system that has proved its effectiveness, not only in encouraging the active dealer to greater efforts, which results in a greater demand for both the wholesaler and the manufacturer, but also in stimulating the inactive dealer to display a proper amount of sales effort in taking care of the territory allotted to him.

MUSICAL SEASON SHOULD INTEREST DEALERS

THE musical season just opened will be notable because of the great number of singers and instrumentalists of national and international reputation who will be heard throughout the country. The names that have already been announced by the various musical managers are among those to conjure with in the musical world, several European celebrities coming to America for the first time in many years. Most of these artists are known and appreciated not alone by their concert and recital patrons, but by thousands, nay, millions of people who have become acquainted with them through the medium of talking machine records.

The musical season should prove of direct interest and benefit to the talking machine merchant who sees to it that the musical events in his locality are properly heralded before the public by means of advertising and window displays, so that his identity with the musical activities is clearly established. If the artist is connected in one way or another with some of the products he is selling so much the better for his publicity, but the fact alone that the artist by presenting music in its best form is helping the maintenance and development of his musical instruments is a matter of paramount importance.

Talking machine dealers should realize that the support of high-class concerts and recitals represents music advancement work of the best sort, and it is the work in which the local retailer can assist directly. The stimulation of interest in music means a demand for musical instruments that make music, and it is on that interest that the music industry has been built, and upon which it will thrive. Among the family of musical instruments the talking machine is proving to be one of the greatest developers of musical knowledge, and as the leading singers, pianists and violinists are represented on the records dealers handling these products should make it their duty to keep in close touch with musical affairs in their locality and emphasize the importance and value of the talking machine and the records which accompany it.

There are endless possibilities for the dealer in developing prospects through an intelligent study of ways and means of capitalizing the appearance of these artists in local concerts. Every member of the audience attending these affairs is a "sure-fire" prospect—a prospect that will be steady and not transient—because once the lovers of good music realize that they can actually duplicate in their own

homes the wonderful voices of the singers or the skill of the violinist, cellist, or pianist which they listen to in person they are certain to broaden their acquaintanceship with the dealer's record department.

CONCENTRATING ON HOLIDAY BUSINESS

WITHIN a very few weeks after this issue of *The World* is in the hands of its readers Christmas will have come and talking machine dealers will be figuring on the so-called holiday business which runs from September until the peak on Christmas eve.

It is doubtful if there are any other products subject to a year-round demand that find a place on so many family Christmas lists as talking machines and records. There are probably several reasons for this. The first and chief reason, perhaps, is that, moved by the spirit of Christmas, the average individual is inclined to spend money more freely than at other times and justifies the expenditures by the season. Another reason is that music from time immemorial has played a definite part in this great holiday celebration and then talking machines, particularly records, make gifts of permanent usefulness which are not beyond the pocketbook of the average gift-giver.

That the ordinary individual at Christmas time is moved by the impulse to invest in a talking machine, or to enjoy music or to make a suitable gift, should not be sufficient for the talking machine dealer whose business it is to see that the prospect not only is moved by the impulse but obeys it. The talking machine has developed to a popularity point where to-day the problem of the retail distributor is not that of persuading the prospect of the desirability of the product, but rather of convincing him of the wisdom of purchasing now.

The coming of the Christmas season provides a multitude of arguments for prompt buying, and the gathering together and presentation of these arguments at a time when they will do the most good should be the object of the live dealer for the next few weeks at least.

There have been, of course, the usual number of prophecies regarding the holiday business. With some it promises to beat records. With others it will measure up to last year's standard. But the prophecies for good business are going to be borne out only to those who do not confine themselves to the beaten paths in going after business, but who work out new ideas of their own and take the fullest advantage of the psychological moment for putting talking machines and records into homes that might otherwise remain unsupplied for months to come.

MAKING RECORD RELEASES BETTER KNOWN

THE increasing number of daily newspapers devoting regular departments to a discussion of the current record releases, giving to their readers first-hand information regarding the particular features of the various records and listing them carefully by make and number, emphasizes anew the important public position held by the talking machine, for the big dailies are devoting type space only to matters that will interest a substantial number of readers.

Talking machine dealers should encourage and support the daily

papers in the carrying on of this record review, for it is calculated to revert directly to their benefit and reach prospects who might otherwise remain hidden indefinitely. There are, of course, many prospective record purchasers who follow up the new monthly lists of their own initiative and still a great many others who respond to the publicity matter sent out by the dealer. But there are undoubtedly many thousands who will respond to the newspaper review more quickly than to any other suggestion. It may be that at the moment they are not interested in records, but, reading the analysis in the course of their regular perusal of the newspapers, take time to go into some of the details and are moved by descriptive matter to purchase some of the records featured.

Regardless of the direct effect of publicity there is no doubt of the indirect effect of keeping before the public at regular intervals matter relating to talking machines and records and thereby building up a more general understanding of the wealth of music that is offered in record form.

MAINTENANCE OF SOUND CREDIT POLICIES

OMAR KHAYYAM in his inimitable book of verse is responsible for the advice to take the cash and let the credit go, but the progress of business has forced Omar's advice into the discard just as prohibition has eliminated his favorite tippie. Credit to-day is recognized as the foundation of business and the chief means for trade development, but it happens that although credit is a good thing when used properly it has many disadvantages when abused. And during the period of inflation that has just passed by there is no question but that credit was abused.

In looking over the general business situation in other fields of industry, there is ground for congratulating the talking machine trade upon the manner in which the financial house has been kept in order. There have been credit abuses in this trade, but the percentage has been comparatively small in view of the extent and scope of the industry. With the established houses the matter of credits has been kept under such careful control that the basis of credit is accepted as a condition upon which all business calculations must be based.

The result of this has been the solidifying of the industry. It has discouraged over-expansion, has stimulated selling effort along healthy lines and in other directions has tended to keep things moving when under other conditions they might have remained dormant temporarily. The financial disasters that have overtaken some of the concerns in the industry during the period of reconstruction have emphasized rather than belittled this credit soundness, for these failures have been so few and far between as to attract attention from that fact alone.

It is to be hoped that in the period which is to come the sound credit policies of the trade will be maintained and that, where the occasion arises when it is deemed advisable to go beyond the hard-and-fast credit rules that have obtained, the method adopted will combine cautiousness with leniency.



NEW TELEPHONE NUMBER
FITZROY 3271—3272—3273



THANKSGIVING

The Victor retailer, who is and has been exclusively Victor, has undoubtedly much to be thankful for on this prescribed day.

ORMES, Inc.

Wholesale Exclusively

15 West 37th Street

New York

Gennett
R E C O R D S
"The difference is in the tone"



The Joyous Lilt

of the new Gennett Dance Records is giving lovers of the dance a new delight. And Gennett vocal and instrumental selections, too, breathe the very life and soul of the artist.

SELECTIONS FROM THE NEW NOVEMBER LIST

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>4766 { HONOLULU HONEY (Weslyn-Applefield-Oyson),
 .75 Hart & Shaw, Acc. Hawaiian Orch.
 SWEET HAWAIIAN GIRL OF MINE (Perry),
 Hart & Shaw, Acc. Hawaiian Orch.</p> <p>4770 { REMEMBER THE ROSE (Intro.: "Always") (Simons-
 .75 Kroll)—Fox-trot Merry Melody Men
 ALL BY MYSELF (Berlin)—Fox-trot,
 Merry Melody Men</p> <p>4771 { SECONO-HAND ROSE (Clarke-Hanley)—Fox-trot,
 .75 Van Eps Quartette
 MA (Conrad)—Fox-trot Van Eps Quartette</p> <p>4772 { WHEN THE HONEYMOON WAS OVER (Fisher),
 .75 Sam Ash, Tenor, with Orch. Acc.
 TUCK ME TO SLEEP (Lewis-Young-Meyer),
 Sam Ash, Tenor, with Orch. Acc.</p> | <p>4773 { ROSY CHEEKS (Squires)—Fox-trot,
 .75 Hazay Natzy and His Biltmore Orch.
 WHY, DEAR (Cohen)—Spanish Chant.</p> <p>10045 { CARMEN OHIO (Cornell)—Spanish Chant,
 1.00 Criterion Male Quartette, Unacc.
 OHIO AND ACROSS THE FIELD,
 Criterion Male Quartette, Band Acc.</p> <p>10047 { STAND UP! STAND UP FOR JESUS (Duffield-
 .90 Geibel),
 Criterion Male Quartette, Acc. Brass Quintette
 WHEN THE ROLL IS CALLED UP YONDER (Black),
 Criterion Male Quartette, Acc. Brass Quintette</p> <p>10048 { MARCHING THROUGH GEORGIA,
 .90 Criterion Male Quartette, Acc. by Band
 PATRIOTIC MELODY,
 Criterion Male Quartette, Acc. by Band</p> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK CHICAGO LOS ANGELES BIRMINGHAM DETROIT CINCINNATI
 CLEVELAND INDIANAPOLIS LONDON, CANAQA

The Value of the Really Personal Letter in Solving Dealers' Selling Problems :: By Fred H. Parson

There has been so much said and written regarding modern efficiency in letter writing, and particularly the effectiveness of well-thought-out form letters, that there is a tendency in some quarters to overlook the result-producing character of a personal letter designed to make a definite appeal to a particular individual and on a special product. With monthly record lists and an abundance of excellent sales-producing literature to circulate talking machine dealers are of necessity largely dependent upon their mailing list to keep in contact with customers and prospective customers. With a large mailing list to look after the dealer is practically forced to resort to the form letter to place his arguments before customers and prospects and in a majority of cases finds these form letters produce sufficient results to justify their use.

It happens, however, that in many cases a form letter does not make the desired impression upon the recipient. In the first place the average man, especially if he is engaged in business, gets numbers of form letters of various sorts every day and is inclined either to pass them by with a cursory glance or throw them into the waste basket, in the belief that they simply represent advertising matter. The enclosure of a record supplement or other literature will, of course, serve to attract special attention if the recipient is really interested in his machine, but it frequently happens that the talking machine owner is of the type that does not respond to a general appeal. In this case the personal letter answers the question.

It is nothing unusual nowadays for the live dealer to maintain a card file of his customers, the card giving not only information regarding their credit standing, etc., but details about previous record purchases and facts relative to the musical taste displayed by the customers. These card files are designed primarily for the use of salesmen who believe in personal service and seek to keep the permanent patronage of customers through their evident familiarity with their requirements. It likewise happens that dealers generally carry a card index for the purpose of recording requests for records that cannot be filled at the moment, although such a list is not so large or, in fact, so necessary as it was.

It is a mighty good thing to continue, especially in cases where the dealer does not carry a large general stock. Both these card lists can be used in conjunction most effectively in providing an excuse for writing a personal letter to the customer. If the record comes in for which he has made inquiry it is but natural to write a letter—not simply a business card—advising him of the fact and suggesting that he call and purchase it. The writing of the letter also affords the opportunity for bringing to the customer's attention other records which have just been received, particularly those in the latest lists that, judging from his previous purchases and the musical taste he has evidenced, should be interesting to him.

It may be that the customer has persevered in his original request for a special record and does not purchase it when the dealer has managed to get it in stock, but he is certainly going to appreciate the courtesy of the dealer in writing him and, as experience has proved, is quite likely to drop in and buy one or two other records, if only to show his appreciation of that courtesy. In such a case the personal letter is absolutely necessary.

One dealer during the great record shortage drafted an attractive form letter with space left for the filling in of the customer's name and number, but the plan practically fell flat. Al-

most anyone, even a record customer, likes to feel that the matter upon which the dealer is writing him is of sufficient importance to warrant the time and thought necessary for the writing of a personal letter. One such letter is worth a hundred form letters, for no matter how carefully the latter are worded they must of necessity be of a general nature in order to cover as wide a field as possible.

Another occasion for the use of a personal

Certain Cases in Which the Usual Form Letter Does Not Secure the Desired Results—Some Reasons—The Remedy

letter comes when, in going over his mailing list and checking back on the various purchases made by those whose names are on that list, the dealer finds that a former good customer has not been buying at the usual rate during the past few months. This is the time when the dealer is called upon to remind the customer of former substantial purchases and suggest that a visit be made to the store in order to select from the list of newer records that are in keeping with

those already bought. This requires the compiling of special record lists and takes time and thought. The effort is worth while and the direct appeal brings back into line a good patron.

Above all the personal letter must be courteous and well written. There has been a tendency for some time past to inject what is termed "pep" in correspondence—the adoption of the "hail-fellow-well-met" form of expression—a display of familiarity in addressing a customer. This form may be all right for a warm, personal friend, but no matter how cordial the customer may be when he meets the dealer on visiting his establishment he invariably demands that he be addressed respectfully in his correspondence. Language that will provoke a laugh when used in the course of direct conversation often appears downright uncivil, if not offensive, when presented in the form of the printed word. The grin, or sparkle of the eye, that goes with a smart bit of repartee when offered in person is lacking in a letter. It is quite possible, too, to have the letter original in character and bright and snappy, while still keeping within the bounds of civility.

FAIRFIELD NEW SONORA SALESMAN

OMAHA, NEB., November 2.—J. A. Fairfield has joined the forces of the Lee-Coit-Andreesen Hardware Co., of this city, as traveling salesman for the Sonora phonograph and Okeh records. Mr. Fairfield is well known in the trade, having traveled over twenty-five years selling pianos and phonographs. He is also a composer of note.

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

Sell a Carload of

Others Have—You Can Too

You can sell Grafonolas by the carload. We know you can because these Columbia merchants have *done* it.

knowing it was there, with courage and confidence.

What they have done you can do.

These photographs and clippings tell their own story of success—a success repeated time and again in all sections of the country.

You have the "edge" on them because all the experience they paid for in real money is ready for you without cost.

These merchants wanted business, just as you do.

If you want real business, big business, *start* after it now. Write at once for the complete plan.

They went after business,

COLUMBIA GRAPHOPHONE COMPANY, New York City
Canadian Factory: Toronto

QUARTER CENTURY FOR BOTEFUHR'S
WELL KNOWN MUSIC STORE HAD SMALL BEGINNING IN PITTSBURG.

For twenty-five years Botefuhr's have been in business in Pittsburg, and those twenty-five years have seen a growth which now registers the firm as one of the very few outside the large cities who can supply every demand of the musical public.

It was a quarter of a century ago that Frank S. Botefuhr opened for business in the store room now occupied by Treadwell-Williams Jewelry store. There have been several other locations since then. Botefuhr's have been at 613 North Broadway for the past three years. Carl Botefuhr, Mr. Botefuhr's son, has been connected with the firm for several years.

Previous to establishing a business here, Mr. Botefuhr was in business one year at Fort Smith, Ark. However, he has been a resident of Pittsburg thirty-five years, coming here about nine years previous to going to Fort Smith. For seven years he was in the lumber business here with Lee Van Winkle, and later became a teacher of violin, playing at a local theater. It was at that time that Mr. Botefuhr first ventured into the music business, having a window rented in the F. F. Rutz 99c store for display purposes.

From that first start, the business has grown to one of the largest in the southwest. There are four distinct departments—pianos, talking machines, sheet musical and miscellaneous musical instruments.

The F. S. Botefuhr & Son player pianos, manufactured by the Lester Piano company according to specifications of the local firm, have been successfully introduced in this section of the state and have met with approval.

In keeping with the policy of the store to keep in stock "everything musical," period design phonographs made by Columbia, have been regularly added. Two designs, Chippendale and Italian Gothic, are now available. These instruments are examples of wonderful workmanship, depicting furniture design of various periods of time. The Chippendale date of the Chinese is 1754, made after the old craftsman, Chippendale. The Gothic is designed after the century originals, having designs which lend a deep appeal.

Botefuhr's is one of the firms connected with the Pageant of Progress movements appearing constantly in The SUN.

CAR LOAD OF GRAFONOLAS
Botefuhr's Receive One of Largest Shipments Sent Into Kansas.

A carload shipment of Columbia Grafonolas, one of the largest allotments of this type ever shipped into Botefuhr's, was received yesterday by yesterday afternoon on Broadway, shortly before 3 o'clock, in which seven large trucks loaded with the instruments participated. That number of trucks were required to handle the huge shipment.

There were approximately 130 instruments in the car lot, bringing the total number of machines on the floor at Botefuhr's to approximately 225.

CARLOAD SALE

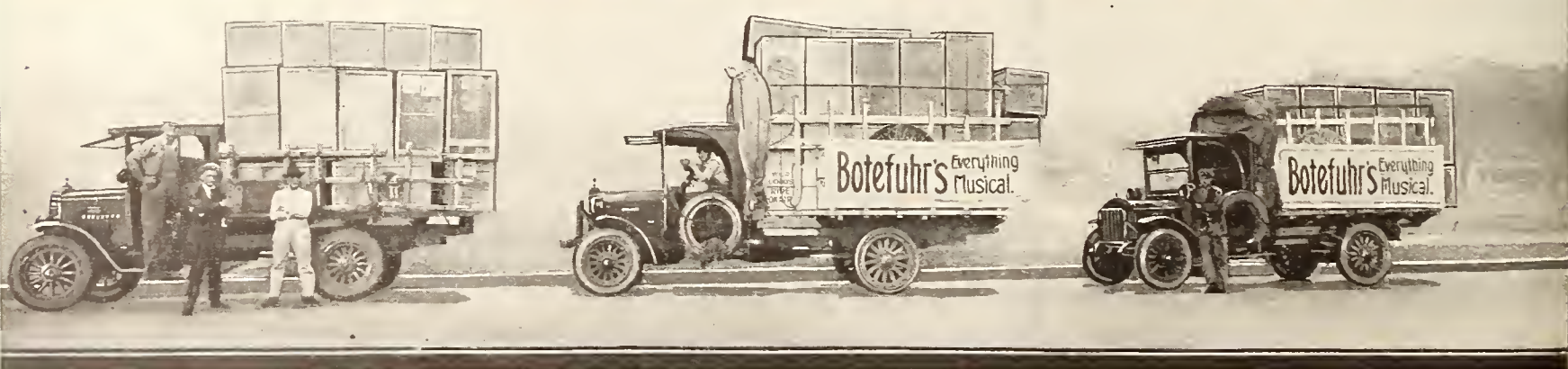
Columbia Grafonolas

FIRST CARLOAD
Of Columbia Grafonolas
Shipped to Montgomery

Sale Begins Monday, Aug. 8th, 8 A. M.

\$1.50
Will Deliver
Any
Grafonola
to
Your Home

Terms
as Low as
\$1.00
Weekly
Play as
You Pay



Columbia Grafonolas



Above—Carload Sale Parade staged by the W. S. Hall Furniture Company, Knoxville, Tenn. Center—The Hall Company's publicity. Across Page, Below—Seven solid truckloads of Grafonolas for Botefuhr's, Pittsburg, Kansas. Extreme Left—Botefuhr's publicity. Left Center—Advertisement of Jesse French & Sons Piano Company, Montgomery, Alabama.



GRAFONOLAS IN CARLOAD LOTS

W. L. Hall Furniture Co. Unloads Solid Car Here Today For Fall Trade

Having the greatest faith in increased business for this fall and winter in Knoxville the W. L. Hall Furniture company this morning received a car load of Columbia Grafonolas from the factory at Bridgeport, Conn., which will be placed on sale Saturday morning one of the biggest sales of its kind ever attempted in Knoxville. The machines were unloaded from a freight car that carried large streamers reading: "Rock Island Special loaded with Columbia Grafonolas, consigned to the W. L. Hall Furniture Co., Knoxville."

C. B. Imrie, Southern sales manager from the Columbia company, with headquarters in Atlanta, is in Knoxville and will remain during the week which is to continue for one week. Mr. Imrie said that his company, to increase production during the past months when business in many parts of the country was at a standstill, kept their factory at work a full time and have been able to manufacture the machines so that reductions can be made for this special sale. The reduction in prices ranges as high as forty per cent.

The entire car load of talking machines was loaded into large trucks and passed through Gay and adjoining streets and into the residential sections of Knoxville. After a two-chines' tour through the city the W. L. Hall Furniture company where they attracted a great deal of attention. H. C. Fowler, manager of the talking machine department of the W. L. Hall Furniture Co., was kept busy today as well as several salesmen demonstrating the machines to prospective buyers.

Mr. W. L. Hall, of the furniture Co., said this morning that he was the first person in Knoxville to get the agency for the Columbia machine and during the twelve years he had sold them that he had never had a dissatisfied customer.

"A CLEAN, CONSTRUCTIVE NEWSPAPER" WEDNESDAY, SEPTEMBER

SOLID CARLOAD OF GRAFONOLAS IN A SINGLE ORDER

The above picture shows one solid carload of Columbia Grafonolas, consigned to W. L. Hall Furniture Co., being unloaded in front of that firm's store on Gay street. The photo was taken immediately after trucks had paraded business and residential sections of the city. Signs on the parading trucks reading, "Our Terms Make Buying Easy," "Play As You Pay," "All Columbia Grafonolas Back to Pre-War Prices," etc., gave people of Knoxville an idea of the bigness of the sale and the wonderful savings effected by reason of the Hall Furniture Co. buying these popular phonographs in carload lots.

Mr. Fowler, manager of the music department of W. L. Hall Co., reports a tremendous increase in business as the result of the advertised low prices and easy terms, and says the carload will not last the week if business continues with such a rush.

The sale is under the personal supervision of C. B. Imrie, who represents the Columbia Grafonola Co.

Mr. Imrie reports the sale one of the biggest ever held in the south. He is a strong advocate of fairness in business dealings, coupled with progressive business methods of merchandising and comments that the Columbia company did the one great thing in the phonograph world when it assumed a loss totaling millions of dollars that its dealers might without hesitation reduce retail prices to the pre-war level.

The W. L. Hall Furniture Co. will continue the carload sale of Grafonolas throughout the entire week.

BIG CONSIGNMENT OF GRAFONOLAS HERE

Big Sale Opens Today At W. L. Hall Furniture Store.

A box car load of Grafonolas from the Columbia factory will be offered for sale today at the W. L. Hall Furniture store on South Gay street, for 12 years Columbia agent in Knoxville.

The consignment was unloaded yesterday and carried over some of the principal streets in a detour to the furniture store. The car that brought the machines here was specially marked, coming from Bridgeport, Conn.

The sale beginning today will continue a week under the direction of C. N. Imrie, of Atlanta, southern sales manager for the Columbia company. A reduction in price of 40 per cent is made as the machines after the war have been made at lower cost, it was stated.

H. C. Fowler is manager of the Columbia department of the W. L. Hall Furniture company. Mr. Hall, owner, says he has not had a disappointed customer during the 12 years he has had the Columbia agency.



FUNDAMENTALS OF SALESMANSHIP

Wm. Maxwell Gives Some "Pointers" on Closing a Sale That Are Distinctly Interesting

Discussing the fundamentals of salesmanship before a recent meeting of the Representatives' Club, of New York, Wm. Maxwell, first vice-president of Thos. A. Edison, Inc., covered this subject in his usually interesting and comprehensive way. His address, summarized, follows:

Salesmanship is one of the few callings in life that are not rich with traditions. It has really but one tradition: "Salesmen are born and not made." This idea, persisting as strong as ever to-day, has prevented salesmen from learning the fundamentals of their calling from other salesmen. After describing the various phases of a sale, he remarked that the salesman who has been properly grounded does not work his closing of sale with the thought of obtaining a straight "yes," but rather that he so guides the closing that it becomes impossible or embarrassing for the prospect to say "no."

In dealing particularly with salesmen of advertising as an illustration of a need for more fundamental training he declared that from his experience as a buyer of advertising he could say that such salesmen present too much evidence for their proposition. The superabundance of argu-

ment tends to bewilder the prospective advertiser.

He referred to the indorsement given advertising by the Committee on Emergency Measures by Manufacturers of the National Conference on Unemployment, appointed by President Harding. This semi-official indorsement of advertising as a service, he declared, will be instantly grasped by the salesman who understands the fundamentals of his calling as a means of showing the non-advertiser, in a new way, the reason why he should advertise.

OPENS VERY ARTISTIC QUARTERS

Alec Robinton recently held a formal opening of his new studio quarters at 22 Otsego street, Iliou, N. Y. Representatives of the Brunswick and Starr phonograph companies and other concerns were present, and a number of prominent vocalists participated in the concert which formed an interesting feature of the event. There were souvenirs for the general public and congratulations galore on the very artistic quarters arranged by Mr. Robinton. Apart from his very handsome store there is a concert hall, studio and workroom, all of which are ideally appointed, which received praise from the large crowd in attendance. A complete line of Brunswick and Starr phonographs as well as a large record library offer a wide selection to customers.

AN IDEA FOR A WINDOW DISPLAY

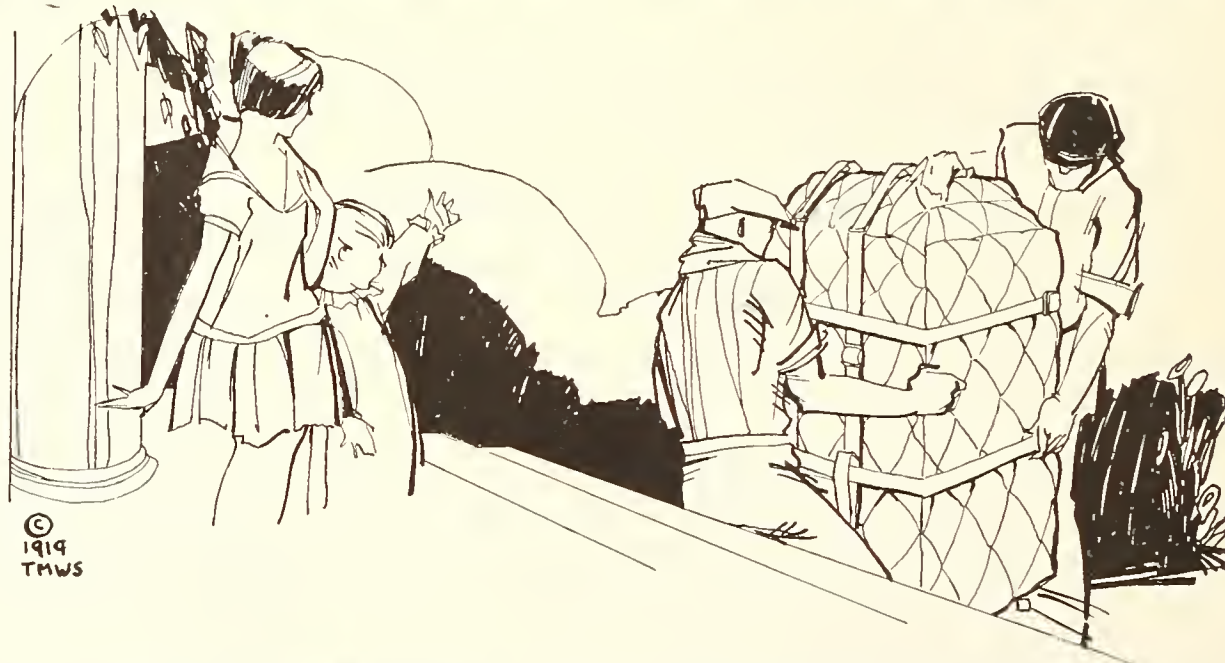
How Interest in Record Sales May Be Stimulated by Use of an Original Suggestion

The following may be a good idea for a window display to show the public the relative selling popularity of various new releases of popular records:

Arrange the floor of your window to resemble an automobile race track and on this place three or four miniature automobiles with names and numbers to correspond with certain popular records, the sale of which you wish to promote. Give a position in the race to each car which will correspond with the sales volume of that particular record and then insert in front of the window a bulletin explaining that this race indicates the relative popularity in your city of the different selections assigned to the several cars.

MEET MISS GOLDMAN!

David Goldman, auditor of the General Phonograph Corp., New York, is receiving the congratulations of his friends in the trade upon the arrival at his home the other day of a baby girl, who has been christened Selma Rita. In acknowledgment of these congratulations Mr. Goldman states that his baby girl is "Okeh."



How many talking machines will You deliver this Winter?

A diagnosis of the talking machine trade shows that it is "spotty." Certain localities show better sales than others. Certain establishments, in particular cities, show far greater increase of sales than other establishments in the same city.

Is your establishment going to be one of the bright spots or dull spots this season? The manner in which you handle your sales promotion is a large factor in increasing your sales.

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 advertising.

By actual test of several hundred merchants like your-

self 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 dovetailing your window display and direct mail efforts 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.

Our Service includes such an advertising campaign, in conjunction with the proper window displays and form letters. Our Service will help you to economize in your sales promotion effort, and at the same time make you a bright spot in your locality. Write for particulars.

TALKING MACHINE WORLD SERVICE

373 Fourth Ave., New York

Under the auspices of



Phone Madison Square 5982

RECORDINGS OF HIGH NOTES

Compilation of Recordings Shows the Attainment of a Perfect Harmonic "G"

In a recent letter sent by E. F. Droop & Sons Co., Victor wholesaler, Washington, D. C., to its dealers some interesting facts which are not as generally known as they should be are presented. These data should serve excellently for the salesman in conveying to customers important facts regarding some of the remarkable recordings in the Victor catalog.

The following series of accomplishments in the perfect recording of not only high "C," but of even higher notes on the Victor records, are given:

"In 1904 Sembrich recorded a perfect high 'C' in Victor record No. 96200 (Lucia—Chi mi frenà).

"In 1905 Tetrzzini recorded a perfect high 'D' flat in Victor record No. 96201 (Lucia—Sextette). Sembrich also recorded this high note in record No. 96001 (Rigoletto Quartet).

"In 1911 Tetrzzini recorded a perfect high 'E' flat in Victor record No. 88296 (Mignon—Poionaise). Garrison also recorded this note in record No. 64811 (Vous dansez, Marquise—Marchioness, Your Dancing). High 'E' flat is also recorded in record No. 74509 (Lucia—Mad Scene, by Galli-Curci).

"In 1917 Galli-Curci recorded a perfect high 'E' (!) in Victor record No. 74510 (Lakme—Bell Song).

"In 1915 Kreisler in Victor record No. 64503 (and also Heifetz in record No. 64823) recorded a perfect harmonic 'G'.

"Harmonic 'G' is nine tones higher than Galli-Curci's high 'E,' which is an unusual mark even for high sopranos—and eleven tones higher than the much-advertised and encore-producing high 'C.'"

It is worth remembering: It is not when you know how to do a thing that you get results; it is when you do it.

HARLAN AND COLLINS IN CONCERT

Noted Recording Artists Featured in Ohio in Connection With the New Edison

YOUNGSTOWN, O., November 3.—Harlan and Collins, noted recording artists, have won many friends in eastern Ohio, where they have been appearing under auspices of local Edison dealers in concerts. Fostered by the Homer Williams Co., the two artists appeared here on October 19 in the Masonic Temple, where they pleased a large audience of music lovers by comparing their singing with its re-creation by the New Edison phonograph, in addition to rendering several groups of songs on their regular program.

Later they appeared in New Philadelphia, O., under the direction of George E. Buss, local distributor, at the Union Opera House, repeating their former success.

Large crowds have been greeting the artists in every city where they have appeared. A score of other eastern Ohio cities will be visited before the two artists leave this territory.

ANOTHER TRIBUTE TO CARUSO

In The Voice of the Victor for October there is published an elaborate tribute to the late Enrico Caruso and there is reproduced on a special page, one of the latest portraits of that noted artist. The tribute is admirably written in a broad vein, showing the scope of the man and his art, and little reference is made to Caruso's work in the matter of records.

N. E. MILLER HANDLES VOCALION

DANVERS, MASS., November 5.—The N. E. Miller Co., popular local music house, was recently appointed the agent in this vicinity for the Vocalion and the Vocalion records. The company is planning an aggressive campaign for the sale of these instruments in its territory and, in addition to advertising in the local papers, will circularize its prospects.

REACHING THE SLOW CUSTOMER

How Best to Plan Means of Stimulation—Salesman's Personal Letter Effective

When a customer doesn't appear on the scene or order anything for some time it is a good plan to write him a personal letter. One concern holds a monthly meeting of its sales force, at which buyer absentees are the chief topic of discussion. The possible reasons for each regular customer's continued absence are noted, and the salesman thought best able to deal with the customer is commissioned to write him a personal letter. This concern uses no form letters, so that each letter is specially adapted to the individual customer. Another concern, doing a large credit business, maintains a card index, which shows whether or not a customer has purchased anything during the month. Reference to this index at regular, frequent intervals enables the sales force to follow up any regular customer who has not been buying for some time. Form letters are used for this purpose, as the concern's business is too large to admit of personal letters in this case, but each letter is typed and signed personally by the head of the firm. As the typist knows the form verbatim, the typing process is accomplished in less time than one would imagine. A slight error is made deliberately to identify the personal character of the letter.

BRILLIANTONES NEWLY ENVELOPED

The Brilliantone Steel Needle Co., New York City, is now presenting Brilliantone dance needles in an especially prepared paper envelope described as "glassy." The needles within are visible and the envelope at the same time protects them from rust or other atmospheric effects. The Brilliantone Steel Needle Co. reports that the demand for its various needles is continuing very strongly and that this exceptional demand is expected to continue throughout the year. October has proved the biggest month of 1921 in Brilliantone business.



Howdy Neighbors!

Greeting to Ormes, Inc., and Blackman Talking Machine Co.

We welcome two such old friends and representative Victor Distributors as next-door neighbors.

Your choice of location is ideal for service to the dealer.

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

Announcing REDUCTIONS of Commanding Importance on Entire Cheney Line

THE Cheney Talking Machine Company, desiring to dispel at one stroke any hesitancy that may exist in the public mind as to the stability of prices on Cheney phonographs, has made sweeping reductions in prices of all models.

Built to an ideal—new and scientific principles of construction, co-ordinated supervision of manufacture, control of all operations, and exacting inspection, make Cheney instruments the acknowledged standard of quality.

This supreme quality at retail prices that will immediately attract purchasers, and increased profits to dealers, make the Cheney line of commanding importance to you.

CHENEY TALKING MACHINE COMPANY, Chicago

The
CHENEY
The MASTER INSTRUMENT

How a New Talking Machine Store Was Successfully Put Over in Novel Way :: By F. H. Williams

The use of talking machine records for local advertising purposes looks like a new field which should offer big possibilities to the retail dealer. So far but very few records have been made for local advertising purposes—and yet, why not?

Let's see what is meant by this proposition and just how it might work.

Suppose in some city of a quarter-million or so there is extremely keen competition between the leading dealers in talking machines. A new dealer starts up—John Smith, we'll call him. He is faced by pretty discouraging conditions. The other dealers are very firmly entrenched, they have the trade thoroughly lined up, are progressive, alert and enterprising and it looks as though Mr. Smith were going to have mighty hard sledding.

Mr. Smith, after a few weeks of experience, thinks so himself. But he isn't of the stuff that gives up easily and he looks around for some novel method of putting himself and his store over quickly and in a big way. But how can he do it? Advertise? Yes, but all the other stores are advertising. There wouldn't be anything particularly new or novel or unusual in another talking machine store advertising. Put out salesmen? Yes, of course, but he hasn't any bulge on his competition there—that's what they're all doing.

What, then, can he possibly do to jolt the public into attention and make them flock to his store for the purpose of buying talking machines and records?

After considering the proposition for some time Mr. Smith turns to the talking machine itself as the best way out. He gets in touch with the foremost local musician, a man who has composed a number of instrumental selections which have made quite a hit locally, although they haven't done much outside this particular city. He makes a proposition to this musician to give him more local publicity than he has ever had before if he will give, free of charge, the entire record rights to Mr. Smith of his latest composition. Failing in this, as he is quite apt to do, he pays the musician a small sum for the use of his work. Mr. Smith tells the musician just what he is going to do with the piece and points out that it is entirely an advertising and publicity scheme in which the

musician has just as much to gain as Smith himself.

But what does Mr. Smith intend to do with the music?

Listen. He makes a proposition to the company whose products he is handling that this concern make a certain number of records of this musician's piece, having the concern's regular orchestra do the playing. Smith guarantees that he will sell enough of the records to pay for their manufacture. The manufacturing concern takes him up. The records are made and in due time they arrive at Mr. Smith's place of business.

And then what does Mr. Smith do with them?

First he embarks upon an extensive advertising campaign. His first newspaper advertisement reads like this:

THE FIRST LOCAL MUSICIAN'S WORK TO BE REPRODUCED ON TALKING MACHINE RECORDS!

Carlo Sebastian, the well-known local musician, has composed a new instrumental selection which is a knock-out. It has been reproduced on talking machine records by the Doitwell Talking Machine Co. and the records are now here! They are priced at \$1.00 each.

Come to Smith's talking machine store and hear this first and only local musical record. You'll be delighted by it—it is the sort of music you will long remember, the sort of music that makes the dance seem better. Then buy a record. Play it on your own talking machine. Have it ready to play for any visitors from out of town. Show strangers in our city just what this city can do in a musical way.

Come in NOW and be among the first to hear the first local talking machine record ever made.

THE JOHN SMITH PHONOGRAPH SHOP
44 Market Street

Following this initial announcement come other ads, all playing heavily on the local pride feature of the proposition and urging every talking machine owner in the city to purchase one of the records so they can demonstrate to neighbors and to visitors just how good this prominent local musician is.

But newspaper advertising is not the only avenue of publicity which Smith adopts for the purpose of calling attention to Sebastian's record and in this way attract attention also to his shop.

He tells the local city editors of the newspapers all about the affair. The fact that the record is the first local musical record ever made appeals to the editors as being a good news

story. They play the affair up in their news column, running pictures of Sebastian and of Smith. The affair is treated as a news story of real interest to everyone in the city, which is, of course, exactly what it is.

Smith then takes the matter up with the superintendent of schools. He gives to the superintendent enough records for all the machines in the schools, his only stipulation in making the gift being that when the record is first played the teachers tell the scholars that the record is the work of Mr. Sebastian and emphasize that they have been made through Mr. Smith's enterprise. Smith points out that the playing of the record in the schools may be made the excuse for quizzing the scholars as to what they know about local history and local achievements. The superintendent, of course, willingly falls in with the plan.

Next Smith induces the local bands to play the selection upon every possible occasion and he features such playing in his newspaper advertising, calling attention to the fact that the piece is growing in popularity and that it should be in the home of everyone who enjoys good music.

Next he stages a personal appearance of Mr. Sebastian at the Smith store. He plays his piece on the piano and the talking machine record is then played. This affair creates more publicity, attracts more attention and results in more people becoming familiar with the Smith store.

As the result of all this enterprise, advertising and publicity Mr. Smith's store is, in no time, established as the leading and most alert "talker" shop in the town. In fact, when people think or talk about talking machines they think and talk first about Smith and his enterprise in putting Sebastian's piece on a record.

But how could any enterprising manufacturer benefit by such a proposition?

The answer is easy—by hooking himself up with the affair in no unmistakable manner and by promoting such enterprises among his dealers in the larger cities. If the Doitwell concern, for instance, makes it plainly evident that it is the co-operation of this company in furthering all good musical propositions which has made it possible for this local achievement to come about, then the local people will do more talk-

(Continued on page 18)



PROMOTE



THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio

IMPORTANT TO THE TALKING MACHINE TRADE

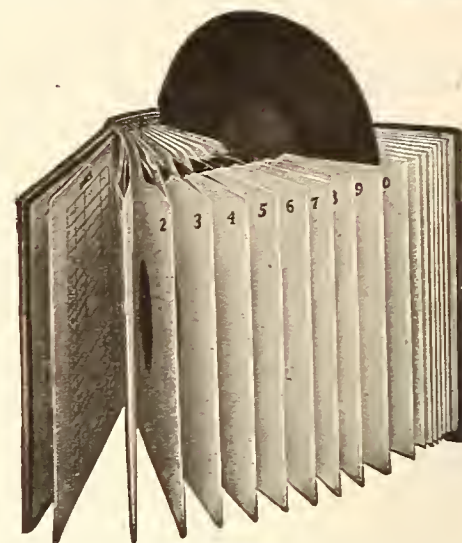


SELECTING THEIR FAVORITES

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

PUTTING OVER NEW "TALKER" STORE

(Continued from page 17)

ing about the Doitwell machine and records than almost any other single thing could bring about.

And the very best thing about the whole proposition is that it would pay its own way. With all the local pride which every city has and with all the publicity which would be given to such a unique stunt, enough records to pay for the whole cost of manufacture and of the advertising could be sold without the least little trouble in the world.

C. J. COLLINS WITH REMINGTON CORP.

Joins Sales Staff in Metropolitan Territory Representing Phonographs and Olympic Records

E. H. Holmes, sales manager of the Remington Phonograph Corp., New York, has announced the appointment of C. J. Collins to the sales staff of the organization covering the metropolitan district in the interest of both Remington phonographs and Olympic records. Mr. Collins has had long experience in the talking machine field and has a large circle of friends in the trade.

Talking machine dealers and salesmen should bear in mind that it takes sixteen muscles to make a smile and sixty-eight to make a frown. Why work overtime?

STARR DEALERS VISIT PLANT

Representatives of the Starr Line of Pianos and Phonographs Inspect Company's Modern Manufacturing Plant at Richmond, Ind.

RICHMOND, IND., October 31.—Nineteen Starr piano, Starr phonograph and Gennett record dealers from Pennsylvania and West Virginia put in a full day at the plant of the Starr Piano Co., in this city, during the month. The party, which journeyed to Richmond from Pittsburgh in a special car, was organized by H. C. Niles, secretary-treasurer of the Starr Phonograph Co., Pittsburgh, and was for the purpose of better acquainting the dealers with the great Starr industry of the Middle West.

Inspection of all departments of the Starr plant was the feature of the day and the fact that every single part entering into Starr-made pianos, player-pianos, Starr phonographs and Gennett records is made complete in the Starr plant was clearly shown.

At noon lunch was served in Building No. 19 in the phonograph department, amid decorations of flags, bunting, together with flowers, plants and boughs, tinged with the autumn colors, making an effective setting for the lunch table. Surrounding the table and extending half-way the length of the great building were displays of the entire line of Starr pianos—uprights, players and grands—Starr phonographs, motors and acces-

sories, and many of the latest Gennett records.

A novel and interesting event of the afternoon was the special making at the factory recording laboratory of a record by the entire party. The Starr Piano Co. now maintains a recording laboratory at the plant, as well as in New York. The record will later be presented as a souvenir to each of those present and in addition to a talk regarding the trip each person spoke his name and business connection into the horn.

In the evening dinner was served, the main feature of which was a whole roast pig, with all the trimmings. Short speeches were made by Jacob Schoenberger, of Lechner & Schoenberger, Pittsburgh, who told of his long connection with the Starr Co. in selling its products; A. G. Leonard, of the R. E. Stone Furniture Co., McKeesport, Pa.; Harry Niles, of the Starr Phonograph Co., Pittsburgh; Harry Gennett and Fred Gennett, vice-president and secretary, respectively, of the Starr Piano Co.

Those making the trip enjoyed the day thoroughly and were especially impressed with the size and completeness of the Starr plant. "I think everyone had a good time and enjoyed the trip immensely," said H. C. Niles, who was formerly advertising manager of the Starr Piano Co. The visitors were: Lester Stewart, the Phonograph Shop, Homestead, Pa.; W. C. Pifer, Keyser, W. Va.; Clark Jones, Jones & McMillen, Beaver, Pa.; Jacob Schoenberger, Lechner & Schoenberger, Pittsburgh, Pa.; George Minch, Minch & Selzer Furn. & Und., Coraopolis, Pa.; W. T. Parker, Vale Summit, Md.; George H. Selzer, Minch & Selzer Furn. & Und., Coraopolis, Pa.; Harlan A. Horne, J. M. Hoffman Piano Co., Pittsburgh, Pa.; E. J. Michael, E. J. Michael Piano Co., Pittsburgh, Pa.; A. K. Smith, Punxsutawney, Pa.; L. M. Lytton, Burgettstown, Pa.; Roy Veiock, Veiock Music Co., New Brighton, Pa.; A. G. Leonard, R. E. Stone Furn. Co., Keyport, Pa.; R. E. Williams, R. E. Williams Music Co., Greenville, Pa.; B. D. McMillen, Jones & McMillen, Beaver, Pa.; Andy Tomasco, Blacklick, Pa.; H. H. Imhoff, Clarion, Pa.; F. A. Stewart and H. C. Niles, Starr Phonograph Co., Pittsburgh, Pa.

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.

THE BRUNSWICK AT HARDMAN HOUSE

Well-known Phonograph Now Handled in Elaborate Department of Hardman, Peck & Co.

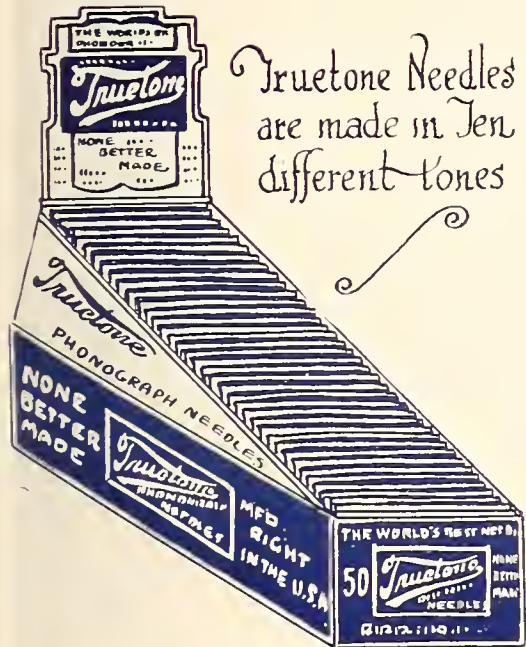
Hardman, Peck & Co., 433 Fifth avenue, New York, announce that the Brunswick line of machines has been added to their talking machine department. Several period models of the Brunswick line will be on display on the main floor, and on the fourth floor, which is devoted exclusively to talking machines, a complete line of Brunswick phonographs will be shown.

Marie Morrisey, contralto and Edison artist, has been giving a number of concerts throughout New England, which have been loudly acclaimed by audiences and critics.

YES!!!

TRUE TONE

THE WORLD'S BEST
PHONOGRAPH NEEDLES
ARE THE BEST
YOU CAN BUY



Truetone Needles are made in Ten different tones



A BIG HOLIDAY SELLER-TRUE TONE NEEDLES PUT UP 5000 ASSORTED IN A GIFT BOX - FEATURE THIS NOW

Perfected *Points*, Perfected *Lengths*, Perfected *Hardness!!!*

NOW

is the time, Mr. Distributor, to Supply YOUR DEALERS with

“THE WORLD'S BEST”

Phonograph Needle

Territory Open for Live Distributors

TRUE TONE

Write for Our 1922 Prices

REMEMBER!!!
NOWADAYS

IT'S TRUE TONE
THE WORLD'S BEST
PHONOGRAPH NEEDLES



**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

OPENS NEW TALKING MACHINE SHOP

Drake & Monninger Co. Opens an Exclusive Talking Machine Store in Sebring, O.

SEBRING, O., November 4.—The Drake & Monninger Co., with stores in Canton, Alliance and East Liverpool, has opened an exclusive talking machine shop here in Fifteenth street. The company specializes in household furnishings, but the local store, according to George Drake, manager, will be devoted exclusively to the display and sale of phonographs. There was no formal opening. A complete line of talking machines, records and musical merchandise will be offered by the new shop. This company recently moved into larger quarters in Alliance and added a talking machine department which is second to none in the entire city.

NEW MUSIC SHOP AT GLENS FALLS

GLENS FALLS, N. Y., November 5.—A recent addition to the music establishments here was the Brunswick Music Shop on Ridge street, which was opened by S. B. Cleveland and Harlan Paige, both well known in local business circles. The store, which is modern and extremely attractive, possesses all the latest conveniences for patrons. A complete line of Brunswick records and machines is handled.

MILAN, O., HONORS T. A. EDISON

Town Where Great Inventor Was Born Pays High Tribute to Him in Two-day Pageant

SANDUSKY, O., November 4.—A "historic pageant," arranged as a tribute to Thomas A. Edison, who was born there, was presented twice in Milan, O., recently. It consisted of a series of tableaux, in many of which participants were made up to represent the inventor either as child or man.

On Friday afternoon an heirloom exhibit was placed on display and continued until Sunday. This offered, among other things, autographed photographs and letters sent by Edison from time to time to his cousin and childhood playmate, the late Mrs. Nancy Wadsworth, as well as specimens of mechanical appliances from the Milan High School laboratory, the gift of Edison to the school, and said to be the finest of its kind in the world. An old-fashioned tea cup that belonged to Edison's mother attracted attention.

On Saturday afternoon, in the public square, the celebration took on a spectacular aspect. The pageant and exhibition were arranged by public-spirited Milan citizens as a means of raising money for the Milan public library.

RECORD COLLECTION ON DISPLAY

Display of Various Makes of Records in Window of Roat Music Co. Attracts Attention

BATTLE CREEK, MICH., November 5.—An unusual window display which is attracting considerable attention here is that of the Roat Music Co. The display consists of eighty different makes of talking machine records collected by Roy C. Wheeler, a prominent local business man, who has records made by every company with one exception since the manufacture of the discs started. Only about twenty-five of the records represented in the collection are now being produced. Records made in America, Canada, England, Germany and other countries are included in the collection.

DANCING GIRLS FEATURE OPENING

Four Little Girls in Window Attract Attention to Val Loewer Co., Sonora Dealer, of Columbus, at Formal Opening of Store

COLUMBUS, O., November 1.—An innovation which attracted considerable attention to the Val Loewer Co., Sonora dealer at 130-136 East Main street, this city, was the appearance of four dancing girls in the window of the establishment on the occasion of the recent formal opening of the concern. A Magnavox attached to a Sonora phonograph furnished the music for the little



A Window That Attracted Notice

dancers, who performed before one of the largest crowds that ever attended an affair of this kind in the city. Added success was given to the event by the fact that the music could be heard by the spectators on the outermost fringes of the crowd, which surrounded the window throughout the entire performance. The publicity gained by this novel entertainment will do much to provide for the success of the company and the originality of the event, as well as the success with which it was attended, makes it well worth trying by other concerns as a publicity medium apart from its artistic worth.

Sherry & Son, exclusive Victor dealers, at 3448 West North avenue, have secured a lease on new quarters at 4035 on the same street, Chicago, which are now being occupied.

Grasp an idea and work it out to a successful conclusion. That is about all there is in life for any of us.

GOOD NEWS

Gentlemen of our trade:

Have you not wished a thousand times for a needle that you could with utmost confidence recommend to your closest friend as an entirely satisfactory needle?

DE LUXE NEEDLES

Fulfill every requirement of an entirely Satisfactory Needle.

Ask your Jobbers or Dealers all about them.

Samples and full particulars gladly furnished.

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.



Full Tone

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Medium Tone

Three for 30 cents (40 cents in Canada)

SEITZ PLANS WORK IN SCHOOLS

Educational Director of Putnam-Page Co. Working With Dealers in Developing Great Campaign Which Is Proving Most Successful

PEORIA, ILL., November 5.—The educational department installed by the Putnam-Page Co., under the direction of H. W. Seitz, recently referred to in The World, is proving a great success. The interest and enthusiasm of the dealers indicate that they are most appreciative of the various plans for helping the sales force and teachers to a proper knowledge of this interesting and profitable work.

The educational value of the Victrola and Victor records is recognized by teachers and thinking



H. W. Seitz

people of to-day. The problem now at hand is that all may be helped in presenting the subject intelligently and to see that each dealer has in his organization someone capable of carrying on the work and assisting teachers in every way possible.

Records for children should be in each home

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

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

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

D. R. DOCTOROW

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

as well as in the school, and dealers who overlook the possibility of placing a small machine and records in the nursery are losing an opportunity to increase sales that would doubtless surprise them.

The Putnam-Page Co. expresses itself as fortunate in securing the services of Mr. Seitz, for his previous training and experience make him unusually well qualified to be of assistance to teachers and dealers. He is a graduate of the Peoria Conservatory in voice, the University of Wisconsin and the Cincinnati Conservatory in public school music, and had special study in voice under John Hoffman and Oscar Saenger, of New York City.

To make the work of commercial value Mr. Seitz will follow his work in the schools with a lecture in which views of interesting scenes and important points of interest of each country will be shown, together with the national and characteristic music of the country recorded by the Victor Co.

If work done at a Teachers' County Institute means a sale of five school machines, six charts featuring the "Instruments of the Orchestra," twelve copies of "What We Hear in Music," twelve copies of "Music Appreciation for Little Children," fifteen copies of "Pan and His Pipes" and 250 Educational Records, who would question the commercial value of the work?

Mr. Seitz sent in this order from Aledo and is now planning to return there and will outline

a course in Music Appreciation for teachers and help them to use the material they have to the best advantage.

Aledo is a town of 3,000, and Mr. Bolton, of Bolton Electric Co., the local Victor dealer, is an



Interior of Bolton Electric Co.'s Store energetic, progressive and wide-awake man, deserving to succeed because of his aggressive methods and sound business policies.

Mr. McNight, of the Bolton Electric Co., will assist Mr. Seitz in his educational work.

BANK GIVES TALKER TO SCHOOL

An Original Advertising Stunt in Canton, O., That Should Be Encouraged

CANTON, O., November 2.—Always on the alert for an advertising stunt, original and new, Frank Collins, vice-president of the First Trust and Savings Bank here, this week presented one of the local junior high schools with a handsome new Sonora talking machine. Presentation was made by the principal at the regular fortnightly assembly. As the result the school adopted the following slogan, "A bank account for every pupil." This bank has a special school children's savings department.

MISS BROWN'S INTERESTING VISIT

Miss H. Marjorie Brown, of C. Bruno & Son, Inc., Victor wholesalers, New York City, recently completed an interesting trip throughout Connecticut and Rhode Island and part of Massachusetts. Miss Brown visited the dealers in the principal cities of these States and was much interested to learn the successful methods they employed in their business and, in return, left with them many valuable ideas for future use. The trip was so satisfactory in these respects that Miss Brown plans to make a trip through New York State at an early date.

OLYMPIC ARTIST NOW ON TOUR

Percy Hemus, popular Olympic artist, is now on tour as star in "The Impresario." The folder announcing the tour, an edition of over 300,000 of which was struck off, is a product of the printing department of the Olympic Disc Record Corp. Of particular interest to the Olympic dealers, wherever this production will appear, is the advertisement of the Olympic Disc Record Corp. appearing in this booklet, which announces that the local Olympic dealer is able to supply solo numbers of "The Impresario" on Olympic records.

Mascagni's latest opera, "Il Piccola Marat," has scored an immense success in Rome and recordings of the opera, or the production of the opera itself at the Metropolitan, are awaited with interest by the musical people of America.



Seaburg Mfg. Co.
Jamestown, N. Y.



No. 250T, List Price \$250.00
Usual discounts to dealers
48"x28"x31" high. Finished all
around
Solid Mahogany, Walnut or Oak



Money for You in These New Creations

You are not getting all there is out of the talking machine business unless you are handling these new *Blue Bird* models. The adaptability of these striking departures from the commonplace in phonographs, for an infinite number of new uses, has opened up a new field of opportunity for the wide awake dealer.



PATENT PENDING

Blue Bird "SPINETTE"

This classic colonial type Spinet Desk, with concealed phonograph, is a supreme achievement of art and utility. One of several "2 in 1" feature pieces. Appropriate for living room or library.

Retail Price \$275

These *Blue Bird* phonographs sell where other phonographs will not. These new creations, which were first announced last month, represent the highest attainment in workmanship and tonal quality; features which have made the *Blue Bird* famous wherever it has been seen and heard. The "Emanator" — an ingenious automatic record container — is one of several distinctive *Blue Bird* features.



PATENT PENDING

Streamline Model
(Disappearing Cover)

The epitome of convenience and elegance

Retail Price \$250

Exclusive Territory for You

Blue Bird phonographs play all records. Better yet, *Blue Bird* records—the latest hit—are now ready for distribution. These, combined with the new *Blue Bird* models, are the only exclusive proposition of the kind, and give the dealer complete independence, as he can also handle the *Blue Bird* period and cabinet models, which fill the most exacting demands for these types.

The *Blue Bird* dealer does not have to compete with a number of other dealers selling the same machine—in the same territory—at the same price.

Write today for the big special *Blue Bird* proposition to dealers

Your territory will be exclusive

Blue Bird
"Teakar" Phonograph

Handsomely modeled; adapted to garden parties and other entertainments.

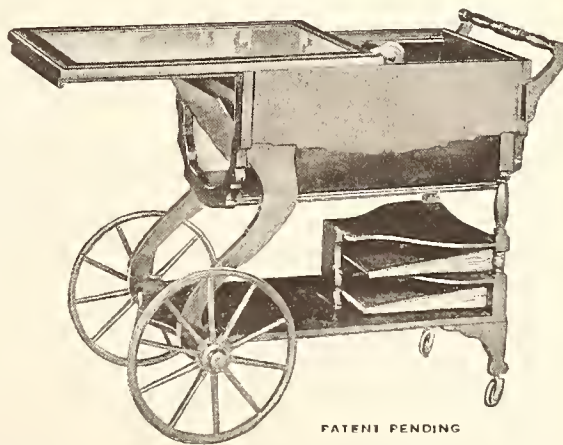
Sliding top for duplex use.

Retail price \$140



Cabinet and Period Types

Retail from \$65 to \$325



PATENT PENDING

BLUE BIRD TALKING MACHINE CO.

LOS ANGELES · CALIFORNIA



Charles Hackett, as Thaddeus, sings the lovely lament, "Then You'll Remember Me" from *The Bohemian Girl* in his glorious tenor. Your customers will want this newest record by the greatest American tenor. Columbia 79891.

**Columbia Graphophone Co.
NEW YORK**

WHY EDELSTEIN IS DOING BUSINESS

Albany Dealer Installs Electric Sign and Contracts for Twenty Large Billboards

ALBANY, N. Y., November 5.—Al. Edelstein owner of the Strand Temple of Music in this city, exclusive Victor dealer, is not worrying very much about bad business or any other form of pessimism. On the contrary, he is a pronounced optimist, and only the other day purchased a large twenty-five-foot electric sign with



Al Edelstein

a flasher attachment and a new Ford Victrola delivery car.

In addition to these outward signs of optimism Mr. Edelstein has contracted for twenty large billboards in and about Albany and his general publicity campaign will be more extensive than ever before. Needless to say, his sales totals this Fall have been more than satisfactory, and this success may be attributed to his progressiveness and thorough knowledge of the industry.

The first law of all our civilization is the cooperation of all individuals to improve the conditions of life.

CHANGES IN COLUMBIA STAFF

E. N. Burns and A. R. Harris Resign Posts—R. F. Bolton in Temporary Charge of Recording Laboratories—Other Changes

H. L. Willson, vice-president and general manager of the Columbia Graphophone Co., announced last month that E. N. Burns, formerly vice-president of the company and in charge of the Columbia recording laboratories, had severed his connections with the company. A. R. Harris, who was also connected with the Columbia recording laboratories, has resigned.

R. F. Bolton, one of the veterans of the Columbia organization, who has occupied numerous important executive posts in his many years of service, has been placed in charge of the recording laboratories temporarily.

John Brown, formerly comptroller of the Metropolitan Opera Co., and recognized internationally as one of the best-posted members of the musical world, has been placed in charge of the Columbia operatic and artist departments.

Frank B. Walker, formerly connected with the Central Concert Co., of Detroit, and well known in the musical field, is now associated with the Columbia recording laboratories.

MUSICO-PEDAGOGIC DISCOVERY

The value of the talking machine as a teacher, particularly in the household where a lot of youngsters hold forth, was demonstrated afresh in a story recently told by Henry T. Finck in the New York Evening Post, when he said:

"I know a boy of six who for four years has been running his own Victrola. Hundreds of times he has thus heard pieces of all kinds; but when he hums a melody to himself it is, nine times out of ten, a Strauss waltz! I regard this as one of the most important musico-pedagogic discoveries ever made. Parents, I say, if you want your children to become really musical, buy them records of the Strauss waltzes!"

PROUD OF HIS QUARTET OF GIRLS

HOLLIS, OKLA., November 1.—F. M. Keys, of the Spooner Hardware Co., Pathé dealer of this city, is doubly famous throughout the State for his excellent record in selling Pathé phonographs and also as the father of a quartet of wonderful and accomplished little girls—Roberta, Mona, Mary and Leota are all six years old—who are already Pathé enthusiasts.

The accompanying photograph depicts the young misses in the booth of the Harbour-Long-



F. M. Keys' Quartet of Daughters

mire Phonograph Co., Pathé distributor of this city, at the State Fair recently held here. For the past few years the fond father of these quadruplets has had them at the Fair and their attendance at the Pathé booth has always attracted much attention and admiration.

The merchant who becomes discouraged and relaxes his efforts when times are dull may as well close his doors.

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**

MUSICAL INTEREST INTENSIFIED BY TALKING MACHINE

The Great Work Now Being Accomplished in Various Spheres of Musical Effort the Basis of a Splendid Tribute From the Pen of H. E. Krehbiel, of the New York Tribune

An increasing recognition of the talking machine as a supreme factor in the development of musical taste and appreciation in America has been especially discernible during the past two years, particularly among our leading musical critics. In the columns of *The World* we have printed from time to time editorials and articles taken from leading papers which emphasize this tendency and in the *New York Tribune* of recent date, under the caption "The Phonograph an Asset in the Spread of Musical Education," the following article appeared, from the pen of Henry E. Krehbiel, the dean of musical critics in New York—in fact, in America—and the author of many musical works of standing.

The points he emphasizes are not new to *World* readers, for we have been "pounding away" along these lines for the past ten years, but it is quite an achievement to have so notable a figure among the recorders of musical happenings so freely acknowledge the great field which is covered by the talking machine and the great work accomplished in musical and educational domains. The article follows:

"The development of the interest in music that has been so marked among all classes of the American people, especially since the World War, might have been retarded without the aid of the phonograph. Every one acknowledges the musical advance, whose echoes reach the ear at every turn and equally ready is the recognition of the part the phonograph has played and is playing in it. The little black discs have brought music, and the very best of music, into even the remotest corners of the earth, and have been a most effective agent of musical education.

"The phonograph has not confined itself to bringing cheer and comfort, musical knowledge and musical taste into the home. It has also found its way into the mill, the factory, the telephone exchange, the school room and the

library. Those who had anything to do with the entertainment of the soldiers in the camps, on the ships and behind the lines will not soon forget the service it performed in encouraging the depressed, soothing the nerve-racked and in general maintaining morale. Of course, these were really the services of music itself, but the phonograph, because of its comparative cheapness and its adaptability, was more generally chosen as the medium for these services than any other instrument.

"Cheapness, adaptability and all-around efficiency again account for the wide uses of the phonograph in industry, in education and in the hundred new spheres it has entered. It is a frequent and welcome visitor in the hospital ward. It sometimes accompanies the airplane pilot in his journeys above the clouds. It brings to the Indian on his reservation the songs of the white man and to the traveler in the desert the rhythms of his homeland. In the factory it has for years been used as part of the rest-room equipment, to refresh the worker after his toil.

"The latest convert to its usefulness is Uncle Sam himself. He is using it in his Minneapolis post office to assist the clerks in the sorting of the mail, and the experiment has been so successful that it probably will be extended to other post offices.

"Yet, for all this ubiquitous functioning, the greatest blessing the phonograph has brought remains its service in the home. Here it has made music lovers of hosts of men and women who never knew that they cared for music. The evolution of musical taste among phonograph owners is a phenomenon with which every music dealer is familiar. How often will a man who at first wants only dance records and syncopated melodies later demand a preponderance of classical songs and symphonic selections!

"Reflecting the all but universal use of the

phonograph in the home the instrument has invaded the classroom in the city and rural school house and is now as much a part of the paraphernalia of education as the blackboard and the reader. A comparatively new function it is performing is in connection with the music-memory contests or music-appreciation games which are being adopted all over the country to foster an acquaintance among children with the best in music."

STARTS SELLING CAMPAIGN

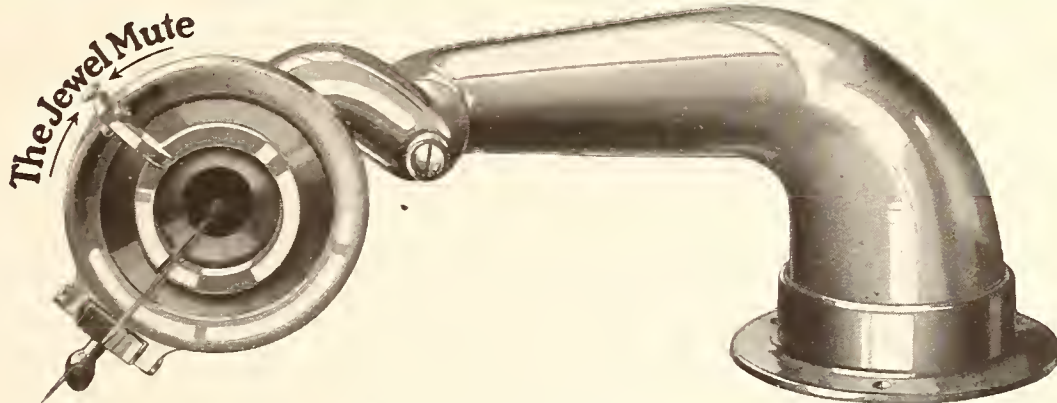
Columbia Dealer Carrying on a House-to-house Drive—Magnavox Concerts Proving a Source of Good Sales—Prospects Secured at Picnic

ELYRIA, O., November 6.—The Geo. A. Clark Co., of this city, Columbia dealer, has started a house-to-house drive with eight solicitors. Full-page advertising has appeared in the *Chronicle Telegram* and an effective window display, together with a Magnavox, has carried the news to passers-by. This "live" dealer recently staged a Grafonola Magnavox concert at Le Grange, O., and attracted the largest crowd ever gathered in the public square of that city. Two Grafonola sales, together with many valuable prospects, represented the direct results of this concert.

A few weeks ago the Geo. A. Clark Co. sponsored a Grafonola Magnavox concert at the Willys-Overland plant at the noon hour. Practically every employe in this vast plant was present and thoroughly enjoyed the concert. Three Grafonola sales were closed on the spot and the prospect list was enriched by a large number of names.

A church picnic was another means of getting further prospects for this active Columbia representative and, as a result of this concert, a K-2 Grafonola and a G-2 were sold, followed by the sale of an E-2.

To achieve what the world calls a success a man must attend strictly to business and keep a little in advance of the times.



FEATURES

LARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS ALL RECORDS
No. 2 Round Tone Arm and Reproducer

Jewel
TONE ARM & REPRODUCER

KKNOWN the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones, and its great volume. This tone arm on your machine spells success, because of its high standing in the Phonograph World.

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or **NOM-Y-KA** diaphragm.

THE JEWEL MUTE

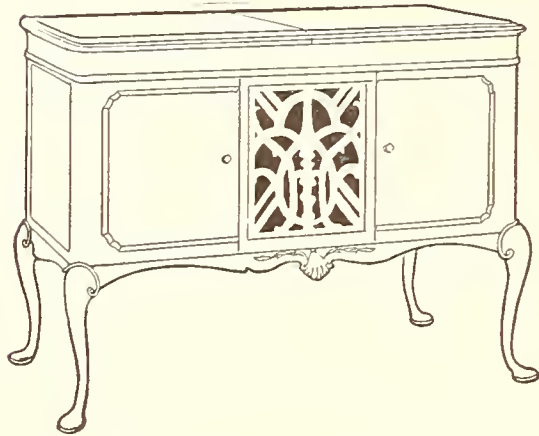
CONTROLS volume just like the human throat. Built in the reproducer and functions in such a way that the length of vibrations is minutely regulated and the tone reproduced to a softness and clearness that are remarkable.

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.

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

Promise and Performance



Queen Anne Console

Granby Dealers have faith in the Granby institution and its product.

These Dealers know that the Granby Phonograph Corporation has rigidly lived up to every promise, and more.

Granby Phonographs have come up to expectations in every particular.

The Granby selling policy is sound. It means substantial profits to Granby Dealers.

If you do not handle the Granby, you cannot appreciate what this means to you.

Profit by the experience of the Granby Army of Merchants. Get the full story by return mail today.

Send the coupon—TODAY.

GRANBY PHONOGRAPH CORPORATION

LEVY BUILDING

☒ N O R F O L K - V I R G I N I A ☒

Tear off Coupon—Sign—Mail TODAY

I shall be glad to receive the Granby proposition.

Name.....

Address.....

City.....

State.....

Planning an Especial Appeal for Juvenile Record Trade During the Holidays

By W. B. Stoddard

For a number of seasons—in fact, ever since the original talking machine was placed on the market—much attention has been paid to featuring records for adults for the holidays, but it is only recently that a real effort has been made to give publicity to the fact that juvenile records make a gift to delight all the kiddies. The youngsters have their miniature wash tubs, doll beds, trains of cars, tool sets—why should they not have their own music? A very practical appeal to the adults can also be made for the purchase of these records. All children love to play records, and many a fine one has been damaged by the careless handling of the little ones. By getting them a popular-priced machine and a supply of their own records they will be just as happy, and the Kreisler and Galli-Curci records will be safe. These juvenile records also furnish much amusement for rainy days, and those of the Bubble Books, especially, offer wide scope for childish amateur theatricals.

Several stores in different parts of the country have seen the value of giving publicity to this angle of the trade and have arranged children's parties in order to interest the youngsters in these records.

The J. D. Palmer Store, Marshalltown, Iowa, announced recently that the first one hundred children, accompanied by their mothers, registering at their store on a certain day would be presented with photographs of themselves free. So large a crowd attended that the doors had to be closed. An order on a local photographer was given to the first one hundred, as per the advertising. Then, as a consolation prize to the hundreds of others, the entire gathering was treated to a Mother Goose Show in the large auditorium on the second floor, the characters from the Bubble Books appearing in person, singing the songs made popular by the records. At the conclusion of the concert Little Boy Blue, Jack and Jill, Mistress Mary and Mother Goose passed down among the crowds and distributed souvenirs—little books containing several of the songs—with a statement that the records were on sale at the store. Just before the big party broke up a photographer appeared on the stage and took a picture of the crowds of children, and this was enlarged and later exhibited in the windows of the store, surrounded by an arch made of the juvenile records.

Yunker Bros., Des Moines, Iowa, made a big hit with the children and parents by staging a Bubble Book party for the little folks. All children were invited to come and "bring your mother, too," so there was a big crowd on hand at the appointed hour. Juvenile elocutionists recited for the audience, while the Bubble Books themselves were the star performers. The store had filled one of their large windows with these books and on the afternoon of the concert these were carried to the concert room in armfuls, where the records of all the different books were played. In addition, pipes and pans of soap suds were distributed, so that real soap bubbles were a part of the highly enjoyable bubble party. The window just mentioned showed a popular-price

Some Suggestions That Will Help Dealers in Perfecting Means of Appealing to Children in Their Territory

machine on a wicker stand, with several records standing on top of it. On tables, chairs and on the floor were quantities of the Bubble Books, some open, some closed. Several drapes of crimson-and-gold velvet were used, and on these were placed a number of juvenile records taken from the books.

Believing that first impressions are lasting, the Golden Rule Department Store, St. Paul, Minn., laid great stress on the attention paid the little folks who attended their Bubble Book parties recently. A trained corps of ushers took the hundreds of little ones in charge as soon as they entered the store, escorted them to the elevators and then to their seats in the auditorium on the fourth floor. Six hundred tickets were given out on each of the four days when the performances took place. Characters from the Bubble Books

were taken by children from a local school of dancing, sixteen little folks taking part, while the part of Mother Goose was taken by one of the sales force. A special feature of the performance was the Bubble Dance performed by one of the little pupils.

Lord & Taylor held Bubble Book parties on three successive Saturday afternoons in November, the entertainment consisting of a pantomime by thirty children, each impersonating a character from a childhood classic, such as Little Bo-Peep, Jack and Jill, Goldilocks, Queen of Hearts, etc. The selling value of these entertainments was enhanced by the big announcement appearing in their ads, which stated that the children who saw the show could reproduce it, or similar ones, at home for themselves. A colored poster, announcing the parties and stating that tickets could be procured at the music department, was hung in several of the display windows.

BIG SCOPE TO RED SEAL RECORDS

Not Confined to Purely Classical, Says C. A. Womeldorff—Educate Sales Force and Public

TOLEDO, O., November 6.—C. A. Womeldorff, president of the Toledo Talking Machine Co., returned recently from attendance at the distributors' school of the Victor Co., at Camden, N. J. Mr. Womeldorff was particularly impressed with the possibilities of developing popular appreciation of the Red Seal records, which to many people mean purely classical or "operatic" selections only.

This is a misconception which Mr. Womeldorff believes every Victor man and woman should endeavor to correct, as Red Seal records are very often songs and selections of the "popular" variety. He is further urging that dealers and record sales people in his territory remember that there is not a Red Seal record of which the customer cannot be told something very interesting—either of the musical value of the number itself or the recording artist.

Bill's Art and Novelty Shop, of which Wm. E. Revier is proprietor, has taken over the Northfield, Minn., agency for the Victrola. He has arranged very handsome quarters, equipped with Selrex record demonstrators.

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



Many extra Christmas sales will reward the dealer who uses the Columbia Christmas Gift Envelopes for Columbia Records. Let Columbia service make your store a gift shop.

Columbia Graphophone Co.
NEW YORK

PATHE OFFICIALS ARE ACTIVE

President W. W. Chase Now in California—
A. W. Copp Has Vice-presidency Added to
List of Offices—News of the Travelers

W. W. Chase, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., is now in California, accompanied by Mrs. Chase. President Chase's itinerary includes Chicago, Denver, Portland, Seattle, Indianapolis, Omaha and other jobbing centers.

A. W. Copp, treasurer and purchasing agent of the Pathé Frères Phonograph Co., has also been elected to the office of vice-president, retaining his other duties as well. Mr. Copp is a highly trained executive and is widely known in financial circles. He was formerly contract manager of the Thompson-Starrett Co. and his executive ability is proving of much value in the Pathé organization.

James Watters, secretary of the company, is at present on a trip in the interest of the Pathé, covering Chicago, St. Louis, Oklahoma City, Dallas and Nashville.

O. M. Keis, field supervisor of the Pathé Frères organization, who has been studying retail conditions in Indianapolis during the last three months, has made his report and has been taking a short rest at Williamsport, Pa.

Earl B. Dryden, of the sales force, has made his headquarters in Denver, Col., and is increasing Pathé sales to a noticeable degree within the radius of that city.

Frank Capps, factory manager, has appointed F. L. McCarty in charge of the many duties of that important position, but will continue general supervision.

C. H. Murray, assistant to the president, reports that business has very greatly improved and is entirely optimistic over future conditions in the trade.

CHARLES R. TIGHE, JR., MARRIED

Member of Talking Machine World Staff Marries Miss L. E. Petsche, of Yonkers, N. Y.

Dan Cupid has been a busy little body this Fall and among those in our immediate neighborhood stabbed with his sharpened dart was Charles R. Tighe, Jr., a member of the staff of The Talking Machine World, who was married on October 14 to Miss Louise Elizabeth Petsche, daughter of B. William Petsche, of Yonkers, N. Y. The wedding was a quiet one, only the immediate members of the families of the bride and groom being in attendance. After a honeymoon trip, which was spent at various Southern resorts, Mr. and Mrs. Tighe are making their home in Yonkers. The happy couple have the best wishes of The World staff for their happiness.

Lord Fisher says there are four things for a Big Life: first, a great inspiration; second, a great cause; third, a great battle; fourth, a great victory.

PROVIDE MUSIC BY RADIO

The Youngsters Around New York Indebted to
"W. J. Z." for His Supply of Music and News

An interesting story of a radio fan who, unsolicited, gets in touch with a large constituency of eavesdroppers who have rigged up wireless equipments is thus related by W. B. Haywood in the Evening Post:

"Our next selection, says the announcer, will be a record of the 'Blue Danube Waltz,' played by the Marimba Band. A moment of silence, the Marimba Band strikes up, and the music finds its way into the telephone receivers of a thousand small boys, who have rigged aerials in the backyard from chimney to tree and expect one day to astonish the world with their discoveries in the field of radio transmission.

"If anyone has a shadow of doubt about the wireless telephone and the voices that float through the air of the metropolitan district, let him listen to W. J. Z. The initials represent his call number, not his name. W. J. Z. is the genial chap who sends out phonograph concerts every night from the radio telephone station of the Westinghouse Electric & Mfg. Co. in Newark, not to speak of baseball, play by play, and general items of news, including the Government weather and agricultural reports.

"His musical numbers range from jazz to opera. He has bedtime stories on tap for the children and each piece on the program is announced clearly by W. J. Z. himself. Whether or not he knows it, he has made himself the firm friend of all the world of budding radio operators living within ten miles of Newark, N. J. One does not have to learn the Morse code to interpret W. J. Z. He speaks English, though some of his music was written by Frenchmen and Italians. At one time in his career he must have attended a school of elocution, for one cannot misunderstand him, even if the wireless receiving set one uses represents an outlay of less than twenty dollars.

"If any parent wants to know how to keep Johnny amused in the evening just have him contract the radio fever, which has become quite as prevalent as measles in the vicinity of New York, and involves no doctor's bills, unless Johnny is out of luck and breaks an arm while climbing the ailanthus tree to rig up his aerial."

FOR THE MAN WHO WANTS TO SELL

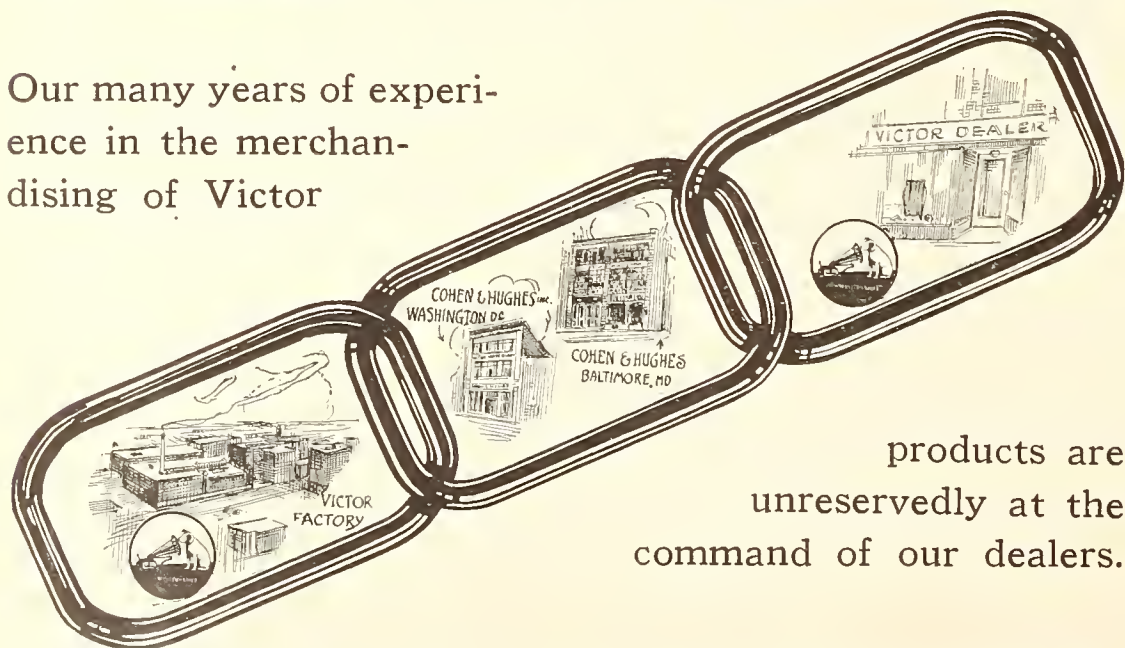
Don't argue—illustrate.—Don't ever tell a prospect that he is mistaken.—Don't wear anything to attract or concentrate the eye of the prospect on your dress.—Don't ask the prospect a question to which he can say "No."—Don't talk price; talk quality, though your price is low.—Don't run down the other fellow's goods; talk the reason why of your goods.—Don't say anything against the goods on which the prospect looks with favor, for you will offend his judgment, on which every man prides himself.

T. M. Shurer has opened up a phonograph record exchange in Sheboygan, Wis.

"EXPERIENCE"

To Our Customers We Owe All—To Them We Give All

Our many years of experience in the merchandising of Victor



products are
unreservedly at the
command of our dealers.

COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON

This is a Sample of the Support Brunswick Dealers Get

The above Double Page Spread will appear in *The Saturday Evening Post* of December 3. It is the seventh of a series of spreads this year to help dealers sell more Brunswick Phonographs and Records.

Note that this one is a multiplied retail advertisement. It will benefit every Brunswick dealer, wherever located.

A "Brunswick Christmas Shoppers' Guide" Special Christmas List

The following special list of records, which everybody wants during the holiday season, will appear in this double spread, a timely suggestion to the Christmas buyer.

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>10016—<i>Silent Night</i> (Gruben) Soprano
Florence Easton and Male Trio</p> <p>2148—<i>Hark! The Herald Angels Sing</i>... All Souls' Choir
<i>It Came Upon the Midnight Clear</i>
Cathedral Choir</p> <p>2149—<i>White Shepherds Watched</i>... All Souls' Choir
<i>Angels From the Realms of Glory</i>
Cathedral Choir</p> <p>10045—<i>Holy Night</i> (Adam) Tenor
Mario Chamlee and Chorus</p> <p>30011—<i>Ave Maria</i> (Soprano and Violin) In Latin
Florence Easton and Max Rosen</p> <p>5032—<i>Night Before Christmas</i> (Recitation)
Ernest Hare
"De Sandman" (Protheroe-Griffin)
Criterion Male Quartet</p> <p>5001—<i>Wayside Cross</i> (Palmer) Criterion Male Quartet
<i>Church in the Wildwood</i> (Pitts)
Criterion Male Quartet</p> <p>13002—<i>Christ in Flanders</i> (Stephens) Tenor... Theo. Karle
<i>The Lord Is My Light</i> (Allitsen) Tenor
Theo. Karle</p> <p>5033—<i>Adeste Fideles</i> (Oh, Come All Ye Faithful)
(Portugal)... Collegiate Choir
<i>Joy to the World</i> (Handel)... Collegiate Choir</p> | <p>5043—<i>Saw Ye My Savior</i> (Eddy-Brackett) Baritone
Lloyd Simonson
<i>Shepherd, Show Me How to Go</i> (Eddy-Brackett)
Baritone... Lloyd Simonson</p> <p>5017—<i>Abide With Me</i> (Monk) Soprano and Contralto
Marie Tiffany and Elizabeth Lennox
<i>Almost Persuaded</i> (Bliss) Soprano and Contralto
Marie Tiffany and Elizabeth Lennox</p> <p>5022—<i>Angel's Serenade</i> (Braga) Soprano... Marie Tiffany
<i>Cradle Song</i> (Brahms) Soprano... Marie Tiffany</p> <p>5000—<i>Whispering Hope</i> (Hawthorne) Soprano and Contralto...
Ida Heydt and Elizabeth Lennox
<i>Oh! Dry Those Tears</i> (Del Riego) Contralto
Elizabeth Lennox</p> <p>5039—<i>Christ Arose</i> (Lowry)... Collegiate Choir
<i>Come, Thou Almighty King</i> (Wesley-Giardini)
Collegiate Choir</p> <p>13007—<i>Bells of St. Mary's</i> (Adams) Tenor... Theo. Karle
<i>Evening Song</i> (Blumenthal) Tenor... Theo. Karle</p> <p>2054—<i>Kiddies' Patrol</i> (Rogers)
Brunswick Concert Band
<i>Kiddies' Dance</i> (Rogers)
Brunswick Concert Band</p> <p>5041B—<i>Cradle Song</i> (MacFadyen) Contralto
Elizabeth Lennox</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Brunswick Records Can Be Played on Any Phonograph

Sixteen Models Illustrated

In the same spread all sixteen Brunswick Phonographs—Cabinets, Consoles and larger period designs—are pictured. There is a Brunswick in a size and style and at a price to suit every home. Prices from \$65 to \$775.

THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 623-633 S. 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

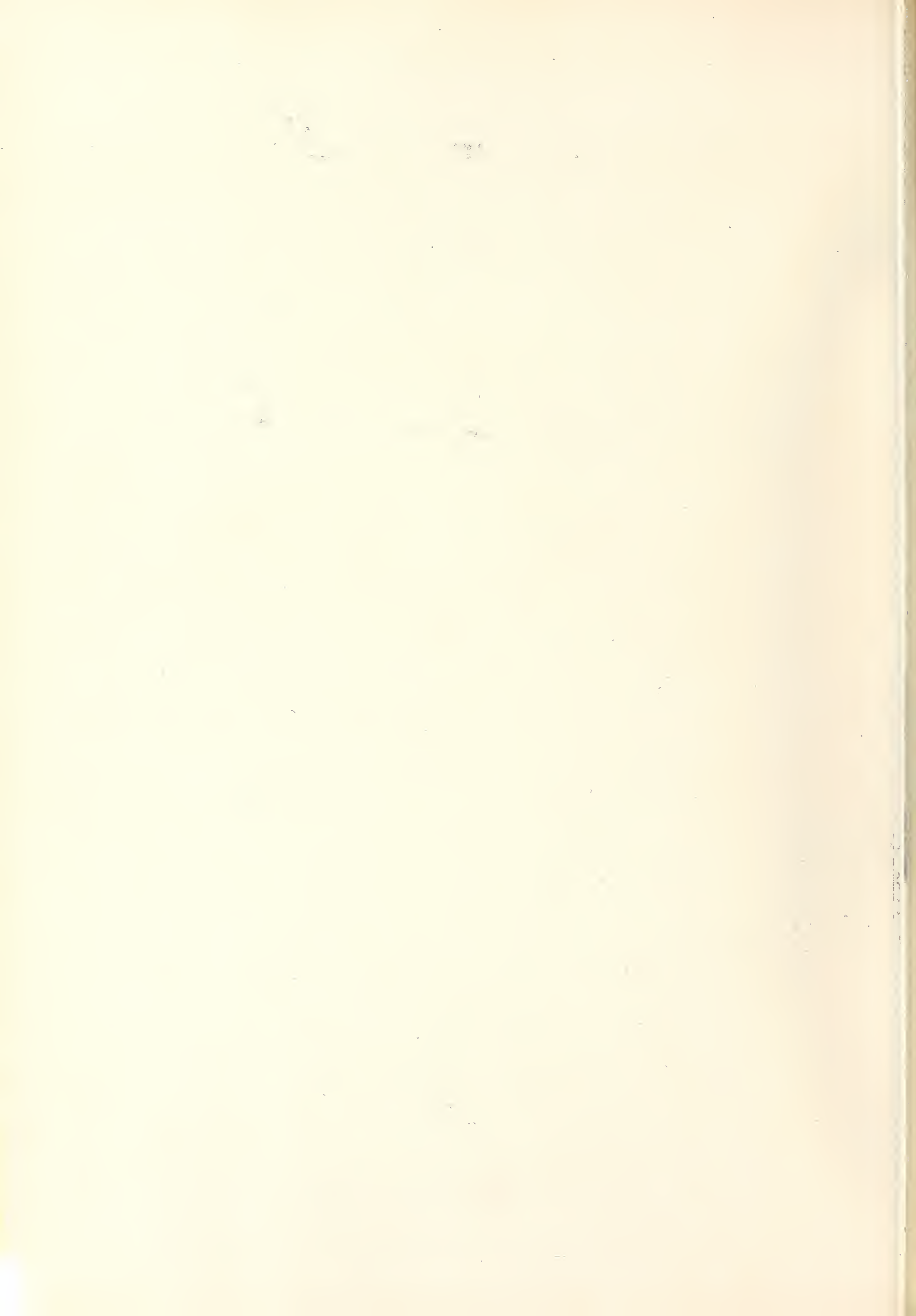
The Brunswick-Balke-Collender Co.,

Ia La Calle de Capuchinas No. 25
Mexico City, Mexico

Brunswick

PHONOGRAPHS AND RECORDS







IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Okeh Records

NOVEMBER OKEH DISPLAY

Thanksgiving Festivities the Keynote of Okeh Window Display for November

The Okeh display for November is one of the most colorful and brilliant displays Okeh has issued for some time past. Its central thought and, in fact, the entire display, is built around Thanksgiving.

The Okeh November display has taken full advantage of the true spirit of this holiday and



Okeh Window Display for November

portrays Thanksgiving in the time of the Pilgrims and to-day. The center panel shows the Pilgrims in their stockade feasting and a harvest atmosphere lends brilliant color and a pleasing effect. The main illustration depicts Thanksgiving at the old homestead, with all the family reunited for this real old-fashioned celebration. The other units carry out the central thought appropriately, featuring titles of some of the month's best sellers.

IMPROVED CONDITIONS IN SOUTH

E. A. Schroder, the Southern traveling representative of the Peerless Album Co., New York, recently returned from an extensive trade trip and will confine his sales activities to Eastern territory during the balance of the year.

Mr. Schroder states that conditions in Southern sections of the country have improved materially during the past few months and indications are that the trade in the South is to be quite active during the holidays.

There are two things that menace the prosperity of this country—idle money and idle labor. The one is as mischievous as the other.

ADVERTISING FOR THE HOLIDAYS

If Console Types Are Featured It Will Be Best to Devote Some Space to Other Styles Carried by the House in Order to Broaden the Appeal

Around the holiday season dealers usually make more than ordinary efforts in the way of publicity. It is always a mooted question how best to advertise and how the dealer may present his products so as to best attract the attention of the purchasing public. The question arises: Is it best to concentrate on one style of talking machine or advertise the full line?

There are those who believe that concentration on one line is best. For instance, at the present time a number of dealers are devoting considerable space, and very properly, to the console types of talking machines which are now so greatly favored by the purchasing public. It must be remembered, however, that there is a large army of prospects who cannot afford to buy machines as high priced as the console type. Therefore, the dealers advertising should make a wider appeal by also bringing to the notice of

prospective purchasers the values to be found in the various lower-priced floor or table styles of instruments.

The console types could be featured, in other words, the major space in the advertisement could be given to these instruments, but space should also be given to the fact that other instruments are handled at lower prices, so that there is no possibility of the reader being under the impression that his needs, whatever they may be, cannot be satisfied.

J. E. HALPERN A BENEDICT

J. E. Halpern, metropolitan sales manager for the Peerless Album Co., New York City, was recently married to Miss Miriam Glass. The young couple are making a honeymoon trip through Southern territory by way of Atlantic City, N. J. Washington, Baltimore and other trade centers are to be visited.

Success is the accomplishment of any one task as well or better than the same task can be accomplished by another.



It's easier to sell a phonograph made of Genuine Mahogany

WHY do they prefer Genuine Mahogany?

Because a Genuine Mahogany phonograph is more than just a phonograph—it is a beautiful piece of furniture. Genuine Mahogany has an air of distinction which harmonizes with the most luxurious and tasteful furniture.

Genuine Mahogany lends itself especially well to those graceful designs which characterized the artistry of Chippendale, Sheraton, Heppelwhite and other master cabinet makers. In fact, without exception, each of them chose Genuine Mahogany as the wood in which he could best express his art and craftsmanship.

Whether it be the beautiful expensive period design or the more modest model, the rich coloring and lasting beauty of Genuine Mahogany make it a cherished addition to any home.

The Mahogany Association is cooperating with phonograph manufacturers and dealers to aid the purchaser in his desire to obtain Genuine Mahogany. An increased interest and demand for the "royal wood" is already apparent.

After all—there's nothing like

MAHOGANY

MAHOGANY ASSOCIATION, 347 Madison Avenue, NEW YORK



Phonographs of uncommon value and unusual sales co-operation

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!*



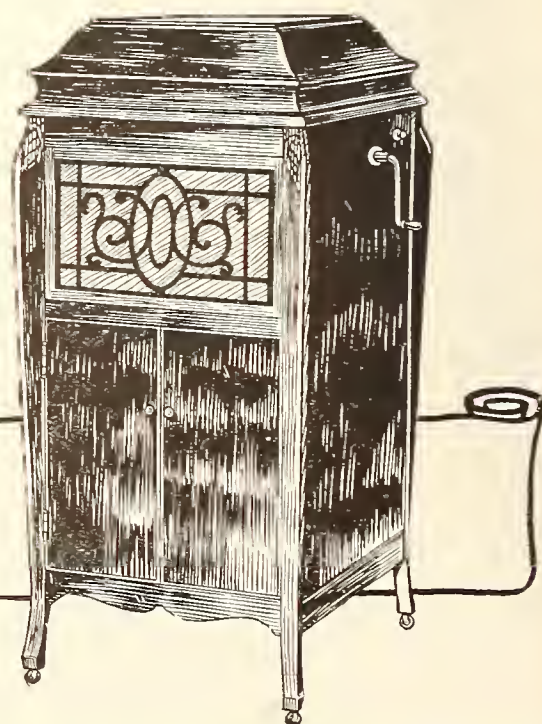
Have you ever read the Dalion Guarantee?

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.



How Best to Transform the Thanksgiving Spirit Into Talking Machine Sales :: By Thornton Hall

In a week's time will come a holiday that is too often overlooked by talking machine merchants—Thanksgiving Day. There are certain aspects of this holiday that can be turned into profit by the dealer who is alive to them. It has long been a matter for wonder that the dealer who will create more or less of a merchandising fuss over Halloween from a business viewpoint and who goes after Christmas season business in a big way will pay absolutely no attention to the potential profits of Thanksgiving.

There are dealers, however, who do include this Thanksgiving season in their merchandising plan and program. Suppose we draw briefly from their experiences for the benefit of those dealers who still have time to cash in on the 1921 Thanksgiving trade.

Thanksgiving can be exploited in many phases of retail sales promotion. The work of all departments can and should be included. The sales forces, the window trimmers, the book-keeping and collection departments, the advertising manager, even the delivery force should be made to recognize the value of Thanksgiving as an extra sales booster. While it is the window trimmer who is naturally thought of first in connection with holiday promotion work, perhaps we can show how the Thanksgiving link-up can be made effective right down the line.

Utilizing the Display Window.

The street window is the most important display spot in the talking machine store. It is here that the merchant flags the passing prospect and gets his idea across to him. In this case the message is something like this: "Stop. Thanksgiving is coming. Let me tell you why Thanksgiving should cause you to buy a talking machine and records. Come in." In other words, the window display should get over to the prospective customer the idea of the association of Thanksgiving and music—particularly talking machine music.

Dealers should, of course, make use of the excellent lithograph window trims appropriate to Thanksgiving usually supplied by the manufacturer. These are always helpful, but even more helpful are windows which carry out an idea of the dealer's own. This gives an impression of being alive and on the job, even to the casual observer. People like to trade with stores that impress them as being progressive. Last year a certain dealer of this type transformed his show window into a Thanksgiving banquet scene, with a long table set for a large family and heaped with typical Thanksgiving foods. All the "fixin's" were there—a turkey, cranberry sauce, everything. Over in the corner in a promi-

nent position was a large cabinet model talking machine bearing a large card, with the legend: "The Guest of Honor," and a streamer leading to a window sticker which read:

"MORE IMPORTANT THAN THE BIRD HIMSELF for the success of the Thanksgiving dinner is a.....Talking Machine. Make sure you've provided for the Music with the Meal."

Another window trim which suggests itself for the Thanksgiving holiday has to do with pushing the sale of Caruso records. The Thanksgiving effect can be secured by means of a background of cornstalks, pumpkins, etc. In the foreground on the left place a mourning-draped photograph of Caruso and at the right a poster listing all of his records that you have. Let a third poster read:

A REAL CAUSE FOR THANKSGIVING
The voice of Caruso will live forever.

Capitalizing an Old Familiar Stunt

The sales department can make use of an old familiar stunt which has been often used with great success in other fields. This is the Thanksgiving turkey raffle, always popular with the public, which dislikes to admit its inherent love for getting "something for nothing." Simply give a number to each record which is sold for a certain number of days before Thanksgiving Eve. Let these numbers be dropped in a box and a good, fat turkey be given the holder of the lucky number. It is a safe guess that many extra records will be sold to get those extra chances at winning the bird. Later you have the chance for a "human interest" story in the papers on the title of the selection whose number was the winning one, which will be good publicity.

Another means of keeping alive interest in the Thanksgiving sale of records is the taking of a poll of customers as to the selection most appropriate to Thanksgiving. The mind of the public is fairly well fixed on Christmas and other holiday music and people will be interested to discover the popular sentiment about Thanksgiving music. A record can be given to the person first choosing the most popular title.

A clever idea is used by one dealer each year just before Thanksgiving Day. When sending out the November statements he has the statement clerk put all statements of overdue accounts to one side. On each of these he affixes a sticker which reads:

THANKSGIVING DAY, November 24.—One of the things we hope to be thankful for is the settlement of the attached account.

This tactful reminder will in a great many cases smooth over an embarrassing item, for it is a form of "dun" that sacrifices none of the customer's good will.

The on-the-job dealer has a list of live prospects which he circularizes at least once a month. Here is a timely letter that works in the Thanksgiving idea:

Dear Mr. Prospect:—It is a wise custom that decrees the setting apart of one day each year for Thanksgiving. You and I will no doubt receive a substantial moral benefit next week through the medium of a few moments' reflection on the goodness of Providence.

Among the things I am thankful for is the ever-growing love for music among the citizens of this community. The wide popularity of the talking machine is in a large way responsible for this educational boon to mankind.

If you desire to secure your.....talking machine before Thanksgiving, you will be thankful all the rest of the days of your life. Sincerely yours.

Another dealer even works his delivery department into his Thanksgiving program of sales promotion. He has a fleet of Ford delivery trucks and a week before the holiday he decorates them with a canvas sign reading:

STORE CLOSED ALL DAY THANKSGIVING DAY.

Open for your convenience until 10 Wednesday evening. Arrange for your holiday music now.

This same dealer also turns over two of these trucks to the use of a local charitable organization in distributing Thanksgiving turkeys and food to the poor for a few hours on the preceding Wednesday.

The advertising department will find it more beneficial in the long run to devote its contract newspaper space during Thanksgiving week to the "good will" or institutional type of advertisement. Topics adaptable for advertising copy are "The History of Thanksgiving," "The Meaning of Thanksgiving" and "Thanksgiving and Music."

It is the belief of the writer that by exercising his ingenuity the dealer can make use of the Thanksgiving "motif" in every department. It is this tying-up of a central idea among all departments that is responsible for the notable success of a great many retail institutions and there is no time like the present to adopt its use.

INCORPORATED IN WEST VIRGINIA

The Beckley Phonograph Co., with a capital stock of \$15,000, has been incorporated in West Virginia by C. M. Ward, T. C. Moorefield, C. G. Casto, French Lucas, D. B. Jarrell and others.

WHOLESALE



DISTRIBUTOR

WHERE Service to Victor Dealers is Backed by Long, First-hand Experience in the Field of Distribution.

EMANUEL BLOUT

VICTOR EXCLUSIVELY

2799 BROADWAY, at 108th Street, : : : NEW YORK

**PETMECKY
NEEDLES**



CAUTION

THE only genuine Petmecky (combination tone) needles in the U. S. are manufactured by W. H. Bagshaw Co. Each Genuine Petmecky needle will play ten records and produce loud, soft and intermediate tones, by a change of position on the record. Owing to their peculiar construction, Genuine Petmecky needles are self-sharpening, improve the tone quality and prolong the life of the record.

A comparison with imitations, regardless of their name, will reveal that only Genuine **PET-MECKY NEEDLES** have the characteristic shape and produce the even tone throughout the running of 10 records.

W.H.BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610

On With The Dance!

LET SALES BE UNCONFINED



The Very Latest Dance Records of

Isaham Jones
Paul Whiteman
Art Hickman

The Finest Dance Music in the World

Only the finest DANCE NEEDLES in the world can do justice to these master-creations. Brilliantone Dance Needles are the supreme product of the oldest manufacturer of steel talking machine needles in America. When you sell Brilliantone Dance Needles to your customers you insure complete satisfaction—and thereby you sell more dance records!



(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)

BRILLIANTONE
STEEL NEEDLE CO. of America,
Incorporated

Selling Agents for

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

AT 34th STREET **347 FIFTH AVENUE,** SUITE 610
NEW YORK

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



This month's novelty is an airy-fairy coupling by the Gypsy String Quartet. You know how persuasive gypsies are in a trade. They'll persuade many extra dollars into your store with "Dreams and Fairy-Tales" and "Fiora"—E-7304.

**Columbia Graphophone Co.
NEW YORK**

VICTOR DEALER ACTIVITY IN IOWA

Iowa Victor Dealers Are Closing Healthy Business—Many New Establishments Opened—Mickel Bros. Report Renewed Confidence Throughout Territory—News of Month

DES MOINES, IA., November 7.—The Victor situation throughout the Corn State during the past month has shown a decided improvement. During July and August the talking machine business in general was very poor, but commencing about September 15 the dealers were optimistic enough to commence preparing their stock for an anticipated business. While corn still remains around 30 cents in price the farmers have been compelled to sell some of their reserve in order to take care of the urgent demands of the banks that loans be reduced as rapidly as possible.

H. B. Sixsmith, sales manager of Mickel Bros. Co., Victor wholesaler, speaks in very encouraging terms of the month's business. "Our business," said Mr. Sixsmith, "is remarkable considering the prevailing talk of 'no business.' Our dealers believe with us that, while the holiday season may not be as good as last year, we still look for intensified buying as the season draws to a close. The dealers are evidently of the same opinion, as practically all of the larger accounts have purchased a reserve stock of about the same size as last year. Our collections have

been exceptionally good. Iowa is essentially a corn State, and as its price has been so low for such a length of time very few farmers have shipped anything to market. It is becoming more of a common thing to see the roads dotted with loads of corn now, as the harvesting of the present crop has undoubtedly induced the farmer to move some of the 1920 stock, regardless of price."

E. P. Shellabarger, of Columbus Junction, attended the Victor convention held in Des Moines last month. He had arranged to become a Victor dealer in October, but after hearing John Gregg Paine speak on the possibilities of the line, insisted that his initial stock be delivered at once.

The Red Cross Drug & Jewelry Co., of Nashua, has just become a Victor dealer. It has already installed a large department, consisting of a demonstrating room and a complete stock of Victrolas and Victor records.

Geo. E. Mickel, president of Mickel Bros., recently attended the wholesalers' school at Camden, N. J. "Never too old to learn" is Mr. Mickel's motto.

The F. H. Drew Co., of Cedar Rapids, stated that it sold \$587 worth of needles during 1920. Profits on this item more than paid its light bill.

C. E. McLeran, of Mt. Pleasant, worked a very successful scheme with the New Records magazine. He mailed out 800 with a postal which contained a number of questions pertaining to

whether or not a talking machine, piano or any other musical instrument was owned, and if they liked the magazine they should sign and return the card to him. Out of the 800 magazines he received orders for ten Victrolas.

The Tucker Furniture & Carpet Co., of Clinton, is arranging to move its Victor department from the balcony down to the first floor. A complete battery of booths, record racks and complete Victor stock will soon be offered to the people of Clinton. Miss Margaret Johnson is in charge of the department.

A number of the Iowa dealers are putting on the famous selling stunt of the West, the "Mickel Victrola Club." The plan started in Omaha a number of years ago and another successful club went down in history during September. The costs of the month were about \$1,700 and the net business secured was about \$16,000. Besides this twenty-seven pianos, of which twelve were grands, were sold. Wm. Mickel is responsible for these wonderful results.

Thiel & Lambach, of Tipton, have just taken on the complete line of Victrolas and Victor records. Unfortunately, that point has been without representation during the past year, owing to the fact that a satisfactory dealer could not be obtained. With the installation that this concern is putting in the line will soon have a fine representation there.

The Lippert Jewelry & Music Co., of Dyersville, Ia., is busy conducting a musical census of that section of the country. Mr. Obert, the manager of the department, states that the results are astonishing.

The Watters Drug Co., of Cedar Falls, has practically closed negotiations with the Iowa State Teachers' College at that point whereby a Victrola will be installed in every department in the college. Prof. C. A. Fullerton has charge of this department at the college.

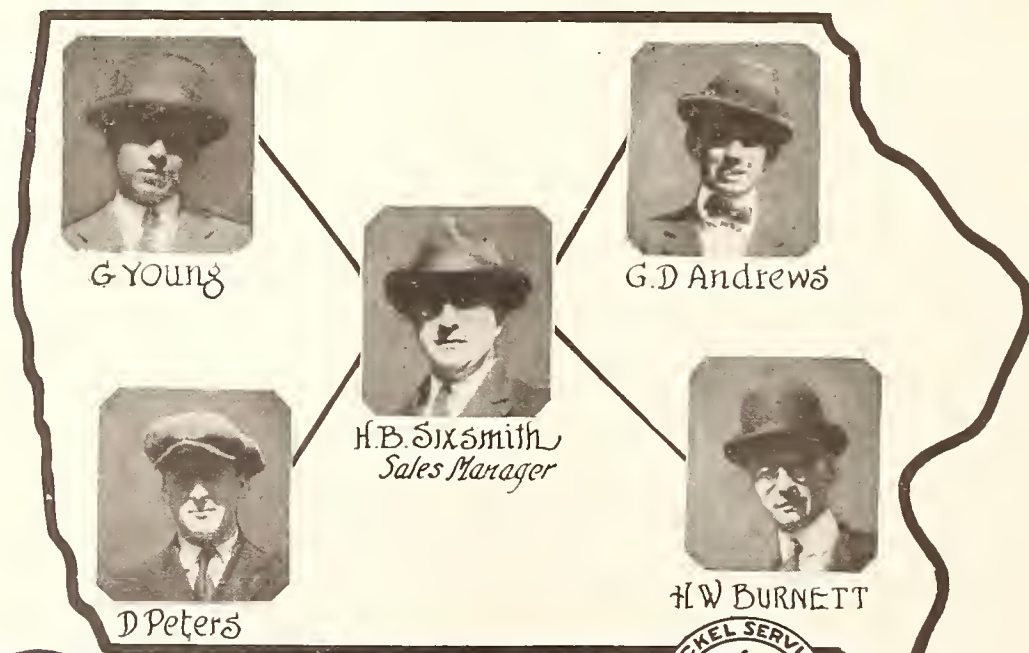
GRANBY CAMPAIGN IN ST. LOUIS

St. Louis, Mo., November 4.—Sunday, October 16, was Granby Day in this city. The local newspapers ran large Granby ads and coupled with this excellent newspaper publicity was a series of elaborate window displays at the various locations of St. Louis Granby dealers. Those partaking in this impressive campaign were: The Buettner Furniture Co., Widener's, Inc., H. F. Geitz Co., David's Furniture Co., Tower Music Shoppe and the Deeken Music Co. In addition to the energetic work of the various Granby dealers much credit is due E. W. Schumaker, who represents the Granby Phonograph Corp., of Norfolk, Va., in this city, and who carried out all the details of the campaign.

Albert Skillim has been appointed manager of the Victor department of the Otis Skinner Optical Co. in Bangor, Me. This establishment conducts one of the largest and best-equipped Victor departments in the State.

Mistakes are inevitable. We all make them, but they should never be made more than once.

**—AN EFFICIENT ORGANIZATION OF IOWA EXTENDING
MICKEL SERVICE—**



MICKEL BROS.



"MICKEL BLDG."

DES MOINES... **COMPANY** IOWA.....



PROFITS FOR YOU

Anticipate Your

XMAS REQUIREMENTS

Prepare Your Stock for the Rush

Santa Claus Hides in the Talking Machine



Holy Night, Silent Night. — Hark, the Herald Angels Sing



Under the Christmas Tree

(Descriptive)



Stille Nacht, Heilige Nacht



O Du Fröliche, O Du Selige Weihnachtszeit



Gypsy Blues



Thrills



Everybody Step



Frankie



Sweet Lady



Many Other Excellent Hits

FOREIGN LANGUAGE RECORDS

CELEBRATED ARTISTS' SELECTIONS

ON

ODEON

and

FONOTIPIA

RECORDS

ASK FOR OUR CATALOGS

An Excellent Proposition for High-Class Distributors

American Odeon Corporation

100 West 21st Street Phone Chelsea 0286-0287 New York



Phonographic Epigrammatics

By
HAYWARD CLEVELAND

Smile, smile always! A smile costs no more than a frown. Besides, you have a reason. You are in the Uplift Business, trying to make the world happier!

The difference between success and failure in anything is almost always a matter of one more effort. Keep eternally at it!

Be sure that more business does not go out of the door unharvested than comes in through it unsolicited!

Play the verse through. Do not obtrude your talk. It distracts—is rude. You would not think of interrupting the living singer, would you?

Napoleon said: "The good Lord is always on the side of the heaviest artillery," but he did not mean by this "Loud-est at the mouth!"

A "TIMELY" WINDOW SUGGESTION

Talking machine dealers who sometimes run up against a stone wall in the matter of attracting the public to their window displays may utilize the following idea with some degree of success: Place a number of alarm clocks with the dial facing the street in the window, distribute them among a limited assortment of records and then insert a neatly printed card bearing the slogan, "Timely Suggestions."

W. E. Moore & Co., North Cambridge, Mass., Victor dealers for the past seven years, are bringing their store to the attention of the public by means of well-written publicity in the local papers.

INDIANAPOLIS AS CABINET CENTER

Nearly 50,000 Talking Machines Cased and Assembled in That City During the Past Year, According to Figures Issued by Local Bank

INDIANAPOLIS, IND., November 4.—The Fletcher American National Bank, of this city, which has been carrying an interesting series of advertisements in the local newspapers calling attention to the many industries located in the city and the extent of their output under the general caption of "We Believe in Indianapolis," recently carried a piece of copy of particular interest to the talking machine trade setting forth the prominence of the city in the matter of talking machine cabinet manufacture. Under the caption, "Phonograph Cabinets," the advertisement read:

"Although America's phonograph industry has its center in the East, many of the machines are placed in Indianapolis-made cabinets and shipped to their final destination from this city. Last year nearly 50,000 phonographs bearing the names of the famous Eastern talking machine companies were shipped to Indianapolis to be placed in beautifully finished cabinets made in Indianapolis workshops and from here delivered to central and far Western points.

"Lumber for this purpose is shipped to Indianapolis from all the great forest regions of the United States and from many Old World ports, including the mahogany that comes from Nicaragua and darkest Africa. Here the wood is fashioned into the cabinets and given its beautiful finish by thousands of Indianapolis workmen."

CHARLES E. MOIR FEATURED

Charles E. Moir, who handles the Victor, Brunswick, Cheney, Sonora and L'Artiste products in Cambridge, Mass., was the subject of an extended write-up in the Chronicle, of that city, recently, which was accompanied by a portrait of this enterprising merchant.

GRANBY PLANT TO BE ENLARGED

Business With This Corporation Shows Steady Increase—Investigating Factory Practices

NORFOLK, VA., November 1.—Activities at the headquarters of the Granby Phonograph Corp., in this city, are numerous. Preparations are being made to enlarge the factory in Newport News. The increasing business is reported as remarkable and this will be the fourth time within two years that it has become necessary to increase facilities to take care of growing business.

Irving Beckhardt, of the credit department, and C. T. Westmoreland, factory superintendent, have been making a country-wide investigation of factory practices to procure new ideas for use in the Granby factory at Newport News. This trip covered many of the furniture factories in North Carolina, Cincinnati, Louisville and other Southern cities. Investigation will also be carried into Michigan and through New England.

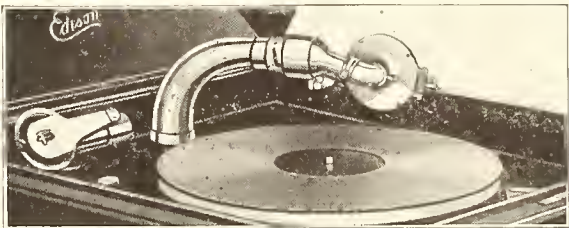
F. D. W. Connelly, of the Philadelphia office, recently spent two weeks at the factory. While in Virginia he visited several of the important cities of this State in the interest of Granby.

Harry Coplan, sales manager of the corporation, has been traveling through New England, Philadelphia and New York State. He reports that business is improving materially and predicts a busy season ahead.

EIGHT VICTOR ARTISTS IN PEORIA

The Eight Famous Victor Artists attracted much attention in Peoria, Ill., recently, where they gave a concert under the auspices of the Peoria Music Co., Victor dealer in that city. Before the concert the artists visited the store of the Peoria Music Co. and held an informal reception.

"All things come to him who waits" is an old and false prophecy as many failures can testify.



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

N O T

Just Another Attachment

B U T

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

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

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



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 NOM-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

*Have you received
your data sheet
for listing in the*

TALKING MACHINE WORLD TRADE DIRECTORY?

*If you have not yet received
your data sheet for listing in
this Directory, please advise us
by return mail and we will send
you one immediately.*

There is no charge for directory listing. We are offering a limited amount of advertising space in this directory, and if you are interested in securing space, reservations should be made without delay.

THE TALKING MACHINE WORLD TRADE DIRECTORY will be the first accurate and complete Directory ever published in the talking machine industry. If you are a manufacturer or jobber of any product associated with the industry in any way, it will be to your distinct advantage to be listed properly.

This directory is being published in response to the demands of the trade, which have become more and more insistent during the past five years. Moreover, the publishers of "The Talking Machine World" now regard the industry as sufficiently stabilized to warrant the compilation of an accurate and reliable directory.

THE TALKING MACHINE WORLD TRADE DIRECTORY

Compiled by

373 Fourth Avenue



New York City



The immortal Toreador's Song from *Carmen* is Riccardo Stracciari's opportunity to make a masterful record in his rich, full baritone, with a male chorus supporting him. It's a masterpiece! Columbia 49968.



Columbia Graphophone Co.
NEW YORK

VICTOR ARTISTS IN INDIANAPOLIS

Octette Accorded Enthusiastic Reception on Appearance at Murat Theatre

INDIANAPOLIS, IND., November 1.—The Eight Famous Victor Artists were brought to this city recently through the efforts of several local Victor dealers, together with the Stewart Talking Machine Co., Victor wholesaler, and achieved a veritable triumph on their appearance at the Murat Theatre. Not only did the citizens of Indianapolis turn out in sufficient numbers to pack the theatre, but a number of Victor dealers outside the city took advantage of the opportunity to hear the artists.

Billy Murray acted as master of ceremonies and won many laughs with his clever introductions, as well as much applause after the singing of "Ten Little Fingers and Ten Little Toes" and the several encores that followed.

The Peerless Quartet won fresh laurels with their group singing "Linda," "I'm Missin' Mammy's Kissin'," "Somebody's Mother" and a firelight medley of old-fashioned airs sung unaccompanied. The Sterling Trio also received their share of applause.

While the greater part of the program was of the popular type of music Frank Croxton, an Indianapolis boy by birth, added a touch of operatic atmosphere by singing the well-known "Song to the Evening Star" from "Tannhauser," and the favorite classic, "Drink to Me Only With Thine Eyes," and as an extra "The Night Has a Thousand Eyes." Mr. Croxton has a deep, rich, bass voice that seemed peculiarly adapted to his style of selections.

Fred Van Eps proved to be a cyclonic performer on his banjo and won much applause by his presentation of a group of old negro favorites and variations on "Suwanee River." Frank Banta deserves much credit for his clever accompanying work.

Henry Burr gave a few semi-classics that were thoroughly appreciated, and Monroe Silver brought peals of laughter from his hearers by his Cohen stories.

TRIBUNE DESCRIBES RECORD MAKING

Article in the New York Tribune Is Indicative of Newspaper Interest in the Industry

An article appearing recently in the Sunday issue of the New York Tribune, entitled "From Squawk to Beethoven Symphony," by Lawton Mackall, describes some interesting features of record recording and relates the history of the advance in talking machine manufacture. The article, which covers a complete page, relates technical details of record making in language which the layman can easily understand. This is but another evidence of the increased interest exhibited by the newspapers and writers in the industry, which is providing some valuable free publicity.

Be sure you're right and then—soft pedal on the "I-told-you-so" stuff.

AN EFFECTIVE VOCALION WINDOW

Cincinnati Branch of Aeolian Co. Arranges a Most Effective Display

An unusually attractive display of Vocalions and Red Vocalion records was recently arranged in the branch store of the Aeolian Co. in Cincinnati, O., the entire window being given over to the exhibit. The centerpiece was a huge re-



An Artistic Window Arrangement

production of a Vocalion record, while records from the current lists were suspended from the ceiling and others arranged in racks at each side of the window. Portraits of the various exclusive Vocalion artists were also featured in the display, as were also some of the more popular machines, and the whole arrangement attracted unusual interest and comment. The general effect of the window is given in the accompanying illustration, which, of course, should be seen in person to fully appreciate its merits.

APPOINTED CHENEY DISTRIBUTORS

Van Korn-Shower Co. to Wholesale That Line in State of Michigan

DETROIT, MICH., November 3.—B. K. Van Korn and C. J. Shower have been appointed distributors for the Cheney Talking Machine Co. in the State of Michigan. They style their company the Van Korn-Shower Co. and they have established offices at 205 Farwell Building, this city. They also represent the Odeon Record Co. and the New York Brush Co. in the same State.

NEW ALBUM FOR HOLIDAY TRADE

"Peerless De Luxe" Album Designed for Sale as Special Christmas Gift

The Peerless Album Co., of 638 Broadway, New York, has just announced to the trade a new record album made particularly for holiday business. It has been given the trade name of "Peerless De Luxe." The new product is the conception of Phil Ravis, president of the company, who has long felt that there was need for an album which would be an appropriate Christmas gift. The "Peerless De Luxe" is bound in two-tone Spanish mission, the inside covers of which are lined with genuine moire silk, the metal bindings being gold-plated. The covers are also gold-finished and bevel-edged. The new album is of the highest quality and should meet with popular approval.



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

Emerson Records

For Christmas

Each record on the Emerson list for December is a holiday-spirit contribution in itself.

Christmas hymns and standard Yuletide selections.

Santa Claus records for "Kiddies."

The latest of the late mid-winter song hits, and

Dance inspiration in five records of genuine syncopated harmony.

SPECIALS FOR CHRISTMAS

- 10459 { KIDDIES' PATROL (Christmas Eve) (Walter Rogers). Descriptive } Emerson Concert Band
- 10459 { KIDDIES' DANCE (Christmas Morning) (Walter Rogers). Descriptive }
- 10270 { HARK! THE HERALD ANGELS SING (Mendelssohn). Male Quartet..... } Stella Quartet
- 10270 { JOY TO THE WORLD (Handel). Male Quartet..... }
- 1087 { HOLY NIGHT, PEACEFUL NIGHT (Mohr-Gruber). Male Quartet..... } Shannon Four
- 1087 { ADESTE FIDELES (Come All Ye Faithful) (J. Reading). Male Quartet..... }

THE EXCLUSIVELY EMERSON PICTURE RECORDS

By Emerson Entertainers

- A100 { LITTLE RED RIDING HOOD. Story with Animal Imitations. }
- A100 { THE THREE BEARS. Story with Animal Imitations. }
- A101 { MOTHER GOOSE RHYMES. With Song Accompaniments. }
- A102 { MOTHER GOOSE RHYMES (Second Series). With Song Accompaniments. }

STANDARD NUMBERS

- 10460 { LEAD, KINDLY LIGHT (Newman-Dykes). Male Quartet } Trinity Quartet
- 10460 { ALMOST PERSUADED (P. P. Bliss). Male Quartet..... }
- 10461 { MY FAITH LOOKS UP TO THEE (Palmer-Mason). Tenor and Contralto Duet, Orch. Accomp..... } Reed Miller and Nevada Van der Veer
- 10461 { THE LORD IS MY SHEPHERD (Smart-Passmore). Tenor and Contralto Duet, Orch. Accomp..... }
- 10462 { RUSTLE OF SPRING (Sinding). Piano Solo..... } Mana Zucca
- 10462 { VALSE BRILLANTE (Mana Zucca). Piano Solo..... }
- 10463 { BARCAROLLE, from "Tales of Hoffmann" (Offenbach). Instrumental Trio..... } Longo Trio
- 10463 { WERE MY SONG WITH WINGS PROVIDED (Reynaldo Hahn). Instrumental Trio.. }
- 10464 { THE LAST ROSE OF SUMMER (Moore). Soprano Solo, Orch. Accomp..... Vivian Holt
- 10464 { JUST A-WEARYIN' FOR YOU (Stanton-Jacobs-Bond). Contralto Solo, Accomp by Piano, Violin and 'Cello Corinne Morgan Welsh

DANCES

- 10450 { SWEET LADY, Medley. From Musical Production "Tangerine" (Johnson-Crumit-Zoob). Fox-trot, Piano Solo with Vocal Chorus by Irving Kaufman..... } Eubie Blake
- 10450 { MA (Con Conrad). Fox-trot, Piano Solo..... }
- 10452 { TUCK ME TO SLEEP (In My Old 'Tucky Home) (George W. Meyer). Fox-trot. } Bennie
- 10452 { (Glow, Little) LANTERN OF LOVE (Fred Fisher). Fox-trot..... } Krueger's Orchestra
- 10453 { WHEN THE HONEYMOON WAS OVER (Fred Fisher). Fox-trot.. } Joseph Samuels' Music Masters
- 10453 { TENDERLY (Little-Stanley-Dellon). Fox-trot..... }
- 10454 { BABY FACE (Benson-Howard). Fox-trot..... } Van Eps Specialty Four
- 10454 { HOW MANY TIMES? (Robinson-Turk). Intro.: "Mama Whip, Mama Spank." Medley Fox-trot..... }
- 10455 { ROSY CHEEKS (Young-Parish-Squires). Fox-trot..... } Joseph Knecht's Waldorf-Astoria Orchestra
- 10455 { LOVE ME (All of the Time) (A. MacIntosh). Fox-trot }

SONG HITS

- 10451 { BIMINI BAY (Whiting-Kahn-Egan). Novelty Song, Orch. Accomp..... Arthur Fields
- 10451 { MANDY 'N' ME (Kalmar-Conrad-Motzan). Tenor Solo, Orch. Accomp..... Irving Kaufman
- 10456 { CRY-BABY BLUES (Young-Lewis-Meyer). Character Song, Orch. Accomp..... Eddie Nelson
- 10456 { WHAT I WANT TO DOODLE DO FOR YOU? (Von Tilzer-Brown). Comedy Song, Orch. Accomp. Fred Hillebrand
- 10457 { I WONDER IF YOU STILL CARE FOR ME (Smith-Snyder). Tenor Solo, Orch. Accomp.. Sam Ash
- 10457 { TEN LITTLE FINGERS AND TEN LITTLE TOES (Down in Tennessee) (Pease-White-Schuster-Nelson). Novelty Song, Orch. Accomp..... Ernest Hare and Billy Jones
- 10458 { PLANTATION LULLABY (Stevens-Gillette-Holmer). Tenor Solo, Orch. Accomp..... Vernon Dalhart
- 10458 { A LITTLE SIDE STREET (Harris-Howard). Tenor Solo, Orch. Accomp..... Charles Harrison

Emerson Records in Italian, Hebrew-Jewish, German and Polish are leaders in their respective languages.



The Emerson Phonograph Co.

317 So. Wabash Avenue
Chicago

206 Fifth Avenue
New York City

FOUR CELEBRATED ARTISTS TO RECORD FOR BRUNSWICK

Claire Dux, Soprano; Tino Pattiera, Tenor; Elly Ney, Pianiste, and Bronislaw Huberman, Violinist, Appearing in Operatic and Concert Fields, Now Recording Exclusively for Brunswick

Brunswick dealers and Brunswick record enthusiasts are awaiting with interest the first recordings of four widely known European operatic and concert artists who are now in this country for the first time and are being announced to the trade by the phonograph division of the Brunswick-Balke-Collender Co. as exclusive Brunswick artists. All of these artists have appeared before European audiences for several years past, where their brilliant performances won the praises of critics in the leading musical centers.

Two of these artists are singers of note, Claire Dux, soprano, and Tino Pattiera, tenor, who are to make their American debut this coming season with the Chicago Opera Company and will be heard in New York when that organization comes here for its annual visit. Pattiera is a native of Dalmatia and made his greatest success in tenor roles of the Puccini and Verdi operas. Claire Dux has been known as one of the leading mezzo-sopranos appearing in the opera houses of Europe and Mary Garden, hearing that there was a possibility of Mme. Dux making an American tour, immediately offered her a contract to sing for the Chicago Opera Company. Mme. Dux has appeared in Covent Garden, London; the Royal Opera of Berlin, La Scala, Milan; Royal Opera, Stockholm; Royal Opera, Petrograd.

Elly Ney, who has just made her American debut in New York, is an accomplished pianiste, who has delighted European audiences with her work. Local musical critics stamp her as an artist of unquestioned ability. Bronislaw Huberman, violinist, came to this country as a child prodigy when only fourteen and his playing in New York last month, after an absence of twenty-four years, confirmed the good opinion held of his talents abroad.

The officials of the Brunswick Co. have been

negotiating for the engagement of these European artists for some time past and were largely instrumental in bringing them to this country. When arrangements for their appearance here were finally consummated the Brunswick Co. immediately took steps to secure the rights to make recordings of these artists on Brunswick records exclusively. William A. Brophy, head



1.—Elly Ney, Pianiste; 2.—Claire Dux, Soprano; 3.—Bronislaw Huberman, Violinist; 4.—Tino Pattiera, Tenor.

of the recording laboratories in New York, has already made several tests of them and he states that records by these artists will be ready for distribution to the trade about December 1. Their release, then, is most timely, as all these artists are now appearing before American audiences.

Claire Dux opened November 14 as Mimi in "La Boheme," with the Chicago Opera Company. Then she appears in Kansas City November 23; Detroit, December 6; New York City, November 29, January 22; Lynchburg, Va., February 6; Concord, N. H., February 23; Detroit, March 9; Montgomery, Ala., March 30, and several other cities which will be announced later.

Tino Pattiera will make his first American ap-

pearance as Canio in "Pagliacci" the second week of November with the Chicago Opera Company. He will next appear at Lynchburg, Va., December 6, and will give several concerts in addition to being heard with the Chicago Opera Company in New York City during the month of January.

Elly Ney is booked to appear in most every large city in this country, following her debut in New York City on October 18, where she was received most enthusiastically. She appeared in Detroit November 3 and 4; New York City, November 8; Oswego, N. Y., November 11; Richmond, Va., November 15, and will appear in Athens, Ga., November 17; Atlanta, Ga., November 19; New York City, November 26; Boston, Mass., November 27; Evanston, Ill., December 1; Quebec, Can., January 9; Three Rivers, Quebec, January 11; Montreal, January 13; New York City, January 22 and February 5; Chattanooga, Tenn., March 7.

Bronislaw Huberman, after making his first American appearance in New York in October, is scheduled to be heard in the following cities: St. Paul, Minn., October 27; Minneapolis, Minn., November 28; Philadelphia, Pa., November 1; New York City, November 8, 12 and 18; Lynchburg, Va., November 21; Baltimore, Md., November 25; New York City, November 29; Washington, D. C., December 1; Brooklyn, N. Y., December 4; New York City, December 11; Columbia, Mo., December 14; St. Louis, Mo., December 16 and 17; Omaha, Neb., December 18; New York City, January 1; Chicago, Ill., January 10; Providence, R. I., January 24; Rochester, N. Y., February 1.

Mr. Brophy states that Brunswick dealers are being supplied with attractive advertising material, so that they can capitalize on the visits of these artists in their cities. Also the Brunswick Co. is to announce these exclusive Brunswick artists in a nation-wide campaign of advertising in the leading newspapers and magazines in the country.

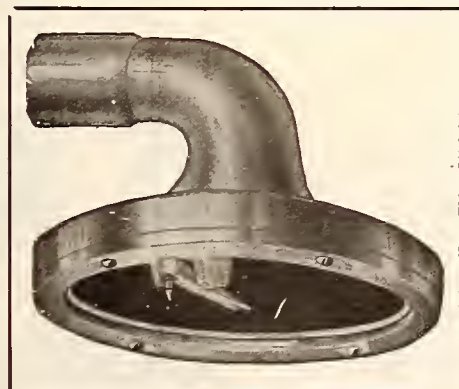
The engagement of these artists, Brunswick officials state, is the forerunner of several more to be announced this Winter, as it is the purpose and aim of this company to have in its record catalog a complete series of operatic and classic music, rendered by the best artists obtainable. Already records have been issued by the Brunswick Co. of several widely known artists who are exclusively Brunswick, among whom are Mario Chamlee, tenor; Giuseppe Danise, baritone; Florence Easton, soprano, who are appearing in leading roles with the Metropolitan Opera Company, this city. Also records of Irene Pavolska and Marie Tiffany, who are members of the Chicago Opera Company, have been released to the trade and have met with considerable favor.

Nothing is more important to the dealer than to see that his sales force keep the record stock in good condition. Having the needed records and being able to supply customers without delay is a valuable asset.

Quality

The "VICSONIA" Reproducer

Distinction



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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

Sample Model "A" or "B" Vicsonia will be sent on receipt of \$4.50. Retail price \$7.50.

Note: Model "B" Vicsonia plays both Edison and Pathé records.

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.

Selling a Profitable Line

Sales are necessary to business.


But sales, no matter how large, without a satisfactory net profit, mean disaster. It is better to show big profits on a small investment than small profits on a big investment.

An extra large discount does not mean large profits if there is no demand for the goods purchased. The difference between an extra large and a normal discount is a great deal less than the extra expense required to sell such goods.

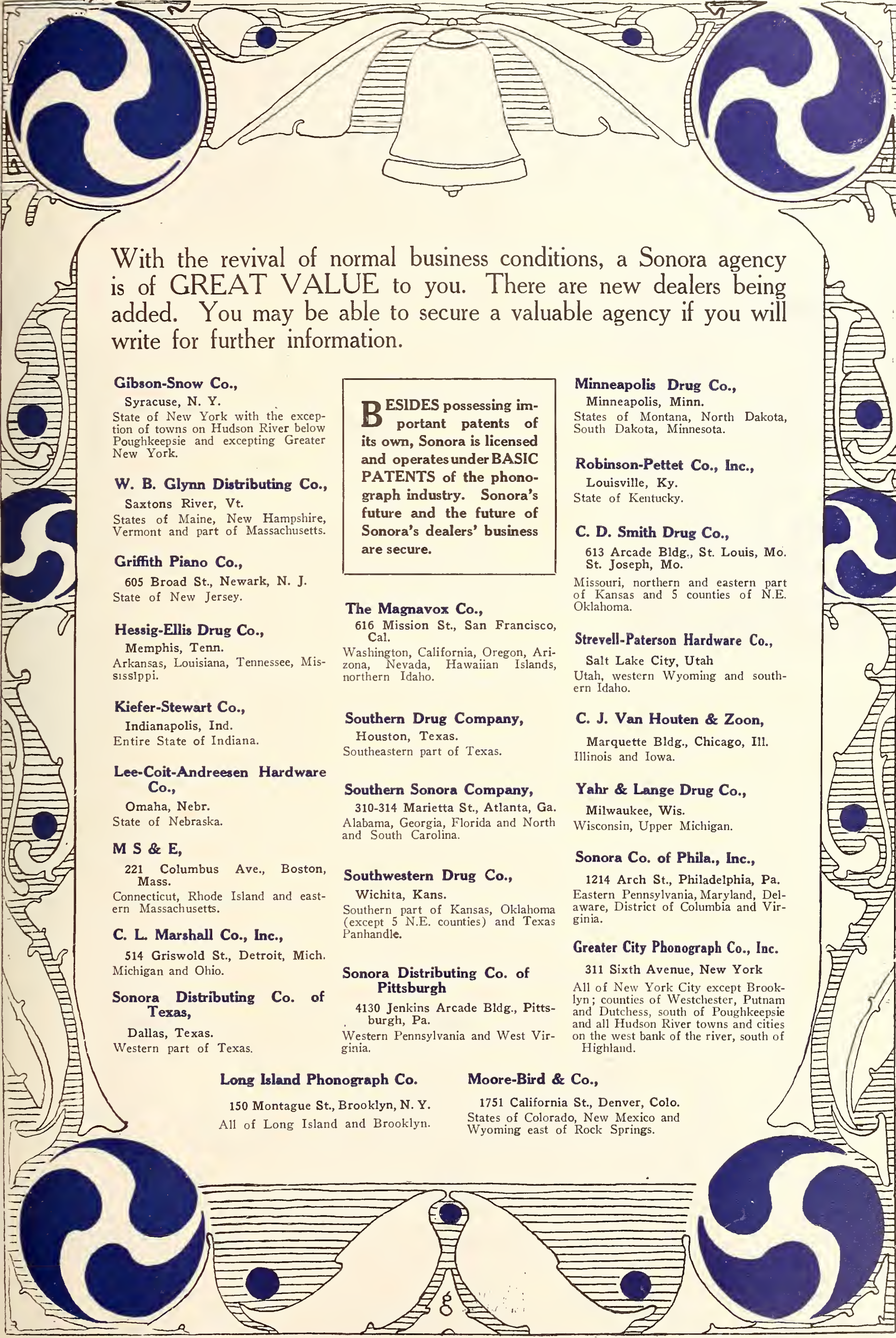
Sell a phonograph that means the most to you in the long run—one that bears a favorable reputation—one that will compare favorably in any side-by-side test with other phonographs—a quick turnover phonograph. Such is

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



Sonoras are now selling at revised prices based on present costs



With the revival of normal business conditions, a Sonora agency is of **GREAT VALUE** to you. There are new dealers being added. You may be able to secure a valuable agency if you will write for further information.

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.

C. L. Marshall Co., Inc.,

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

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.

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.

Sonora Distributing Co. of Pittsburgh

4130 Jenkins Arcade Bldg., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

Long Island Phonograph Co.

150 Montague St., Brooklyn, N. Y.
All of Long Island and Brooklyn.

Moore-Bird & Co.,

1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

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.

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 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.

CENTRAL OHIO DEALERS ORGANIZE

Victor Retailers in That Section Meet in Columbus and Form New Association, With Leslie I. King, of Columbus, President

COLUMBUS, O., November 4.—Ninety retail dealers in Victor talking machines and records came from a number of towns that are within a seventy-five-mile radius of this city last month and formed the Central Ohio Victor Talking Machine Retail Dealers' Association.

Leslie I. King, manager of the Victrola department of the Morehouse-Martens Co., Columbus, was elected president of this organization. In Mr. King's initial speech to members of this Association he said: "Because all the Victor dealers are anxious to maintain the highest



Leslie I. King

standard of excellence in their service to the public and in order that business methods might be employed whereby customers would have their requirements filled along musical lines in a way that would give the dealers their confidence we have decided to form this organization."

Mr. King further stated that conventions will be held annually and that at these conventions the members will "talk shop" and not have the meetings serve as social gatherings. "We will from time to time send out bulletins that will give the best methods in salesmanship." The work of issuing bulletins has been delegated to an executive committee whose duty it is to observe all the things that go to sell Victrolas and records and then to incorporate their observations on this subject in the bulletin. "By doing this," Mr. King stated, "not only will the dealers stimulate their trade, but the public will be greatly benefited. They will get something even better than what they want in the musical field.

And to serve the public in the best possible way, that is the aim of this organization."

Some time during the month of November a meeting of this organization will be held in Columbus, when the time and place for the 1922 convention will be definitely decided.

Other officers elected are: E. O. Collender, Zanesville, vice-president; Frank Sells, Delaware, secretary, and M. L. Phillips, Mt. Gilead, treasurer.

GOOD REASONS FOR OPTIMISM

R. C. Clark, of Granby Road Forces, Tells of Better Conditions—Expects Big Holiday Trade

COLUMBUS, O., November 4.—Robert C. Clark, who covers southern Ohio and eastern Kentucky for the Granby Phonograph Corp., of Norfolk, Va., reports that business in his territory is showing a decided increase. Everything points to a healthy holiday business. Not only is business good in the talking machine field, but among many of the large industries in that locality which favorably affect the buying power of the public.

Among the large industries which are speeding up production is the National Cash Register Co., of Dayton, O., which employs several thousand people. The increased activities of this plant alone have caused a spread of optimism among the dealers in that section of the State. The dealers in this city also are very optimistic and are making great preparation for the holiday business.

FILES SCHEDULES OF CREMONA CO.

Liabilities of Cremona Phonograph Co., Portland, Ore., Given by Secretary as \$107,782, With Assets of Only \$31,666

PORTLAND, ORE., November 2.—According to a report filed in the Federal court last week by H. E. Witham, secretary of the Cremona Phonograph Co., which recently filed in bankruptcy, the total liabilities of the company are \$107,782.01, with assets of \$31,666.39. Of the liabilities the secured claims amount to \$62,075.37, while the unsecured claims are \$40,640.25. The assets consist of real estate to the value of \$6,050 and the balance, \$23,845.08, are notes, bills, etc. The principal creditors are: A. B. Cutler, who holds certificates amounting to \$10,262; Mary L. Eaton, \$11,114.25; F. W. Cutler, \$18,611.45; Coast Bond & Finance Co., \$15,155.57, and the Northwest Finance Corp., \$5,678.30.

A. J. Johnson, Victor dealer in Fall City, Neb., makes it a point to publish the full Victor list of records in his advertisement in the local papers, which has proven quite a factor in bringing business to his store.

Special advertising and sales campaigns are in order to make the holiday season pay adequate dividends.

NYOIL
FOR YOUR PHONOGRAPH

IN THE HANDY CAN



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

Made in Our Watch Oil DEPARTMENT

which for half a century has made 80% of all the watch, clock and chronometer oil used in America.

The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

CO-OPERATION NEEDED TO SUCCEED

Employer Who Assumes an Attitude of Superiority Curtails Enthusiasm of Men—Sales Drop and Disorganization Often Results

In many business houses there is a lack of co-ordination between employes and employer which cannot help but be detrimental to the best interests of the business. Employers sometimes become so imbued with their own importance that they assume an attitude of autocratic superiority which arouses the antagonism of employes. The result is grumbling, discontent and a consequent falling off of enthusiasm which naturally results in a decline in sales. If such a condition exists the employer has no one to blame but himself, and instead of seeking to replace his old and tried salesmen and employes with others he should remedy his own attitude in order to keep the morale of his staff as high as possible. Many a manager and business man has failed because he lacked those qualities of humaneness which mark the true executive and which are absolutely essential if the best efforts of the salesmen are to be brought out for the benefit of the firm.

"THE BATTLE OF ALLIANCE"

CLEVELAND, O., November 8.—H. C. Schultz, of the Kennedy-Schultz Co., representative of the Granby Phonograph Corp., of Norfolk, Va., in this city, is the author of an interesting volume, entitled "The Battle of Alliance." The book has been prepared for private distribution and those who have read it say it proves the author has no little ability as a fiction writer.

The Record That Wins by Comparison

Okeh Records



The Service That Suits ALL DEALERS' NEEDS

Independent Jobbing Company

Okeh Record Distributors

Goldsboro, North Carolina

Victrolas

From \$25. to \$1500.



Look under the lid
Look on the label



Successful people are al-
ways on the "go." Too
speedy oftentimes, Mr.
Victor Dealer, to learn
where you are located.
Billboards! Billboards!
so that "he who runs"
may read - and "tumble"

C. BRUNO & SON, Inc.
351-353 Fourth Ave - New York
VICTOR WHOLESALER
TO THE DEALER ONLY



TMW

CABLE ADDRESS REG'D
"FILASSE-PHILA."

EXTRA! Mr. Phonograph Industry **EXTRA!**

LONG DISTANCE PHONE
BARING 535

IMICO SHAFT No. 4 "COMES IN" WITH BIG PRODUCTION

Collect Your Dividends Now by Obtaining Lower Quotations

Send for Samples and Special Quotations Effective November 15th.

**IMICO INDIA RUBY
MICA DIAPHRAGMS**

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA., U.S.A.
YOKOHAMA, JAPAN

Still the Standard
There's a Reason



and Will Remain
Why NOT IMICO

FACTORY AND SALES DEPT.,
37TH AND BRANDYWINE STS.,
WEST PHILA., PA.
V. T. SCHULTZ
CLEVELAND, OHIO
RAYSOLO SALES CO.
LANCASTER, PA.

ARTHUR BRAND & COMPANY
CINCINNATI, OHIO
WALTER S. GRAY
SAN FRANCISCO, CAL.
DAVENPORT PHONOGRAPH &
ACCESSORY CO.
DAVENPORT, IOWA

ARTOPHONE COMPANY
ST. LOUIS, MO.
STEINOLA COMPANY
KANSAS CITY, MO.
PROVIDENCE PHONOGRAPH
SUPPLY CO.
PROVIDENCE, R. I.

HE KNOWS HIS BUSINESS COSTS

The Business Man, Whether Running a Small Store or Large Manufacturing Plant, Should Know Exactly the Cost of Operation

The efficient head of to-day's business doesn't guess—he knows. He knows his exact cost of doing business. He has at his fingers' tips the entire cost of every article in his store, and the cost of every operation, handling, selling and delivery. He knows, at any moment, whether he is making or losing money.

Now, these cost records are not kept because the business is big; but rather the business is big because the costs are known.

You are traveling on guesswork, and are running the risk of failure

—unless you know how much it costs you to sell your goods;

—unless you know how much your delivery costs amount to;

—unless you are carrying a depreciation account on your books, and are charging depreciation of your equipment as part of business cost;

—unless you know exactly what each and every item of expense amounts to and figure it against the running of your business.

The majority of mercantile failures can be charged up to ignorance on the part of the merchant of his own business.

A simple set of accounts, intelligently kept, will guard you from this. Don't try to "keep your business in your hat." If you do, you'll soon find that you will either have to take it out or get out yourself.

NIGHT FORCE ON RECORD OUTPUT

Bridgeport Die & Casting Co. Busy From 7 A. M. to 10 o'Clock at Night

BRIDGEPORT, CONN., November 3.—The Bridgeport Die & Machine Co. has already inaugurated night work in its plant in this city, thus continuously pressing records from 7 o'clock in the morning until 10 o'clock at night. The various records pressed by this company are proving very popular and the demand is steadily increasing.

THE STORE WAS REALLY CROWDED

St. Louisans Turn Out in Great Numbers to Help Kirkland Piano Co. Celebrate

St. Louis, Mo., November 4.—When Jonas H. Kirkland, who does business as the Kirkland Piano Co., at 204 North Twelfth street and 2024 East Grand avenue, this city, gave an anniversary party at his East Grand avenue store he was swamped with guests. In the year that he had operated the branch store he had remodeled



Crowd at the Kirkland Anniversary

it, and on the first anniversary he sent 2,200 postal announcements to customers on his mailing list and scattered 10,000 handbills around the neighborhood.

The doors were opened at 7.30 p. m. and until 10.30 the store was filled and there were so many people on the sidewalk and in the street that policemen were needed to handle the traffic. The crowd coming in at the front door was so great that people in the store could not get out that way and it was necessary to open the back doors to let them out.

Mr. Kirkland has only been in the piano and talking machine business a short time and his energy and enterprise have caused older music merchants to take notice. He is only twenty-six years old. His sales organization consists of Messrs. H. Semple and C. Edelmann and Misses E. Repple and M. Koetting. He handles the Brunswick phonograph and Cable pianos.

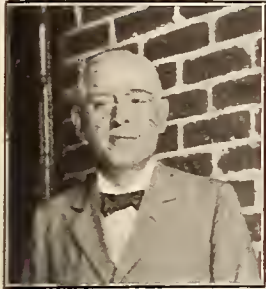
The M. J. Keenan Music Store, at 125 North Main street, Austin, Minn., is bringing his talking machine, piano and other lines of musical instruments to the attention of the public through local publicity.

A product is only well sold when it stays sold. In other words, when it gives continued satisfaction and makes friends for the house.

THE PASSING OF I. DAVEGA

Had Been Identified With Talking Machine Industry for a Long Period of Years—Business Now in Charge of Abram Davega

In the passing of I. Davega, president of the Knickerbocker Talking Machine Co., New York City, which was announced in last month's issue of *The World*, the industry has lost a member who was identified with it in a prominent way. For a number of years president of I. Davega, Jr., Inc., which later became the Knickerbocker Talking Machine Co., Mr. Davega centered his activities on the wholesaling of Victor merchandise. In his long connection with the trade Mr. Davega formed many lasting friendships and the news of his death caused great sorrow. The active management of the Knickerbocker Talking Machine Co. has passed on to Abram Davega, the only son, and who for the past few years has been practically in full charge of the business during the illness of his father. I. Davega is survived by a widow, his son, Abram Davega, and a daughter, who is Mrs. Byron R. Forster, wife of the well-known president of the Brilliantone Steel Needle Co.



I. Davega

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\$61,000 IN JUDGMENTS AWARDED

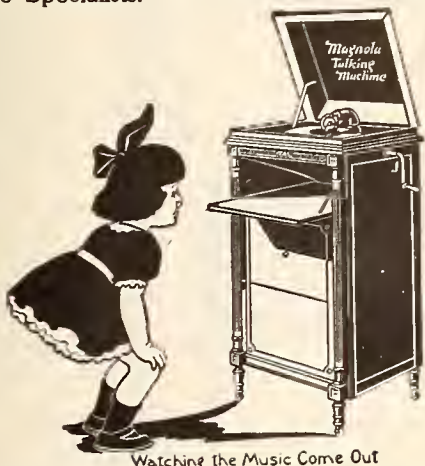
Decree of Foreclosure Also Entered Against the Cathedral Phonograph Co.

MARION, O., November 1.—Judgments amounting to \$61,604.79 against the Cathedral Phonograph Co. and Axel Akers, as trustee for the estate of the Cathedral Phonograph Co., a bankrupt, were awarded the cross petitioners in the common pleas court here last week in a suit of Axel Akers, as trustee for the estate of the Cathedral Phonograph Co., and others. Decree of foreclosure also was entered and the property of the bankrupt company ordered appraised and sold for cash by the sheriff on November 9.

A small advertisement which hits the nail on the head is worth more than a double-page display of generalities.

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY
 OTTO SCHULZ, President
 General Offices 711 MILWAUKEE AVENUE CHICAGO
 Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

HALLOWE'EN IN WASHINGTON

Talking Machine Houses Arrange Elaborate Window Displays for the Occasion

WASHINGTON, D. C., November 4.—The leading music stores of the Capital City during the past week led all other establishments in point of attractiveness of display. All decorated their windows to some extent, featuring All Halloween, while several of the retailers went to considerable expense and effort.

One of the most attractive of these displays was that of E. F. Droop & Sons Co., Victor wholesalers. On the G street side of the store the window featured pianos. The flooring of the window was covered with straw and in the center was a huge pile surmounted by a Victor dog, while another smaller one was seen pushing his way through the straw at the bottom. Shiny records were made into skeleton heads by the use of white paint, and these with cut-outs and jack-o'-lanterns in pumpkin shape added to the attractiveness of the display.

The Thirteenth street window was given over

to Victrolas. Here there are numerous baskets of large yellow chrysanthemums, draped with yellow and with orange crepe paper, were filled with oak leaves. The window had a large border of laurel.

Diagonally across the street was another elaborate display in the window of the Jordan Piano Co. One of the first things viewed was a sign which deposed "You need music for your Halloween party. The Victrola will give you the best." Another sign advised, "Select Your Halloween Records." In the center was a Victrola and directly back of that was a painting of a wood scene forming a part of the background, the rest of the space being covered by cornstalks. To the right, in a stack of the stalks, there was a witch with illuminated face, while her counterpart held forth on the left.

INSTALLS THREE NEW BOOTHS

The Barber Music House, Great Falls, Mont., of which R. J. Barber is proprietor, has recently installed three new sound-proof booths to take care of the growing Columbia trade.

Which Machine?

Do you believe in luck?—or rather, do you believe you are so lucky that the results of luck will be lucky for you?

In other words, can you afford to go into the phonograph business without investigating every machine that can possibly have merit?

To decide WHICH MACHINE without getting all the evidence is foolish and can only result in your making less out of your phonograph department than you might make.

Harponolas are built in every desirable cabinet style, and every

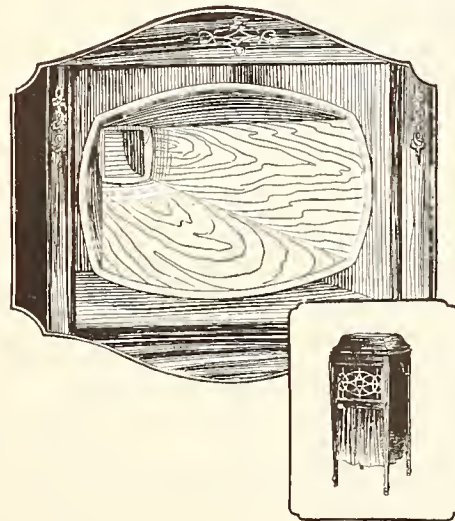
cabinet is a maximum value at its price—a model of good taste and fine craftsmanship.

Harponola tone is unusually sweet and faithful to all the fine tones in the record.

Harponolas, mechanically, are as service-proof as may be built.

And the Harponola proposition to the dealer is substantial, fair and exceptionally profitable.

You owe it to yourself to write for the Harponola proposition. Give us a chance to prove that you couldn't select a better machine from a sound merchandising standpoint.



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.

The Phonograph with the "Golden Voice"

HARPONOLA



STEGER

*the finest reproducing
Phonograph in the World*

THE highest tribute a critic can pay to a phonograph is that it reproduces with absolute fidelity every beauty of tone of voice or instrument.

The artistic Steger creates the illusion of reality to perfection, so that a listener may readily imagine that he is in the presence of the living artist. It brings to the home all of the world's best music—vocal and instrumental—and plays it with a sparkling vivacity that no other phonograph can surpass.

Because the Steger tone-arm is adjustable to meet the requirements of the individual record, the Steger Phonograph plays all disc records correctly. This exclusive, patented tone-arm is only one reason why the beautiful Steger is universally known as "the finest reproducing phonograph in the world."

There is a big field for the Steger. Its popularity makes each sale easier. There is a great national advertising campaign back of the Steger that makes Steger representation a valuable asset for the progressive dealer. Hear and play the Steger yourself. Inspect the wonderful Steger tone-arm, the scientifically constructed sound-reproducer and the marvelous tone-chamber of even-grained spruce.

Desirable Territory Open

Write for the Steger proposition and Steger Phonograph Style Brochure today, if you want satisfied customers and substantial profits.

Phonograph Division

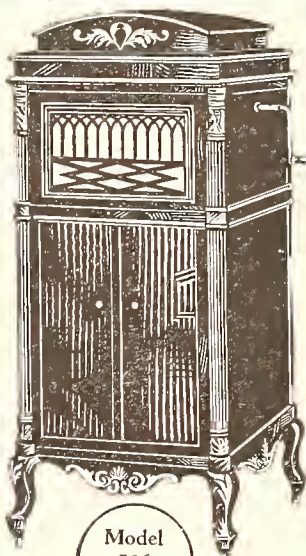
STEGER & SONS

Piano Manufacturing Company

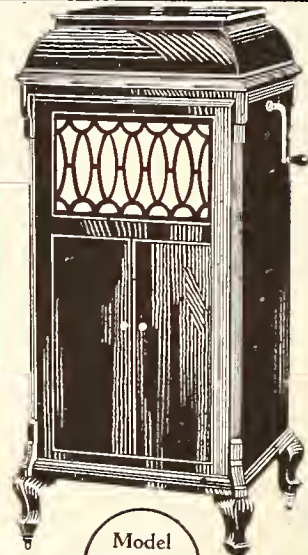
Steger Building, - - CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

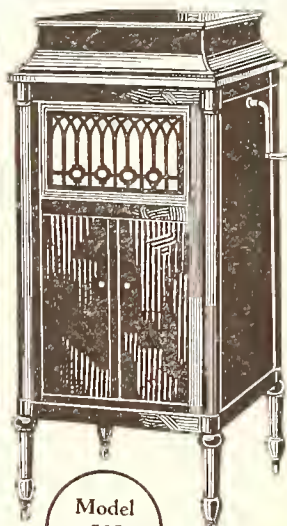
"If it's a Steger—it's the most valuable Piano in the world."



Model 506
\$295.00



Model 505
\$220.00



Model 502
\$145.00



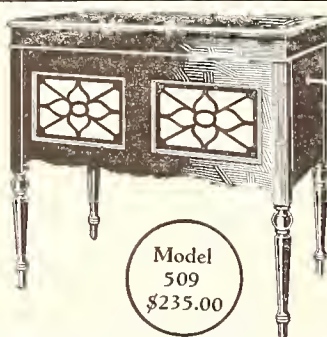
Model 504
\$200.00



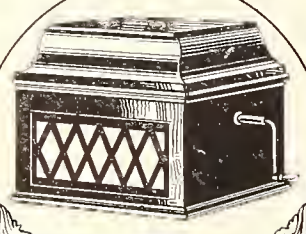
Model 503
\$165.00



Model 501
\$115.00



Model 509
\$235.00



Model 500
\$80.00



Model 510
\$290.00

For Christmas, sell "O Come, All Ye Faithful" and "Hark, the Herald Angels Sing," in Barbara Maurel's rich, colorful mezzo-soprano, supported by a fine male quartet. There's a new appeal in this recording of these old favorites. A-6196.

**Columbia Graphophone Co.
NEW YORK**



WINDOW DISPLAY PRODUCES SALES

Columbia Dealer on Coast Features Napoleon Newlywed—Effective Use of Comic Character

SAN FRANCISCO, CAL., November 4.—The Einselen Music Store, of this city, well-known Columbia dealer, recently introduced a window display that attracted considerable attention. The feature of the window was the famous "Napoleon Kid" of the Newlywed family, and he used his



A Striking Window Display complete vocabulary, consisting of "Ma Ma," to attract the attention of passers-by.

A Columbia Grafonola was placed in one corner of the window and seated alongside was the well-known Newlywed kid. A large poster in appropriate text announced the fact that a Grafonola could be purchased on low and easy terms and as a result of this window a substantial number of sales were closed.

COTTON FLOCKS IN DEMAND

Claremont Waste Mfg. Co. Working Day and Night—Record Manufacturers' Large Orders

CLAREMONT, N. H., November 5.—With the seasonable increase in the demand for talking machine records the Claremont Waste Mfg. Co., of this city, has received large orders for cotton flocks, necessitating the operation of its plant day and night during the months of October and November. Although this company has only been engaged in the making of cotton flocks for record manufacturing during the past five years it now enjoys the patronage of practically all of the leading record concerns in the country. Its business is steadily growing, as evidenced by present operations, and it is endeavoring to give its customers maximum and efficient service.

ANNOUNCE NEW MANOPHONE MODELS

Manophone Corp. Offers Trade Series of Artistic and Distinctive Designs—Conceived by E. Stetson Crawford, Well-known Artist—New Line Will Be Displayed at New and Attractively Arranged Showrooms in New York City

The Manophone Corp., Adrian, Mich., has advised its dealers of the preparation of a new series of models which represent actual craftsmanship in design and construction. These new cases were designed by E. Stetson Crawford, of New York City, an artist of national reputation, who devoted two months to the careful study of artistic craftsmanship as applied to talking machine cases.

This new line, when completed, will include seven designs, ranging from the simplest Colonial of the early days to a Chinese piece of teak and satinwood. As Mr. Crawford points out, these new designs are in themselves pieces of furniture such as are sought by the discriminating collector and imported by the various Fifth avenue galleries as objects of art.

Not only has the Manophone Corp. taken a distinct step forward in announcing these new designs, but it has also made a departure from the accepted type of talking machine display room in the equipment and furnishing of its new salesrooms in New York. These warerooms are located at 4 West Fortieth street, a studio building, where, instead of displaying the instruments

in stereoptyped surroundings, they are shown in an artist's studio, with a fitting environment. A cordial invitation has been extended by the Manophone Corp. to the trade to visit its attractive New York showrooms.

CLOSING HEALTHY BUSINESS

Pleasing Sound Phonograph Co. Doubles Floor Space to Handle Business—Carries Large Stock of Parts and Accessories

The Pleasing Sound Phonograph Co., New York City, reports that business has shown a decided increase in the past few weeks, and all indications point to an active demand this coming Winter. This company is a wholesaler of, and manufacturer's agent for, phonograph motors, main springs, and carries a large stock of repair parts for all makes of talking machines.

Mr. Pascal, proprietor of this thriving concern, stated that although this business started in a small way some years ago it had now grown to a degree which made it necessary to double the floor space. With a complete assortment of talking machine accessories and parts, and greatly enlarged facilities for taking care of orders received, the company plans to start an aggressive campaign for dealer business.

Many merchants make the mistake of trying to place their entire stock in the window. Are you guilty?



One Man Delivery Cover



**A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.**

BRUNS MOVING COVERS

The most efficient and complete Phonograph Delivery Protection available

The BRUNS MADERITE Cover for Period Model Machines has met with instant success. The "onc-man" or Jacket type for uprights also increases in popularity. We also manufacture the closed style cover.

Now is the time to prepare for the increased activity bound to come in the phonograph field—see that your delivery equipment is adequate—have us give you complete information.

RUBBERIZED DUST COVERS FOR PHONOGRAPHS

The BRUNS MADERITE Fleece Lined Rubberized Dust Cover protects from finger marks, bruises, moisture, dust, etc.—ideal for store room, show room or for the home. Every phonograph owner is a possible purchaser. Samples and prices on request.

Prepare now for the busy season; order direct or through your regular jobber.

**A. BRUNS & SONS
Manufacturers of Everything Made of Canvas**

FINANCING PLAN FOR DEALERS

Columbia Representatives to Be Given Advantage of Very Liberal Financing

Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., New York, advised the Columbia wholesale branches recently that plans had been completed whereby Columbia dealers could be offered a very liberal financing plan. Details of this plan were worked out after many months of study and investigation, and the Columbia organization is planning to co-operate with the dealers in taking full advantage of this important announcement.

Columbia branch managers throughout the country are ready to give Columbia dealers complete information regarding this new finance plan, which is offered to the dealers at a time that is most opportune. The plan is noteworthy for its simplicity, as all leases on Columbia product held by Columbia dealers may be included in this financing arrangement, provided they are paid up to date and do not run for more than twelve months from the time of the assignment. Mr. Hopkins, who is at the present time making an extended Western trip, states that the plan has been received enthusiastically in all of the important trade centers that he has visited recently. The dealers are evincing keen interest in the plan and the Columbia managers are leaving nothing undone to assist the dealers in taking full advantage of the financing arrangement.

HAND TO MANAGE SCRANTON STORE

SCRANTON, PA., November 1.—Plans are under way by the United Phonograph Stores, Inc., for the opening of a branch store in this city in the near future, according to an announcement made by H. W. Yeager, president of the company. Chauncey C. Hand, prominent in the music affairs of the city, has been selected to manage the local branch. The Scranton branch is one of many which the company is planning to open.

LONG CABINETS AT LOCAL SHOW

Geo. A. Long Cabinet Co. Has Attractive Display at Furniture Show—New Price List Announced on November 1—Many Orders Booked

The George A. Long Cabinet Co., Hanover, Pa., was represented at the recent New York Furniture Show by a very attractive exhibit. The popular Long console cabinets were displayed to advantage and good-sized orders were received from buyers in all parts of the country who attended the show.

H. C. Naill, who was in charge of the exhibit, assisted by his son, stated in a chat with *The World* that the Long factory was working to capacity in order to fill the orders for Long console cabinets and, in fact, for all of the record cabinets in the Long line. A new price list for Long record and roll cabinets was introduced on November 1, which met with a favorable response from the trade, as it represented a 15 per cent reduction from the price list in effect on April 1. The Long cabinet products have won much trade favor.

JOINS SONORA JOBBERS' STAFF

J. J. Schratweiser, formerly a member of the sales staff of the local jobbing division of the Sonora Phonograph Co., has joined the sales force of the Long Island Phonograph Co., Sonora jobber, in Brooklyn and Long Island territory. Mr. Schratweiser is well known in the local trade and is thoroughly familiar with the Sonora product and the dealers.

The Bluff City Mfg. Co., of Poplar Bluff, Mo., has opened salesrooms for its Southland phonograph, which is manufactured here, in the Ducker Hotel Building, Little Rock, Ark. George Mauck has been made district manager.

ATLANTIC CITY PUBLICITY

Sonora Is Displayed on Large Electric Sign on Atlantic City Boardwalk—Has Many Distinctive Features Which Win Attention

The Sonora Phonograph Co. has a sign on the Atlantic City boardwalk which is well known to the many thousands of pleasure-seekers who visit this famous resort. While this sign is not quite as pretentious as the Sonora electrically displayed at Times Square, the Campus in Detroit and some of the Sonora signs in other



The Great Sonora Sign

prominent cities it is, nevertheless, of unusual construction and equally as effective in the daytime as in the night. It is placed in a strategic position, as it is directly at the entrance of the Traymore Hotel, one of the world's largest and most famous hostleries, and cannot be missed by anyone walking east on the boardwalk.

The sign is unique in that the word Sonora is not painted on the board, but consists of metal letters extending out and wired from the board about twelve inches. The letters are hollow, open in the rear end near the board and each contains several powerful incandescent lamps, reflecting light on the white background, which, in turn, causes a marked silhouette effect of the word Sonora.

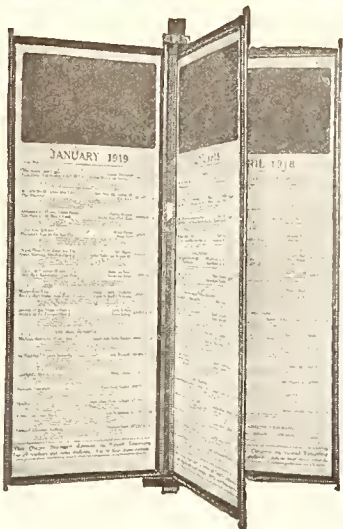
Universal Self-Service Displayors Are Necessary in the Busy

Holiday Season, if you want to take full advantage of your record sales possibilities. The SELF-SERVICE features of the DISPLAYORS enable your regular customers to practically wait on themselves, enabling you to take good care of your trade with fewer salesmen and less expense.

Neat — Inexpensive — Attractive — They Earn Many Times Their Cost in Increased Sales

Ask Your Jobber—or Write Direct to

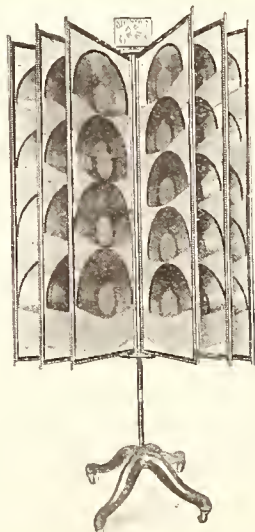
UNIVERSAL FIXTURE CORPORATION
 133 WEST 23rd STREET
 NEW YORK



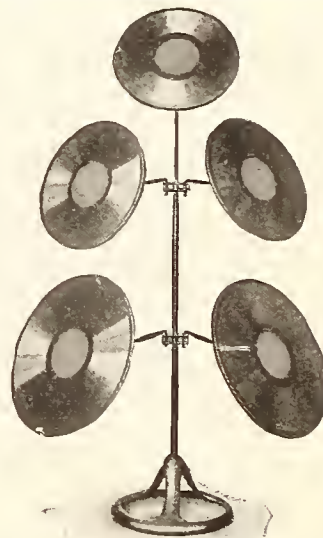
No. 558



No. 566



No. 551



No. 501



No. 550

The NEW Scotford Tonearm and Superior Reproducer



A new external shape of grace and beauty—without changing the internal design:

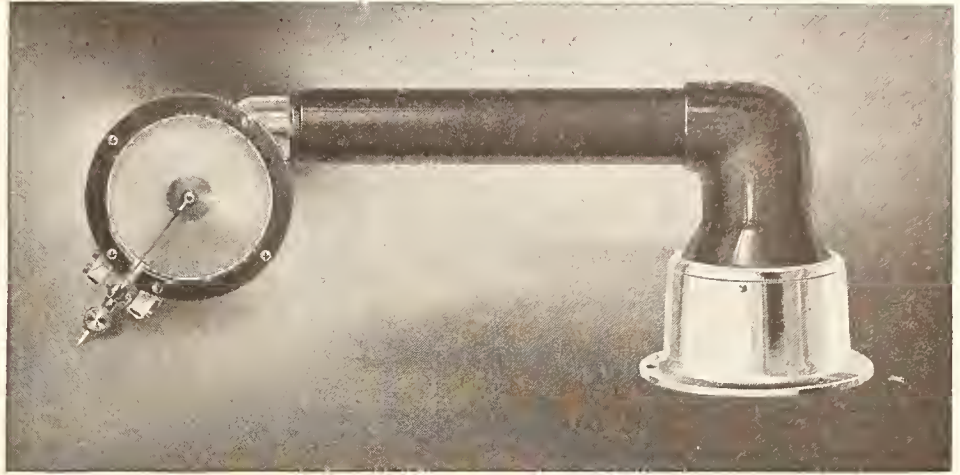


That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

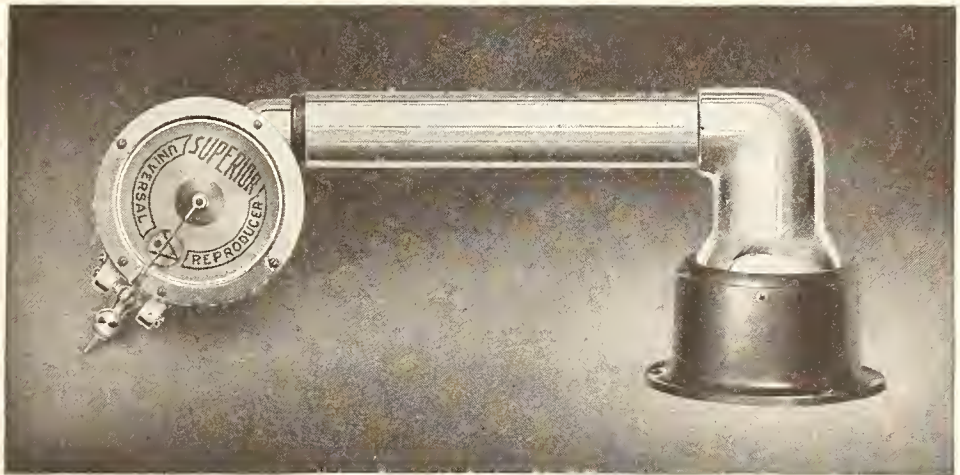
NEW CONSTRUCTION



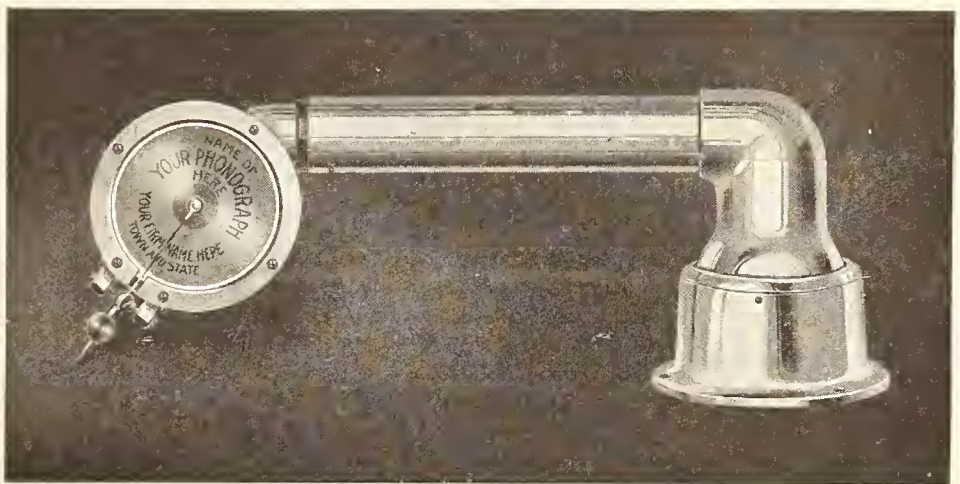
The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



STYLE No. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE No. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE No. 3 FINISH
All parts Plated in Nickel or Gold

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.

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

Style 3 All parts of Tonearm and Reproducer are Plated.

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

Samples Prepaid at the Above Prices

Write for Our
Specification Sheet and Quantity Price List

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS



The examples shown are by
 1—WILHELM FURNITURE CO.
 2—P. DERBY & SONS
 3—SHOWERS BROS.
 4—ELGIN A. SIMONDS
 5—PERU CHAIR WORKS
 A few of the many who consider "Domes of Silence"
 Standard Equipment for Furniture

YOU ARE SURE TO BE RIGHT when you tell your customers that
DOMES OF SILENCE
are the Perfect Furniture Footwear

Whether on the highest or lowest grade furniture they are equally as good. They protect the finest floors—rugs—
 and floor coverings. Hundreds of manufacturers who use them consider Domes of Silence Standard Equipment.

HENRY W. PEABODY & CO.
 17 STATE STREET NEW YORK CITY

Specify **DOMES OF SILENCE**
 A mark of better furniture regardless of its cost

*What we say above about Furniture applies also
 to Phonographs*

Importance of Credits and Terms in Making a Talking Machine Store Pay :: :: By L. C. Lincoln

Adv. Mgr., Sonora Phonograph Co., New York

There is probably no factor in the talking machine business so vital, so vague, and followed so little along definite lines, as that of extending credit to instalment buyers. Time and again a rule will be laid down which is not to be overstepped, but special cases are constantly arising which seem to justify an exception. Some of the risks that appear the best frequently turn out to be the worst, and many that are doubtful at the outset cause no trouble at all to the dealer.

The lowest cash payment that should be accepted on a phonograph that is sold without records or other accessories is 15 per cent of the price of the instrument. The balance should be paid in equal monthly instalments ranging upward from 10 per cent per month on the balance.

A talking machine should not be sold to any person who cannot pay as a down payment an amount at least twice the sum of minimum monthly payments. People do not buy a phonograph on the spur of the moment, and, if they can raise no more money than an amount equal to the payment which they must make for a period of several months, after giving the subject sufficient thought to make up their mind to finally buy, they are an extremely poor risk.

Some dealers are inclined to accept payments on higher-priced instruments that are proportionately lower than those accepted on the cheaper machines. They will accept, for instance, no less than \$10 down and \$10 per month on a \$100 model, but may sell a \$300 model for \$30 down and \$15 per month.

It is their theory that a man who undertakes a \$300 obligation paying \$30 down is more inclined to fulfill it than one who will assume but \$100 at \$10 down and \$10 per month.

It is the belief of some dealers that the law of average is in favor of dealers who take a chance on every customer regardless of references, providing the customer is willing to agree to the required terms. Those who believe in this theory, however, are few.

It is a merchant's privilege to know the occupation and business address of purchasers; the name of the bank in which they have an account; the names and address of one or two relatives, and the names of any business houses that have had dealings with them in the past. The names of the relatives are handy in case the customer disappears.

No machine should be sold on payments unless secured by a chattel mortgage or a lien note contract. Every dealer should guard against delivering a machine to a customer who has agreed to pay for it before a lien has been signed by the purchaser, unless the dealer has positive information that the latter is financially responsible. Many people decline to sign away their rights even though the equity is slight, mostly because they are inexperienced in business customs, sometimes because they know more about such matters than the dealer and are trying sharp practices.

The dealer should be on the safe side and secure a signature to the agreement. It must be remembered that just as soon as a customer says "I'll take that machine," with a thorough understanding of the dealer's price and terms, the sale has been consummated in the eyes of the law and should the phonograph be delivered to the customer's house without his or her signature on a contract it cannot be forcibly removed for any reason. If the customer accepts the talking machine and fails to make any or all payments the dealer's only recourse is to sue and secure judgment. Even then it is possible that the judgment is not collected.

The best time to ask for reference is after the contract is signed and the first payment turned over to the salesman. The customer is

then not so likely to refuse the information. Under no consideration should a contract be accepted if the purchaser is unwilling to give the names of several responsible people with whom they are acquainted.

Many phonograph dealers before going into business for themselves were salesmen with some other establishment. Their training was along one line only—selling. A salesman is, naturally, ever anxious to please the customer, and follows the line of least resistance. He has learned by experience that the best way to get the customer's confidence in order to sell him goods is not to aggravate him, but to agree with him. He becomes so used to this fact that it is hard to break away from this manner of han-

dling customers. When it comes to the unpleasant duty of requesting and insisting on references, and other information vitally important to the safe conduct of the business, he is frequently bluffed by those who know that they cannot give satisfactory references and who adopt an air of injured pride and a manner that implies that the dealer is going too far.

Dealers who are handicapped by this failing will find that in most cases customers who have reached the buying point will not refuse legitimate information unless there are reasons, favorable to them but detrimental to the dealer. Moreover, it should be borne in mind that anyone buying on the lowest obtainable instalment

(Continued on page 50)



THE COVERLEY

"The Instrument with the Human Throat"



ALWAYS disliked the 'ice-box' in the drawing room! A cumbersome, blatant eye-sore, at odds with the furnishings and only fit to grind out sounds occasionally." Doesn't this express your customer's feeling toward the typical phonograph?

One would like a useful and authentic Period piece, say a Console and drop-leaf table of the type one takes pride in collecting—combined with the phonograph—if one could procure such. One can. Our new Georgian Periods are real furniture and are the only phonographs with the Vox Humana, a throat of carved wood, replacing "The usual piece of pipe."

We ask only that you see these new cases and hear one record played. These instruments will secure you more sales and we guarantee you more profits. Write us and we'll prove our statements.

THE MANOPHONE CORPORATION

4 West 40th Street
New York

MAKERS

Adrian
Michigan

IMPORTANCE OF CREDITS AND TERMS

(Continued from page 49)

terms is seldom so prominent a personage as to be justified in feeling humiliated.

Occasionally an attempt is made to purchase a machine which, in the dealer's opinion, is too great an obligation to be assumed by the purchaser. On such occasions the dealer usually induces the customer to buy a lower priced machine with the understanding that if it is paid for in contract time the higher priced machine may be selected and all money paid on the first machine applied on the new account. It can hardly be considered good business to do this, however, unless the purchaser is able to buy a machine that is at least double the price of the first one.

This brings to mind the fact that salesmen frequently attempt to induce customers to exchange a machine that was sold, say, for \$100 for one costing perhaps \$135. This is a mistake. Salesmen should never be permitted to induce customers to exchange a machine unless a sale can be made at an increase of 100 per cent. Customers should not be permitted to exchange a machine for one that is but slightly better unless it is in an attempt to save a sale.

SONORA JOBBERS VISIT NEW YORK

Quite a number of Sonora jobbers visited the company's executive offices in New York during the past fortnight to discuss general business conditions and to make arrangements for next year's activities. All of these visitors were optimistic in their reports regarding business conditions and substantiated this optimism by showing sales totals that compared very favorably with their banner years. Among these callers were: I. Montagne, Toronto, Can.; Frank M. Steers, Magnavox Co., San Francisco, Cal.; Jos. H. Burke, M., S. & E., Boston, Mass.; E. S. White, Sonora Co., of Philadelphia, and C. L. Marshall, of C. L. Marshall & Co., Detroit, Mich.

Service

Dependable -- Constructive -- Intelligent

Putnam-Page Co.
Peoria, Ill.



"LONE STAR" LINE WELL RECEIVED

Texas Talking Machine Co. Establishing Important Agencies for "Lone Star" Machines and Records—Chain of Retail Stores a Success—Recording and Assembling Plants in Mexico

DALLAS, TEX., November 4—The Texas Talking Machine Co., of this city, which was formed in 1920 for the purpose of manufacturing the "Lone Star" phonograph, has attained exceptional success in the past year. The company has established dealers in the Southern half of the United States from the Atlantic to the Pacific, and new accounts are being closed regularly.

The company has so much confidence in the future of the talking machine industry that it has standardized a retail store for talking machines and records and has opened a chain of such stores through the South and Southwest. The first of these stores was opened in Dallas in August and since that time new establishments have been opened at regular intervals. These stores are under the management of A. E. Tompkins and are owned by a partnership consisting of W. L. Gleason and T. B. Thompson, who are also executives of the Texas Talking Machine Co.'s organization.

The company completed arrangements a few months ago, whereby the "Lone Star" record was added to its line. Recording laboratories are

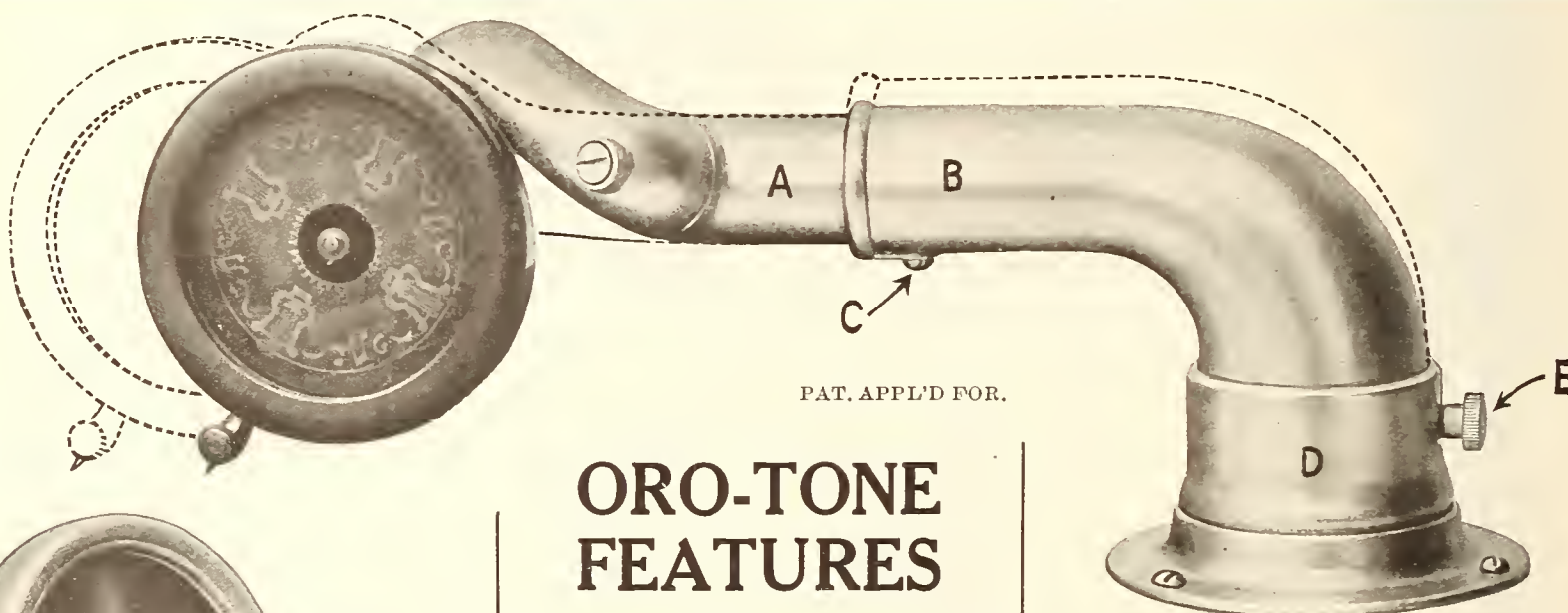
located in Dallas and many of the best artists west of the Mississippi and in Mexico are making records for the "Lone Star" library. In addition, of course, there are the national popular artists and all of these records are being well received by the trade. The Texas Talking Machine Co. proposes to do its own recording in the City of Mexico to take care of the Mexican trade and will also erect an assembling plant in that city.

PLAYER-TONE EXHIBIT AT SHOW

I. Goldsmith in Charge of Player-Tone Display at New York Furniture Show—Carlot Orders

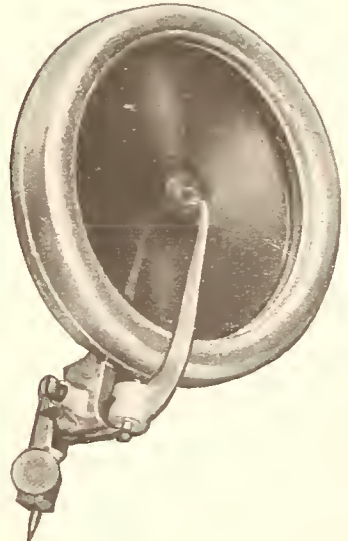
I. Goldsmith, president of the Player-Tone Talking Machine Co., Pittsburgh, Pa., spent ten days in New York recently, attending the New York Furniture Show. The Player-Tone Talking Machine Co. maintained an attractive exhibit at this show and Mr. Goldsmith stated that carload orders were received from a number of the leading retail houses in the East and West.

Commenting upon general business conditions, Mr. Goldsmith stated that there had been a phenomenal increase in sales since October 1. The Player-Tone factories are working to capacity and Mr. Goldsmith exhibited several telegrams from his customers asking him to make immediate delivery for carload shipments.



ORO-TONE FEATURES

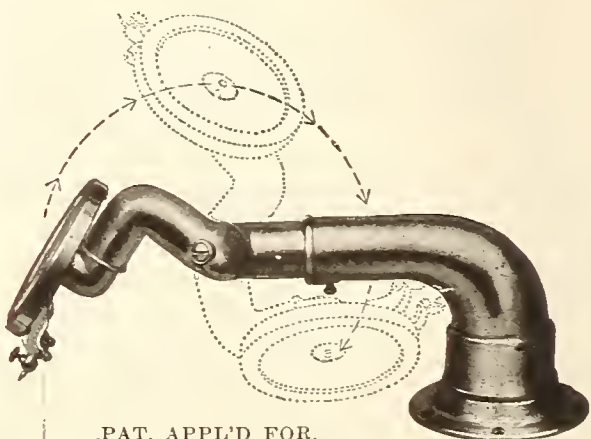
Extension A telescopes into large elbow B, giving a length adjustment from 7 3/4 to 9 1/2 inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.



MODEL L S

COMPOUND ROCKER ACTION

The highest grade and most scientific reproducer ever offered the trade.



PAT. APPL'D 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.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

The Oro-Tone Co.
QUALITY FIRST

1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS

FEATURED ON Okéh Records

VIRGINIA

FEMALE

JUBILEE SINGERS



These records are the real camp meeting songs and represent a very old form of sacred music. The recording of the four selections is excellent.

The Virginia Jubilee Singers are so gifted with an unusually wide range of tonal color that they are capable of wonderful harmonies.

The bass singer has a voice of such full, rich quality and is so remarkable for its depth of tone that it is likened to a male bass.

Another singer has a lovely liquid soprano that places a great vigor of accent on her parts.

These records are the kind every one will like and will buy.

SPIRITUAL RECORDS

- | | | | |
|--------|---|------------------------------------------------------------|---------------------------------|
| 4430 | } | O Mary, Don't You Weep, Don't You Mourn--Colored Quartette | Virginia Female Jubilee Singers |
| 10-in. | | | |
| \$.85 | } | Lover of the Lord--Colored Quartette - - - | Virginia Female Jubilee Singers |
| | | | |
| 4437 | } | Go Down Moses, Way Down in Egypt Land--Colored Quartette | Virginia Female Jubilee Singers |
| 10-in. | | | |
| \$.85 | } | When Jesus Christ Was Born--Colored Quartette | Virginia Female Jubilee Singers |
| | | | |

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street - - - New York





H. N. McMenimen Consulting Engineer

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

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.
Tel. Fanwood 1438

Offices:

2 Rector Street, New York
Tel. Rector 1484

BIG ADVERTISING CAMPAIGN

Columbia Dealers to Be Featured in Extensive Newspaper Advertising

Lester L. Leverich, advertising manager of the Columbia Graphophone Co., announced recently the completion of plans for one of the most far-reaching and important newspaper advertising campaigns that has ever been launched in the talking machine industry. This campaign started October 14 and will continue until Christmas.

According to Mr. Leverich's schedule, 250 newspapers will be used in the campaign, comprising papers published in every Columbia branch territory. The copy will consist of a space measuring seventeen inches across five columns and every single piece of copy will list the names and addresses of Columbia dealers in their respective localities.

H. S. HOLLY TO JOIN GUERTH FIRM

REBLANDS, CAL., October 24.—H. S. Holly, formerly proprietor of one of the largest music establishments in Iowa, will be associated with William C. Guerth, proprietor of a large music business in this city. Mr. Holly is planning to take over part of the talking machine business.

It has well been said that success is a slow traveler—more people overtake it than are overtaken by it.

Warbletone 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 tone 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.

WARBLETONE MUSIC CO.

225 Massachusetts Ave. INDIANAPOLIS, IND.

FINE NEW SHOP IN AKRON, O.

New Talking Machine Department of House of Dales Is Unusually Attractive

AKRON, O., November 4.—Rivaling any shop of its kind in this section, the new Howard street talking machine department of the House of Dales has been completed and congratulations are being showered upon the enterprising music house for the creation of such a unique store.

R. A. Porter, manager of the music department of the Dales Co., told The World representative that many months have been devoted to the carrying out of plans and the development of the talking machine section. The new section has the appearance of a grill, is located in the basement, with entrance from the main floor via elevator, and is accessible from Howard street. The decorative scheme throughout is polychrome and around all the walls are paintings, which add much to the artistic appearance of the department. Twelve individual sound-proof booths have been installed, each furnished with home

appointments and all conveniences for the patrons. A Japanese reception room is another feature. A large homelike fireplace in one corner sets off the new room to a great advantage. All the decorations were designed by M. Schulz. The furniture is wicker with attractive cretonne upholstery.

This division is separate from the main music floor, which is located upstairs over the jewelry department, which is accessible from South Main street. In this department there are ten elegantly furnished booths and a large concert room.

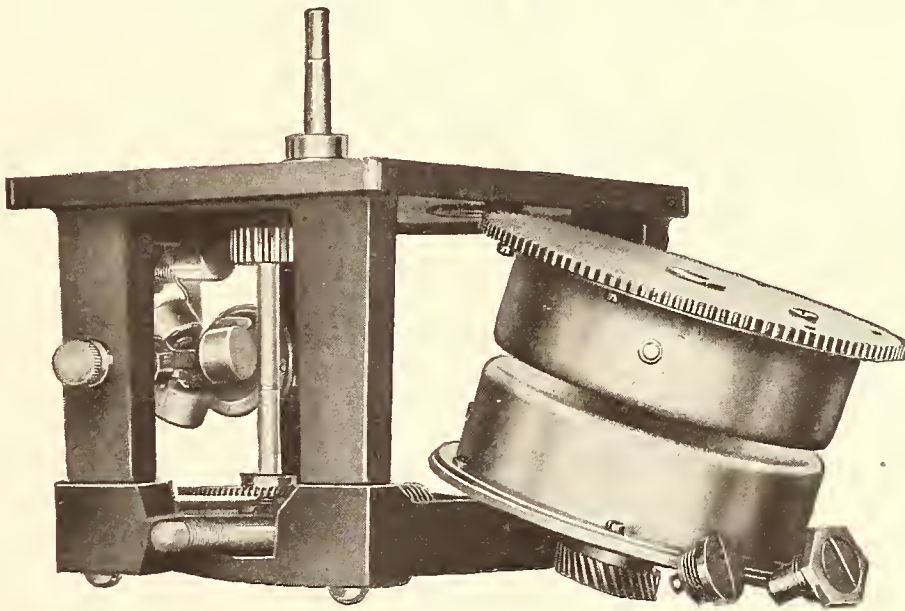
The company still maintains its exclusive Brunswick store in South Main street, and business there is reported to be holding up well. Only talking machines are carried, but it is planned to add piano lines later, according to Mr. Porter.

The Colvin Colwell Co., Troy, N. Y., has been incorporated with capital stock of \$15,000 to deal in talking machines and pianos. The incorporators are E. D. A. Colvin and J. H. and A. A. Colwell.

Study the SILENT Motor

Its Advantages for Your Line of Talking Machines Are Self-Evident

Over 300,000 in Actual Use



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive
SILENT MOTOR Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.

Okeh Records



Everyone Is Dancing

Now is the time to order that contemplated stock of *Okeh* hits.

The records with new sparkling rhythms, melodiously played, are the dancers' first choice. They get them on. *Okeh* Records.

The holiday season is approaching, gay musical festivities will begin in the homes.

Okeh Records are the very thing for these gala occasions.

Be prepared for requests from those particular in their selection of classical records.

Our celebrity records are examples of the highest craftsmanship in recording. Every artist has a reputation internationally recognized.

These records will secure for you their spontaneous patronage, and give you satisfied customers.

Enlarge your stock of opera selections with the *Okeh* label.

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Okeh Record Distributors

COLUMBIA NOVEMBER DISPLAY

Symphony Music the Basis of Very Artistic Window Display for Dealers' Use

The Columbia window display for November has been built around symphony music, as the company's Dealer Service department felt that this was timely, in view of the opening of the concert and operatic season in October and November.

The centerpiece has been given over to a strong illustration of Stracciari, singing "Vile Race of Courtiers" from "Rigoletto," a symphony record that is very popular. For the two major side pieces the "Samson and Delilah" selection, sung by Jeanne Gordon, and the "Intermezzo," from "Cavalleria Rusticana," played by Gino Marinuzzi and his Symphony Orchestra,



The Latest Columbia Window Display are used. These three units make in themselves a very strong symphony display.

The three remaining units have been given over to the popular artists and make a strong popular group for use on the tenth of the month, at the time when these featured records come out. Supplementing the display is also a special artist poster on Rosa Ponselle with a special window streamer to be used during Ponselle week.

This month there is an innovation and departure from the policy laid out before and now each card features only a single record, instead of a list of records.

LEAVES ON EXTENDED TRIP

Halsted Williams on Western Trip—Company's Products Meeting With Success

O. H. Williams, general manager of the Halsted Williams Corp., Brooklyn, N. Y., manufacturers and distributors of stock record envelopes, record supplement envelopes and record delivery bags, left recently on an extended trip in the interest of the new Christmas record gift bag which the company announced to the trade last month. Mr. Williams plans to call on dealers and wholesalers in New York State and the large cities of the Middle West, returning by way of Pittsburgh and Philadelphia. Orders for this Christmas gift bag are being received daily from all sections of the country and Mr. Williams states that the Halsted Williams products are meeting with gratifying success.

OPEN GRAFONOLA DEPARTMENT

The Farrar Furniture Co., of Bangor, Me., has opened a Grafonola department, which is located on the right of the entrance, where special space has been provided to fit in with the decorative scheme.

IMPROVED CONDITIONS IN GEORGIA

Better Prices for Cotton Create Feeling of Optimism and Buying of Talking Machines and Records Is Increasing—The News of Month

ATLANTA, GA., November 7.—Conditions in the talking machine and record trade in this city show steady improvement, owing to the material advance in cotton during the past two months. There is still quite a hesitation evident among buyers because the feeling prevails that talking machine prices may come down. One of the leading concerns which has reduced prices of machines has benefited materially by increased wholesale and retail sales.

The Goodhart-Tompkins Co., Victor dealer, has secured the services of Forrest Traylor as manager of its Victor department. Mr. Traylor was for some years manager of the music department of the Castner-Knott Dry Goods Co., Nashville, Tenn., and has an enviable record as a successful producing manager.

Julian Prade, Brunswick retailer, is having quite a nice business. He has been a phonograph dealer only a few months and is well pleased with the line and the business he is securing.

George W. Hopkins, vice-president and general sales manager of the Columbia Co., was in the city the latter part of October and had a conference with the managerial and sales forces of the local Columbia organization. It is understood that Mr. Hopkins found the Atlanta branch conditions in a good, healthy state.

The Myers-Miller Furniture Co., Columbia dealer, recently held a "carload sale" of Grafonolas and was quite pleased with the volume of sales in machines and records secured in this manner during a drive of one week.

President Harding, Mrs. Harding and party were visitors to the city October 27. The President was given an old-time Southern ovation. It has been nearly fifteen years since a Republican President visited the Southeast.

The Phillips & Crew Piano Co., Victor dealers and agents for the Steinway piano, had one of the most artistic window displays recently that your correspondent has seen in some time. The window was decorated with autumn leaves and flowers. This concern is particularly well equipped for retailing talking machines and is doing quite a satisfactory business in practically all the Victor styles.

The following dealers or branches report business as improving: Columbia (W. Terhune, branch manager), Victor (Elyea Co., dealer), Sonora and Emerson records (Southern Sonora Co., E. D. Upshaw, president), Brunswick-Balke-Collender Co. (Southern branch).

"MOVIE STARS" WHO OWN SONORAS

Magnavox Co. Furnishes Sonora Sales Division With Important List—Sonora Is Popular With "Movie" Artists, Judging From the Poster

The sales department of the Sonora Phonograph Co., in New York, received last week an interesting communication from the Magnavox Co., Sonora jobber of San Francisco, commenting upon the fact that this jobber had noticed recently the names of several prominent movie stars in the East who had purchased Sonoras. The Magnavox Co., with customary Western loyalty, furnished the Sonora sales division with a list of some of the famous motion picture artists on the Coast who have purchased Sonora phonographs recently.

This list, which reads like a blue book of the motion picture industry, is as follows: Gladys Brockwell, Lon Chaney, Charlie Chaplin, Betty Compson, Ola Cronk (Bess Windsor), James Cruze, Bebe Daniels, Carter DeHaven, Chas. Eytan, Douglas Fairbanks, Magdalene Fayon, Cecil B. DeMille, Gish Sisters, Louise Glaum, David W. Griffith, Bill S. Hart, Herbert Hayes, Mildred Harris, Phyllis Haver, Thos. H. Ince, Geo. Melford, Tom Mix, Katherine MacDonald, Mme. Nazimova, Mabel Normand, Mary Pickford, Charles Ray, Wallie Reid, Anita Stewart, Mack Sennett, Ben Turpin, Maurice Tourneur and Clara Kimball Young.

GET THESE FOR XMAS

Immediate Shipments



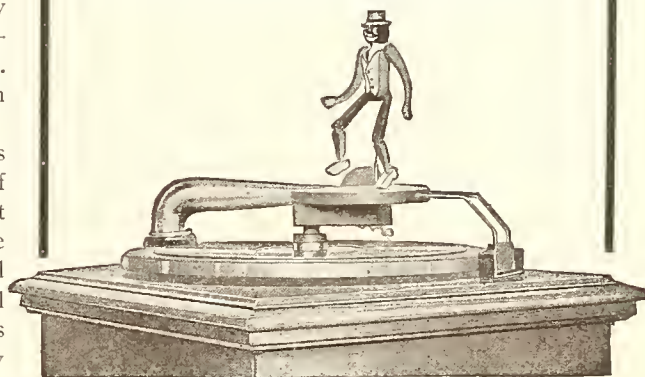
Start Shimandy Shimmying in Your Window and You Start Business Coming In Your Door

Shimandy Sells Herself and Sells Records Too

Repeat order for one gross from customer who had Shimandy just 3 days.

Dealer writes—"Shimandy is some doll—we placed her in our window and had crowds all day."

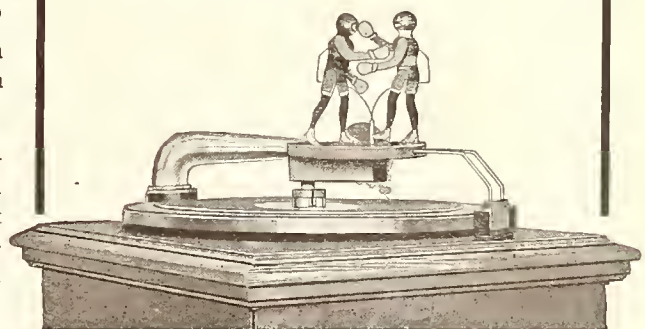
Shimandy has a classy silk dress, a silk hat with white plume and does many different Jazz and Shimmy steps.



RAGTIME RASTUS
PATENTED MARCH 16, 1916.

An Automatic Dancing Doll for Phonographs

Rastus dances one hundred different steps while the music is playing. Delights children and amuses the older people, too. Attractively painted in four colors. Dances well to any lively record.



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.

NOTE: These Toys can be put on or taken off in five seconds. Fit all Columbia, Victor or other standard machines. (Edison machine with thick records requires our special driving disk. 25 cents extra.)

Prices and Discounts

- Ragtime Rastus—Item 100-A.....\$1.50
- Boxing Darkies—Item 100-B.....1.75
- Combination Rastus and Boxers, the two sets of figures and one dancing mechanism, in one box—two toys in one. Item 100-A-B.....2.00
- Shimandy—Item 100-D.....2.00
- Combination Rastus, Boxers and Shimandy figures and one dancing mechanism in one box—three toys in one. Item 100-A-B-D.....\$3.00

Trade and Export Discount

In less than 3 dozen lots of one kind or assorted 33 1-3%.

In 3 dozen lots or more, 40%.

Immediate Shipment

National Company
Cambridge Sta. 39, Boston, Mass.

IS YOUR RECORD GOOD?

ALL MANUFACTURERS OF

GOOD RECORDS

ARE USERS OF OUR

COTTON FLOCKS

Claremont Waste Mfg. Co., Claremont, N. H.



JUST IN TIME FOR Holiday Business

NEW RELEASES OF STANDARD SELECTIONS

Pathe
Actuelle
REG. U.S. PAT. OFF.

RECORDS Needle Played

Duplicated from the famous Pathé Library and possessing that incomparably beautiful and mellow tone characteristically Pathé.

Many of the numbers you will need immediately for holiday demand, and all of a type which must have representation in the stock of the progressive dealer.

NO "DEADWOOD" IN THIS LIST

RECORDS FOR THE CHRISTMASTIDE

- 022433 { CHRISTIANS AWAKE, SALUTE THE } Shannon Four
Leucocyte { HAPPY MORN (Male Quartet)
85c { God Rest Ye Merrie Gentlemen..... }
- 022432 { EXCELSIOR (Balfé).....Lewis James and Elliott Shaw
Leucoma { The Voice of the Chimes.....Acme Male Quartet
85c }
- 020472 { HOW SANTA CLAUS MAKES HIS TOYS } Gilbert Gerard and
Leuconic { How Santa Claus Distributes His Toys. } Russell Hunting
85c
- 022191 { CHRISTMAS EVE IN THE TOY SHOP } Russell Hunting and Sterling Trio
Leucosin { 'Twas the Night Before Christmas.....Russell Hunting
85c }
- 029219 { ADESTE FIDELES (OH, COME ALL YE FAITHFUL) } Shannon Four
Levator { The Holy City..... Helen Clark
\$1.25 }
- 040058 { HARK, THE HERALD ANGELS SING... } Tempo Male Quartet
Levee { While Shepherds Watched Their Flocks }
\$1.25 { By Night }
- 040186 { SILENT NIGHT, HOLY NIGHT...Mendelssohn Mixed Quartet
Leveler { It Came Upon the Midnight Clear (Sears-Wills)...Charles Hart
\$1.25 }
- 022401 { JESUS I COME..... } Lewis James and Harold Wiley
Lepodite { Leaf By Leaf the Roses Fall... }
85c
- 022461 { "ALMOST PERSUADED" AND "ALL HAIL THE POWER" } Lyric Male Quartet
Lepothrix { "Whiter Than Snow" and "Only a Step to Jesus" }
85c { Cathedral Quartet }
- 020342 { THE CHURCH IN THE WILDWOOD } Chautauqua Preachers'
Leptandra { When the Roll Is Called Up Youder... } Quartet
85c
- 022084 { LITTLE DAVID PLAY ON YOUR HARP } Noble Sissle and Serenaders
Leptiform { Exhortation }
85c { Creighton Thompson and Europe's Singing Serenaders }
- 020241 { BEAUTIFUL ISLE OF SOMEWHERE..... } Sterling Trio
Leptilon { Beulah Land..... } Marian Crawford
85c
- 022054 { THE SWEET STORY OF OLD..... } Earle Wilde
Lepton { What a Friend We Have in Jesus!..... } (Tenor)
85c
- 025050 { THE PALMS } Percy Hemus
Lentour { The Resurrection } (Baritone)
\$1.00
- 022431 { SHEPHERD, SHOW ME HOW TO GO..... } Robert Bruce
Leopard { O'er Waiting Harpstrings..... } (Tenor)
85c

COMEDY AND NOVELTY SELECTIONS

- 022151 { SLEEP, BABY, SLEEP..... } Matt Keefe
Leucite { The Strolling Yodler..... } (Yodler)
85c
- 022223 { COHEN GETS MARRIED } Monroe Silver
Leucin { Cohen On His Honeymoon..... } (Monologist)
85c
- 022224 { TRAIN TIME AT PUN'KIN CENTRE, } Cal Stewart
Leucifer { UNCLE JOSH } (Monologist)
85c { Uncle Josh and the Honey Bees, Uncle Josh }
- 022252 { PICK 'EM UP, SILAS, LAY 'EM DOWN, ZEKE... } Cal Stewart
Lettiga { Uncle Josh and Aunt Nancy, etc..... } Stewart and Ada Jones
85c
- 022417 { MEDLEY OF COUNTRY REELS..... } J. Sannels
Lettize { Medley of Country Jigs..... } (Violinist)
85c
- 022477 { SPRING SONG, "WHISTLING SOLO"..... } Margaret McKee
Lettered { The Star } Whistler
85c

- 059092 { MAZURKA IN E FLAT..... } Rudolph Ganz
Lesson { Nocturne in E Flat..... } (Pianist)
\$1.50

OPERATIC ARIAS

- 054005 { CARMEN, "AIR DE LA FLEUR"..... } Lucien Muratore
Legume \$1.50
- 054061 { I PAGLIACCI, "PROLOGUE"..... } Adamo Didur
Leopus \$1.50

- 029125 { THE LAUGHING } Billy Golden and Jim Marlowe
Lettoff { FABRICATORS } (Comedians)
\$1.25 { The Insect Powder Man..... }

OPERATIC ARIAS

- 020323 { LITTLE MOTHER OF MINE..... } Lewis James
Lengtham { Come Where My Love Lies Dreaming..... } (Tenor)
85c
- 022259 { BYE LO } Sterling Trio
Leucitoid { Let the Rest of the World Go By..... } James and Hart
85c
- 022459 { BEDOUIN LOVE SONG..... } Wilfred Glenn
Lentive { Dreams } (Basso)
85c
- 022475 { A DREAM } Charles Harrison
Lennert { The Old Refrain..... } (Tenor)
85c
- 025004 { SILVER THREADS AMONG THE GOLD..... } Craig Campbell
Lentitude { We've Been Chums for Fifty Years..... } (Tenor)
\$1.00
- 025046 { MARGUERITE } Percy Hemus
Lentient { Afterwards } (Baritone)
\$1.00
- 029124 { A PERFECT DAY..... } Harry McClaskey
Leisure { Carry Me Back to Old Virginia..... } Campbell and Burr
\$1.25
- 040133 { ALOHA OE..... } Marie Morrisey and Invincible Four
Lentisk { Dreams } Marie Morrisey
\$1.25
- 040146 { ANNIE LAURIE } Shannon Four
Lenticel { Ye Bank and Braes O' Bonnie Doon..... } Lewis James
\$1.25
- 040167 { HOME SWEET HOME..... } Helen Clark
Lenten { Darby and Joan } (Contralto)
\$1.25

INSTRUMENTAL, BAND AND ORCHESTRA SELECTIONS

- 020149 { KAMEHAMEHA MARCH } Louise and Ferera
Leshalom { Honolulu Hulas } (Hawaiian Guitars)
85c
- 020212 { HAWAII AND YOU..... } William Wheeler, Hawaiian Accomp.
Letgame { The Glow-Worm..... } Louise and Ferera, Waikiki Orch.
85c
- 020253 { 2ND REGIMENT CONNECTICUT N. G..... } American
Leptuntic { American Republic March..... } Regimental Band
85c
- 020345 { AMERICAN PATROL } Boudini Brothers
Lessing { Hiram's Huskin' Bee..... } (Accordionists)
85c
- 022045 { NATIONAL EMBLEM MARCH... } American Regimental Band
Lernaea { Hail to the Spirit of Liberty!... }
85c
- 022073 { WALTZ LLEWELLYN—Saxophone Solo..... } Rudy Wiedoeff
Lesche { Serenade—Saxophone Solo..... } (Saxophonist)
85c
- 022092 { IRISH MEDLEY OF REELS, No. 1 } Boudini Brothers
Lesee { Accordion Duct } (Accordionists)
85c { Irish Medley of Jigs, No. 2 Accordion Duet }
- 022182 { HUMORESQUE } Boudini Brothers
Lerruck { Danube Waves—Waltz } (Accordionists)
85c
- 027037 { THE SONG OF VOLGA..... } Russian Symphony Orchestra
Leyot { Entree Triomphale Des Boyards }
85c
- 040094 { JOFFRE MARCH } American Regimental Band
Lerrett { Army Bugle Calls..... }
\$1.25





UP-TO-THE-MINUTE
Releases of Popular Hits
ALSO SOME ADDITIONAL "STANDARDS"



RECORDS
Sapphire Played

December releases of Actuelle (needle played) and Pathe' (sapphire played) records

Get additional record business! It's waiting for you! Pathé is showing you how by giving you, to supply against demand, not only Pathé sapphire played, but Actuelle needle played records which will play on any talking machine.

In both the Actuelle and Pathé Libraries releases are made simultaneously each month of the best selling up-to-the-minute popular vocal and dance selections, *plus always* some of the old favorite "standards" for which constant call exists.

NOTE: Actuelle records (needle played) are identified by prefix "0" to record number

- 020630 } **SAY IT WITH MUSIC**—Fox-trot.....Casino Dance Orchestra
- Narcotic 20630 }
- Narcosis 85c } Apache Love—Fox-trot.....Joseph Samuels' Music Masters

- 020628 } **YOO-HOO**—Fox-trot
- Naphe 20628 } Ernest Hussar and His Hotel Claridge Orchestra
- Napoleon 85c } When the Honeymoon Was Over—Fox-trot
- Joseph Samuels' Music Masters

- 020633 } **SWEET LADY**—Fox-trot
- Nariform 20633 } } Markels' Society Orchestra
- Narial 85c } Dream—Fox-trot

- 020632 } **TENDERLY**—Fox-trot
- Nargil 20632 } } Merry Melody Men
- Nares 85c } Bimini Bay—Fox-trot

- 020629 } **MISSISSIPPI CRADLE**—Waltz } Green Brothers' Novelty Band
- Narceine 20629 } }
- Napping 85c } I Want My Mummy—Fox-trot

- 020631 } **IT MUST BE SOMEONE LIKE YOU**—Fox-trot
- Narcotism 20631 } Joseph Samuels' Music Masters
- Narcotine 85c } I Wonder If You Still Care for Me—Fox-trot,
- Markels' Society Orchestra

- 020638 } **THREE O'CLOCK IN THE**
- Narwhal 20638 } } De Pace Bros.
- Narthez 85c } MORNING—Waltz
- Moon River—Waltz
- (Mandolin and Guitar)

- 020634 } **WANG WANG BLUES**—Fox-trot.....The Seven Black Dots
- Narrant 20634 }
- Narra 85c } Shake It and Break It—Fox-trot..Lanin's Southern Serenaders

- 020625 } **CRY BABY BLUES**—Dance Rhythm.....Ernest Hare
- Napery 20625 }
- Nankeen 85c } I Ain't Nobody's Darling.....Byron G. Harlan

- 020626 } **PLANTATION LULLABY**
- Naphthide 20626 } } Crescent Trio
- Naphthene 85c } Down in Happy Valley.....Charles Hart and Elliott Shaw

- 020639 } **WHEN FRANCIS DANCES WITH ME**.....
- Nasicorn 20639 } } Patricola
- Nascence 85c } I Ain't Gonna Be Nobody's Fool.....(Comedienne)

- 020627 } **HE TOOK IT AWAY FROM ME**—
- Naphin 20627 } } Dance Rhythm
- Naphthol 85c } If I Were Your Daddy (And You } Lavinia Turner and James
- Were a Mamma to Me)— } P. Johnson's Harmony
- Dance Rhythm
- Seven

- 020635 } **MY PRETTY JANE**
- Narrative 20635 } } Charles Harrison
- Narration 85c } (The Bloom Is on the Rye).....
- Sweet Genevieve

- 020607 } **MAH LINDY LOU**.....
- Voyageur 20607 } } Llorra Hoffman
- Voyage 85c } Mighty Lak' a Rose.....

- 020637 } **ANVIL CHORUS**
- Narrowing 20637 } } Empire State
- Narrower 85c } (From "Il Trovatore") (Verdi).....
- The Jolly Coppersmith (Peters)—March..... } Military Band

A few related numbers from the many in the Pathé Library, which will sell especially well during the holiday season

- 52045 } **NOEL**..... } Percy Hemus
- \$1.50 } Star of Bethlehem..... }
- 62005 } **LA CHARITE** (in French)..... } Note
- \$2.50 } Noel (in French)..... }
- 54058 } **SILENT NIGHT, HOLY NIGHT**.....Margaret Matzenauer
- \$1.50 }
- 40309 } **MARCH OF THE TOYS**, from } Waldorf-Astoria Concert Orch.
- \$1.25 } "Babes in Toyland"..... }
- Habanera (Chabrier)..... }

- 20452 } **OHI, COME, ALL YE FAITHFUL**..... } Pathé Military Band
- 85c } Hark, the Herald Angels Sing..... }
- 49204 } **CHRISTMAS SPIRIT**..... } Harmony Orchestra
- \$1.25 } Christmas Chimes..... }
- 1065 } **OHI TANNENBAUM**..... } Chor Der Oper, Berlin
- 85c } Stille Nacht, heilige Nacht..... }
- 1066 } **ZU BETHLEHEM GEBOREN**..... } Chor Der Oper, Berlin
- 85c } Eine feste Burg..... }

The Forward Looking Dealer

Who has not yet done so will immediately investigate the profit bearing potentialities of a Pathé agency. From such, communication is invited.

PATHÉ FRÈRES PHONOGRAPH COMPANY

BROOKLYN, N. Y.



THE GREATEST MUSICAL HIT OF AGES

The SONG OF LOVE

From "BLOSSOM TIME"

ASK TO HEAR IT!

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

ANNOUNCES NEW LIBRARY MODEL

Geo. Clay Cox Adds New Type of Library Table Phonograph to Line—Equipped With Phonomotor and Phonostop and Has Several Distinctive Features of Interest

ROCHESTER, N. Y., November 7.—Geo. Clay Cox, of this city, has just placed on the market a new type of library table phonograph which is attracting considerable attention. This model is unique owing to the fact that it is not necessary to raise the top of the machine in order to play it, which is a common feature of the ordinary type of library table phonograph.

All of these new models are equipped to run with the electric Phonomotor, an additional part of the equipment being the well-known "Phonostop." Its mechanism is so arranged that after placing the record on a turntable the motor is started automatically, playing the record to the end and stopping automatically. Dealers speak highly of the new library model.

REGINA CO. IN RECEIVERS' HANDS

Receivers Directed by the Court to Continue the Business for Thirty Days

RAHWAY, N. J., November 5.—Willis J. Desnoyer, president of the Regina Co., one of the oldest music box and talking machine manufacturing concerns in the country, and John A. Bernhard have been appointed receivers for the company under a \$50,000 bond. The receivers have been directed to continue the business for thirty days and report results to the court. The petition for the receivership was filed by three creditors. Liabilities are stated at \$825,000 and assets are approximately \$500,000.

Results that count these days are secured by salesmen who know their business thoroughly—who can build up sales by their individual knowledge of good music and an acquaintance with the history and accomplishments of the artists who make records.

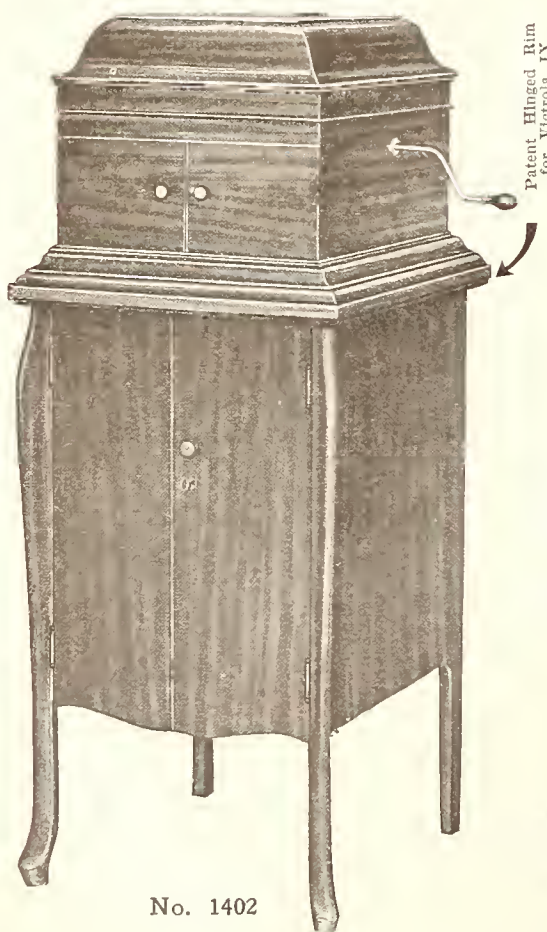
TALKS ON MUSIC TO ROTARY CLUB

Miss Streeter, of Victor Co. Educational Staff, Lectures Before Indianapolis Club

INDIANAPOLIS, IND., October 25.—Through the efforts of J. B. Ryde, of the Fuller-Ryde Music Co., Miss Margaret Streeter, educational director from the Victor factory, spoke before the Indianapolis Rotary Club at a weekly meeting on "Universal Need of Music Appreciation." The address was received with much favor and the Fuller-Ryde Co. obtained favorable publicity, both at the meeting and through the advance notices of the meeting. Mr. Ryde had charge of the program and utilized the school Victrola as an aid in the program. A large crowd attended the lecture.

The Lilly Drug Co., Mansfield, Mass., recently opened an attractive new Victor talking machine department under the management of Frank Goulart.

Another 10% reduction to help you clean out Victrola IX's this Christmas



No. 1402

Overcome selling resistance to table type Victrolas by combining them with Udell Record Cabinets. These two Udell models with the patented hinged rim are now priced to you so that you can sell either with a Victrola IX for less than \$100 and make your usual Victor profit on both pieces.

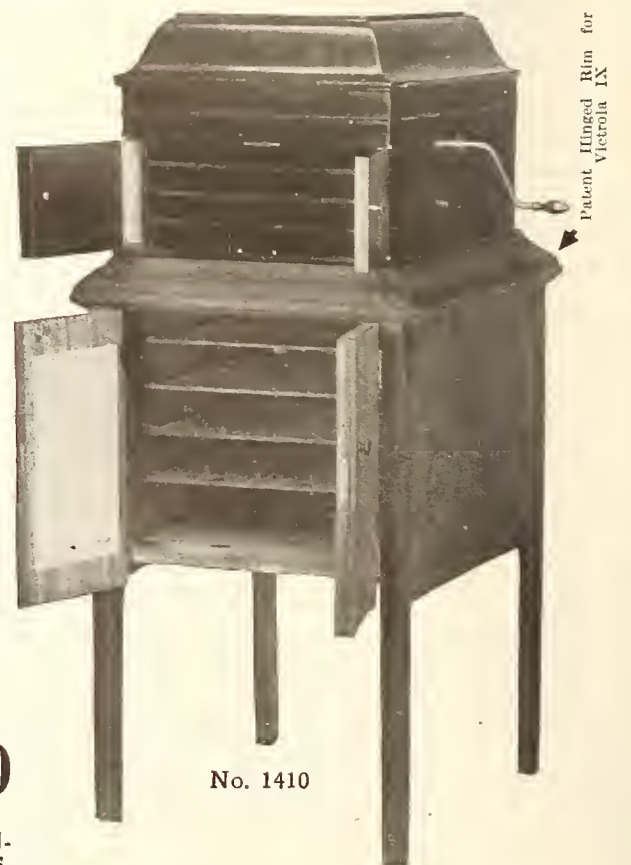
The next sixty days is your time to sell these IX's. Wire your order today for two or three of each piece.

No. 1402
Made in either mahogany or quartered oak. Holds eight Victor albums. The cut only indicates its superior appearance.

\$12.15
F.O.B. INDIAN-APOLIS

No. 1410
In either mahogany or quartered oak. Holds five Victor albums. Average weight, crated, 65 pounds. Well made. Substantial.

\$10.80
F.O.B. INDIAN-APOLIS



No. 1410

Wire your order collect for either of these pieces

The UDELLWORKS

1310 WEST 28th STREET, INDIANAPOLIS

10% reduction on last price list on all Udell Record Cabinets.

FROM SALESMAN TO VICTOR ARTIST

I. Leonard Braun Realizes Ambition in Victor January Releases—Formerly Associated With Grinnell Sales Staff—Well Known as Composer

The January releases of Victor records will include two selections by I. Leonard Braun, tenor, who was identified with the Victor retail trade for nine years as a member of the retail staff of Grinnell Bros., Detroit. When he joined the Grinnell staff Mr. Braun decided that he would not only sell records, but would also make them, and he thereupon started the study of voice culture and composition. During his association with Grinnell Bros. he gained a deeper appreciation of those great artists whose musical interpretations can best be understood and studied through the talking machine and the January Victor list realizes Mr. Braun's ambitions.

The Victor record by Mr. Braun features two of his own musical arrangements, one being



I. Leonard Braun

"Zion, My Holy Land," a Zionist number, the English version of which was recently written by the great poet, Edgar A. Guest, and on the reverse side is "My Little Boy," by another well-known American poet, Morris Rosenfeld.

Mr. Braun has also composed the ritual, initiation music for the Order B'nai B'rith of America, for which organization he has trained several glee clubs, including one in New York City, consisting of forty members. Besides teaching a class in Detroit Mr. Braun is at present engaged in composing music and is studying a large repertoire for additional recordings.

NEW BRUNS COVER ON MARKET

Waterproof Delivery Cover Added to Bruns Line—New Distributors Appointed

A. Bruns & Sons, Brooklyn, N. Y., manufacturers of the Bruns "Maderite" cover for talking machines, are introducing to the trade a new rubberized waterproof cover that is meeting with favor with dealers everywhere. It embodies the features which have made the Bruns "One-man" cover popular, and in addition has been constructed along altogether new lines. It is so made that the cover of the talking machine can be raised at will without removing the cover from the rest of the machine. This distinctive feature is the result of a thorough study of the needs of the dealer and, as Mr. Bruns states, is a forward step in the manufacture of delivery covers for talking machines.

Several new distributors have been appointed throughout the country to handle the Bruns cover, the latest of which are: The Florida Talking Machine Co., Jacksonville, Fla.; the Talking Machine Co. of Texas, Houston, Tex.; Putnam-Page Co., Peoria, Ill.; Buffalo Talking Machine Co., Buffalo, N. Y., and the Cabinet & Accessories Co., New York City.

Unanimous declaration in favor of the use of pictures in advertisements was the result of the questionnaire sent by the National Retail Dry Goods Association to twenty-two leading merchants.

WINS ATTENTION WITH ODD FLOAT

Snyder Music Co., Wilkes-Barre, Pa., Mounts Monster Bass Drum on Float for Parade

The Snyder Music Co., 18 East Market street, Wilkes-Barre, Pa., attracted much attention dur-



The Snyder Music Co.'s Unique Float

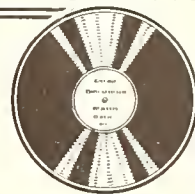
ing the parade in connection with the State Firemen's Convention, held in that city recently, by entering an automobile float, upon which was

mounted an enormous bass drum with two black-face drummers to keep it in action. The drum was inscribed with the name of the company, its address and the fact that it handles pianos, while on the float appeared the words "Columbia Graftonolas." The accompanying illustration gives some idea of the effectiveness of the display.

TO VISIT ENGLAND AND FRANCE

Ross L. Douglass, of the National Co., to Analyze Conditions in These Countries

BOSTON, MASS., November 1.—Ross L. Douglass, chief executive of the National Co., manufacturer of Shimandy, Ragtime Rastus, Boxing Darkies and other talking machine toys, will sail during the early part of the year for England and France. In addition to his own interests, Mr. Douglass plans to represent other manufacturers in this foreign field, with which he is quite familiar through previous trips. The demand for the various talking machine toys made by the National Co. is reported to be rather strong and indications are that this demand will continue for some time to come.



OUR PLANT

CAN BE



YOUR



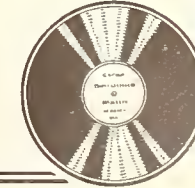
RECORD PRESSING DEPARTMENT

We take pride in giving every attention to producing perfect records for our customers.

Samples and Prices on request

THE BRIDGEPORT DIE and MACHINE CO.

170 ELM STREET
BRIDGEPORT, CONN.





A new source of income for phonograph dealers

PHONOGRAPH dealers are greatly increasing their incomes by selling the Magnavox Telemegafone. Every phonograph owner is a prospect, and the profit realized on each sale makes it worth while.

Every club, school and church should be equipped with a Magnavox, as it is essential wherever entertainments are given. For practically no cost a Magnavox converts a phonograph into a band or an orchestra.

The Magnavox Telemegafone is an electrical device that increases the volume of sound produced by a phonograph to any desired degree. It is durable and thoroughly practical.

Magnavox

Send for **O** Bulletin and full details

The Magnavox Company

General Office and Factory
2701 East Fourteenth Street
OAKLAND, CALIFORNIA

or New York Office
370 Seventh Avenue
Penn Terminal Building

Please address nearest office

Convention of Nebraska Victor Dealers

State Association Holds Fifth Annual Meeting in Omaha on October 17 and 18—Proves a Most Successful Affair in Every Particular —Important and Interesting Business Discussions—Harry S. Thorpe, of Norfolk, Nebraska, Elected President

OMAHA, NEB., November 3.—The fifth annual convention of the Nebraska Victor Dealers' Association, held here on October 17 and 18, proved a really wonderful success and excelled anything ever before attempted along that line. Over 200 dealers were present and without exception were enthusiastic regarding the practical program arranged by Secretary Heyn.

Welcomed by Mayor Dahlman

Monday morning was given over to the registration of dealers, the arrangements being in charge of a reception committee composed of Messrs. Gaston, Robinson, Moores, Walt, Ridnour and Jones. The visitors were formally wel-

comed to Omaha by Mayor James C. Dahlman, after which the delegates devoted themselves to the business of the convention.

Records on Approval," was defended by L. E. Baugh, of Omaha, with Fred Schampp, of Sioux City, on the opposite side. After a heated debate it was generally agreed that the record approval plan, if worked upon restricted lines, can be made very advantageous in building up a substantial record business.

ultimate buyer. No product is fully sold until it finally reaches the hands of the public. There has never been a company that has striven with more conscientiousness to bring about such results than the Victor Co. and of this I am thoroughly convinced since my return to them. Honest goods, made of honest materials, manufactured under conditions as nearly ideal as possible, without regard to cost, etc., so that, all these things being considered, backed up by a free trade service, such as the Victor Co. gives, we believe we have done our part toward solving your problems.

"In a recent conversation with a distributor



Those Who Attended Annual Convention of Nebraska Victor Dealers' Association in Omaha, October 17-18

comed to Omaha by Mayor James C. Dahlman, after which the delegates devoted themselves to the business of the convention.

Window Trimming Demonstration

One very helpful number, and possibly the outstanding feature of this session, was the window trimming demonstration by E. J. Berg, of the Burgess-Nash Co., of Omaha. Wonderful and pleasing effects were obtained by the clever use of simple backgrounds, together with plush and velvets. In speaking Mr. Berg said: "Don't be afraid to spend a little money on fixing up your window. Most merchants look at money spent on trimming windows as something like an income tax. They realize they have to do it, but do it in just as economical a fashion as possible. Your window always reflects the interior of the store and you can rest assured that a cheap, dirty window is in keeping with the merchant's idea of doing business."

Open Discussion of Timely Topics

The meeting was then thrown open to the discussion of various subjects of vital importance to every dealer in attendance. The first subject,

coln, Neb., then spoke on the subject, "Does It Pay to Repossess Promptly?" "Under certain conditions," said Mr. Holland, "it pays to be a little lenient with your customers in paying their monthly accounts. We always consider first whether there is a possibility of their being brought up to date the following month and whether the customer is working for sufficient salary to permit him to do this."

Frank K. Dolbeer Speaks

Frank K. Dolbeer, the newly appointed head of the traveling department of the Victor Co., was then introduced to the Association. Geo. E. Mickel, whose association with Mr. Dolbeer dates back to the early days of the Victor Co., presented him and welcomed him back to the fold after an absence of several years.

Mr. Dolbeer's talk was very interesting. He said: "The dealer's problems are all important ones with us at all times and we have our factory organization constantly striving to bring about a more friendly relation between the distributor and the factory, between the distributor and the dealer and between the dealer and the

some reference was made to a possible plan for the distributor financing the dealer. This is the wrong idea, as it is my opinion that the dealer should finance his own business. There is no doubt in my mind but what the dealer is able to prepare and compile a financial statement which would permit his going to the bank for financial aid and securing enough funds to carry him over a certain period of the year. The bank is in your town for the express purpose of loaning money, so use your banks to the limit before looking elsewhere for credit.

"Claims are being constantly made regarding the merit of competing lines, and it is always best, so far as possible to understand, to be sufficiently able to convince your customer of the superiority of Victor goods. It is useless to state that the really great artists are obtainable only on Red Seal Victor records, but I don't believe that you can be impressed too strongly with the wonderful opportunity to increase profits by carrying sufficient quantities and pushing the sale of the Red Seal records.

"Just a word in reference to canvassing. Most dealers look upon house-to-house canvassing with disdain. We recently sent to every member of our traveling department a letter entitled 'Carrying the Story to the Dealer.' This letter told of the different results obtained by dealers throughout different parts of the country and I would like to mention a few. I know you have heard something of the famous 'Mickel Victrola Club.' This plan originated with Mickel's and is really little more than a canvassing plan backed up by excellent advertising. The costs in connection with this plan were about \$1,600 and the net business done for the month was almost \$17,000. I would suggest that you get in touch with the Mickel organization and learn something of this plan. One of our dealers, located in one of the larger mid-West cities, put on a two weeks' campaign. The result was that 136 Victrolas were sold during that period, making the total business \$18,790.

"One of the most surprising things upon re-

(Continued on page 60)



Let One Man Deliver Your Talking Machine

The Lea Talking Machine Truck will handle the large machine with ease and safety. No stairs 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

CONVENTION OF NEBRASKA VICTOR DEALERS—(Continued from page 59)

turning to the Victor Co. was to find every department in that tremendous organization working full time, turning out all the goods that were possible and making every effort to fully take care of the business which is sure to come during the holiday season. We are working between 9,500 and 9,600 people and are constantly taking on as many good workmen as we can find."

See Taylor Holmes in "Smooth as Silk"

The meeting then adjourned and after dinner the Association was entertained by the Nebraska Distributors at the Brandeis Theatre, to witness a performance of Taylor Holmes in "Smooth as Silk." Mr. Holmes, being a Victor artist, responded to numerous curtain calls and obliged by reciting two selections which have been recorded, "Boots" and "If I Could Be By Her."

The Tuesday Session

The Tuesday morning session opened promptly at 9 o'clock. On account of illness President Zitzman was unable to be present and Vice-president Thorpe filled the chair. Questions pertaining to the merchandising of Victor goods which had been sent in by various dealers were then assigned to different members to be answered. These questions were quite timely and brought out some very important points. One question, "When are the prices of Victrolas to be reduced?" required the combined efforts of Mr. Dolbeer, Mr. Mickel and a number of dealers. In speaking Mr. Mickel said: "I recall a conversation I had with Ralph Freeman in July, at which time he led me to believe that until manufacturing costs could be reduced the prices to wholesalers would remain as they were. You must admit that the Victor line did not increase in price in the same proportion as did other talking machines. The whole line only showed an increase of about 33 1-3 per cent, of which 5 per cent was a tax by the Government. The Victor Co. employs only the highest-class craftsmen in the manufacture of its product and the salaries of these men have not been reduced."

Other questions pertaining to timely record releases, selling records to the children, business with the farmer, were effectively answered by officials of the Victor Co. and the distributors' representatives.

An Educational Demonstration

The outstanding feature of this session was the educational demonstration by Miss Mayme A. Jardine, of Mickel Bros. Co. With the assistance of three children, Laurretta Boroff, Samuel Carmell and Lloyd Smith, Miss Jardine demonstrated the function of the Victrola in the musical education of the children. "So many dealers," said Miss Jardine, "fail to see that the Victrola in the school is put to the main use for which it is intended. Unless they are shown the teachers use it solely for marching in and out of class or for entertainment. Where the Victrola is most valuable is in the co-ordination with studies, such as history, spelling, arithmetic and in physical education." Laurretta Boroff and

Lloyd Smith danced a number of folk dances, sang and demonstrated the physical education exercises with the Victrola. Each number was done with a change of costume and met with the hearty approval of the members. Samuel Carmell, whose education has been mostly with the Victrola, played the violin with Heifetz, Kreisler and other artists and at no time was it possible to distinguish between the artist and the child. Even the fluctuations of tone were minutely imitated, giving proof that Master Carmell's training with the Victrola promised for him a very hopeful career.

Election of Officers

At the suggestion of the nominating committee the following officers for the ensuing year



George E. Mickel and Frank K. Dolbeer were elected: President, Harry S. Thorpe, Norfolk, Neb.; vice-president, E. H. Ridnaur, McCook, Neb.; secretary, H. G. Heyn, Omaha, Neb., and treasurer, Jos. Pavlik, Omaha, Neb. Executive committee: Fred Schamp, Sioux City, Iowa; Wm. Zitzman, Omaha, Neb.; Paul S. Albright, David City, Neb.; Ed. J. Walt, Lincoln, Neb.; C. A. Moores, Omaha; Ivan Benedict, Clarinda, Iowa, and J. E. Gaskill, Nebraska City, Neb.

The Association was entertained at luncheon by the Nebraska distributors, after which the official photograph was taken.

Jas. J. Davin's Practical Talk

The afternoon session was opened with a



President Thorpe and Secretary Heyn talk by Jas. J. Davin, of Reincke-Ellis Co., Chicago, on the subject, "Questions Victor Dealers Ask Reincke-Ellis." Mr. Davin's talk was exceedingly interesting and the note-books were in evidence in taking down some of the helpful sales suggestions which were given. "So many dealers ask us how much they can afford to

spend for advertising," said Mr. Davin. "Or what percentage of my sales can I appropriate and then upon what shall I decide to spend it? We believe that 4 per cent of a dealer's gross business is a fair proportion. For example, if you are doing a gross business of \$100,000, then \$4,000 would be a fair proportion to spend for advertising. As to the different mediums, consider the direct letter, show windows, newspaper advertising and bill posters. In the larger towns we suggest co-operative advertising. As to the different percentages for each medium you will have to figure that out yourselves, depending upon the possibilities in your community, so take advantage of it. They are high-class cuts and can be used very effectively by every dealer. Keep your mailing lists up. When a customer comes into your store be sure to get his name and address before he leaves. This is more important than selling an 85-cent record, because in getting his name you cinch that customer and make him a friend of the house, and by our friends we prosper. If you don't do it then your competitor is going to do it. I believe a very effective idea is the coupon in connection with your newspaper advertising. This gives you the name of an interested party and permits you to concentrate upon the people who have signified their intention of buying a Victrola. Another good prospect builder is the music census. I know of a great number of dealers who have worked this idea and in each instance has it more than paid any possible expense which might have been incurred in connection with it."

Thurlow Lieurance and Wife Entertain

Prof. Lieurance, the eminent student of Indian song lore, together with his talented wife, then entertained the members. Their offering consisted of their original songs, together with the explanation of the stories which prompted the writings. Mrs. Lieurance sang each number in a different Indian costume and was assisted by Prof. Geo. B. Tack on the flute. Prof. Lieurance had just returned from a two weeks' trip among the Indians in Minnesota, during which time he composed a very pretty ballad, under the title "The Whistling Mallard Fly." As an encore Mrs. Lieurance sang this number and immediately dedicated it to the Nebraska Victor Dealers' Association.

Prof. Condra's Agricultural Survey

Prof. Condra, or as he insists upon being known, "George Condra," delivered an agricultural survey upon the State of Nebraska, showing the dealer how his business is always affected by the conditions of the country. The talk was demonstrated with a stereopticon lantern and the views were of intense beauty. The meeting was then adjourned to meet again at the option of the executive committee.

The Annual Banquet

During the evening the members were entertained at the Hotel Fontenelle by the Nebraska distributors. A sumptuous repast was served and with the assistance of the "Angel Chorus" a very pleasant evening ensued. During the eve-

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

CONVENTION OF NEBRASKA VICTOR DEALERS—(Continued from page 60)

ning a number of features were presented. Taylor Holmes obliged with several selections, which aroused the risibilities of those present. Arthur Swanson delivered a Swedish dialect story in costume which was very entertaining. The Benson Orchestra, under the direction of Ralph Williams, played several numbers, some of which had already been released by the Victor Co. and some which are to be released at a later date. Mrs. Lieurance rendered several original compositions which greatly pleased. At a late hour the meeting disbanded after the musicians had played the good-night "Home, Sweet Home."

"Who's Who" at the Convention

Those in attendance were: Audubon Music Co., Audubon, Ia., J. J. Ruhs; Paul J. Albright, David City, Neb., Mr. and Mrs. P. J. Albright; Benedict Piano Co., Clarinda, Ia., I. G. Benedict, W. Benedict, K. R. Sherman; Burgess-Nash Co., Omaha, Neb., Mr. and Mrs. E. M. Francis, Mr. and Mrs. E. J. Berg; Berndt Co., Minden, Neb., August Berndt; Louis Bellaire, La Mars, Iowa, Louis Bellaire; Beard Music Co., Beatrice, Neb., J. W. Beard; Brittell Bros., Harvard, Neb., Mr. and Mrs. H. G. Brittell; Baker's Pharmacy, Havelock, Neb., W. A. Baker, Mr. and Mrs. H. W. Baker; Chapman Furniture Co., Aurora, Neb., Glen Chapman; Daxon Implement Co., Neligh, Neb., Helen Daxon; Dudley Music Co., Fremont, Neb., Mr. and Mrs. C. L. Dudley, Ben McHenry; Davidson Bros. Co., Sioux City, Iowa, Fred Schamp; French Furniture Co., Columbus, Neb., Mr. and Mrs. C. D. French, Ed. Branigan; P. W. Folsom, Ashland, Neb., Mr. and Mrs. P. W. Folsom; Gaston Music Co., Grand Island, Neb., Ed. A. Jones; J. F. Gerke, Stewart, Neb., Rudolph Gerke; Gaskill Music Co., Nebraska City, Neb., Mr. and Mrs. J. E. Gaskill, R. P. Beard; Hardy Furniture Co., Lincoln, Neb., Mr. and Mrs. K. H. Kulp, E. C. Hardy, K. Guy Hunt, Mae Nevitt, Gertrude Mayhugh; A. H. Hlava, Ravenna, Neb., A. V. Hlava; A. Hosper Co., Omaha, Neb., Wm. A. Zitzman, L. E.

Raugh; A. Hosperco, Council Bluffs, Ia., Verna Jones; Holley Music Co., Carroll, Ia., Katherine Tobin, Miss Egan; Huse Pub. Co., Norfolk, Neb., Mr. and Mrs. H. S. Thorpe, Muriel Thorpe; Herrington Drug Co., Newman Grove, Neb., Mr. and Mrs. N. W. Herrington, W. H. English, Jas. Herrington, Eleanor Herrington; Hughes Music Co., Storm Lake, Iowa, Alise Hughes, Katheryn Hughes; Robert L. Harvey, Missouri Valley, Ia., Mr. and Mrs. R. W. Harvey; Hetzel Co., Harlan, Iowa, Mr. and Mrs. Roy B. Hetzel; M. L. Jones, Fairfield, Neb., M. L. Jones; Jones Book & Music Store, Wayne, Neb., F. H. Jones, F. C. Jones; Wm. Kovar, Howells, Neb., Mr. and Mrs. Wm. Kovar; Koutsky-Pavlik Co., Omaha, Neb., Jos. J. Pavlik; Lindholm Furniture Co., Sioux City, Iowa, M. C. Case; Sol Lewis, Omaha, Neb., Sol Lewis; Harry Martin, Lyons, Neb., Harry Martin; Meyers Bros., Villisca, Iowa, Mr. and Mrs. J. T. Meyers; Orchard & Wilhelm Co., Omaha, Mr. and Mrs. J. E. Laycock, Mr. and Mrs. W. G. Brandt, Ed. Schuett, Chas. J. Bell, Nellie Green; Patton Music Co., Omaha, Mr. and Mrs. Ed. Patton, Austin Topping, W. R. Thomas, H. H. Rohrs, Robt. Nichlen, D. V. Capron; F. G. Palmquist, Oakland, Neb., F. G. Palmquist; Ruzika's Pharmacy, Lindsay, Neb., L. C. Ruzika; Russell Music Store, Logan, Ia., Mr. and Mrs. Ed. Russell, Lilla Case; Ridnour Piano Co., McCook, Neb., E. G. Ridnour, Miss Ridnour; Roberts Music Co., North Platte, Neb., J. R. Roberts; G. R. Ray, Osceola, Neb., G. T. Ray; Tout Drug Co., York, Neb., D. R. Salisbury; Trafford Co., Mason City, Iowa, L. Earl Elsham; Schultz & Son, Stanton, Neb., F. H. Schultz, M. S. Hanel; H. R. Stanzel, Odebolt, Iowa, Mr. and Mrs. H. R. Stanzel; Walt Music Co., Lincoln, Neb., H. G. Barth; White Music Co., Fairbury, Neb., Mr. and Mrs. Geo. W. White; Wickman Pharmacy, Ord, Neb., R. F. Wickman; Algona Music House, Algona, Iowa, John Mesing; A. L. Cummings & Co., Sheridan, Wyo., Mr. and Mrs. Nick Nelson; Elgin

Drug Co., Elgin, Neb., Dr. W. A. Peterson; Fannan Music Co., Tecumseh, Neb., Mr. and Mrs. W. R. Fannan; Swan Furn. Co., Auburn, Neb., Mr. and Mrs. R. R. Swan, Mr. and Mrs. O. A. Corey, Mrs. M. Brodner, Mildred Newman; Mickel Music Store, Council Bluffs, Iowa, Mr. and Mrs. A. L. Mickel, Mrs. M. King, Marie Mahoney, Mrs. Seifert, Mr. and Mrs. C. A. Bengston; Mickel Music House, Omaha, Neb., Mr. and Mrs. E. H. Pretz, Mr. and Mrs. T. E. Mickel, Grace Mickel, Harold Anderson, Bess Greenberg, Mrs. C. C. Beams, Pearl Kelsey, Pearl Beach, Jeannette Louiacouer; Ross P. Curtice Co., Lincoln, Neb., Ross Curtice, Mr. and Mrs. W. Brewster, Mr. and Mrs. W. E. Kincaid, Mr. and Mrs. S. B. Yule, W. A. Howland; Ross P. Curtice Co., Omaha, Neb., Ross Curtice, Norman Curtice, Mr. and Mrs. C. R. Moores, Mr. and Mrs. Phil Haney, Gertrude C. Thompson, M. E. Tinchinor, Florence Gaughan, Nellie Deal, Louis E. Gaillan, Mr. and Mrs. W. A. Wolf; Mickel Bros. Co., Omaha, Neb., Mr. and Mrs. G. E. Mickel, Mr. and Mrs. E. Probst, Hugo G. Heyn, E. W. Lundquist, Honor Yard, Agnes Slaven, Loucile Ellis, Grace B. Cozzens, Lillian Polk, Mr. and Mrs. E. N. Bowerman, Mr. and Mrs. J. H. Ready, Mr. and Mrs. H. B. Sixsmith, Mayme A. Jardine; Victor Talking Machine Co., Camden, N. J., Frank L. Dolbeer, G. L. Richardson; guests—J. J. Davin, Chicago; Mayor Jas. C. Dahlman, Omaha; Dr. G. E. Condra, Mr. and Mrs. Thurlow Lieurance, Lauretta Boroff and Samuel Carmell, Lloyd Forrest Smith, Geo. B. Tack, Taylor Holmes, Arthur Swanson, A. M. Newens.

Dealers become better merchandisers when they really become enthusiastic over the wonderful possibilities of the talking machine and the marvelous records which do so much to spread musical knowledge and appreciation.

It is well for salesmen to cultivate a smile during their period of service in the store.

Sherman, Clay & Co.

Pacific Coast Distributors



Victor Victrolas Victor Records Victor Accessories

Main Wholesale Depot:

741 Mission Street, San Francisco

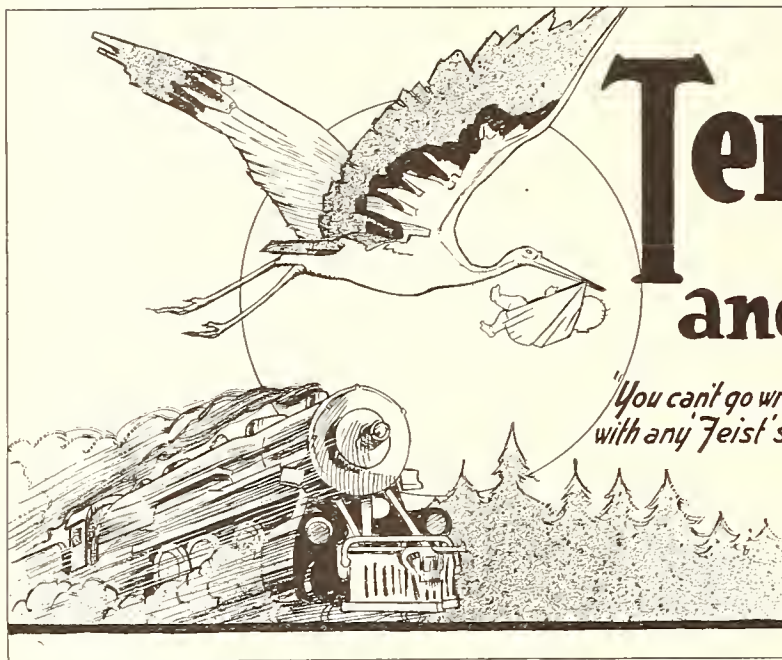
Branch Wholesale Depots:

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



Ten Little Fingers and Ten Little Toes

*"You can't go wrong
with any Feist song"* **A "Peach" of a song!**

ASK TO HEAR IT!

G. W. HOPKINS A DIRECTOR

Vice-president of Columbia Co. Elected to Directorate of That Concern

At the annual meeting of the stockholders of the Columbia Graphophone Co., held recently at



George W. Hopkins

the company's executive offices in New York City, George W. Hopkins, vice-president and general sales manager of the company, was elected a director of the company. An an-

nouncement to this effect was made to the Columbia organization at that time and brought telegraphic congratulations from Coast to Coast.

Mr. Hopkins, who joined the Columbia organization a few years ago as general sales manager, was elected vice-president of the company last month, in recognition of his indefatigable efforts in behalf of Columbia interests. His election as a director will be welcome news to his legion of friends in the industrial and publicity worlds.

W. H. ALFRING HOME FROM COAST

Manager of Wholesale Department of Aeolian Co. Finds Business Generally Improving

W. H. Alfring, manager of the wholesale department of the Aeolian Co., returned recently from a transcontinental trip, in the course of which he called upon the leading Aeolian Co. representatives in a number of the principal cities. Mr. Alfring had originally planned to go only as far as Denver and perhaps Salt Lake City, but his trip was finally extended to take in San Francisco, Los Angeles and other Coast cities.

In practically every section of the country visited Mr. Alfring found distinct evidences of improved conditions, particularly as they concern the sale of musical instruments, and the various lines featured by the Aeolian Co., including Duo-Art pianos and Vocalion phonographs and records, were reported to be in increasing demand everywhere.

MEETING OF TALKING MACHINE MEN

Local Dealers' Organization Enjoys Demonstration of New Berlin Songs and Listens to Talk on Sheet Music Merchandising—Plans for Ball on November 17 Are Announced

The monthly meeting of the Talking Machine Men, Inc., was held on Monday afternoon, October 24, at the Café Boulevard, New York City, the meeting proper being preceded, as has been the usual custom in recent months, by a luncheon.

It was known as "Irving Berlin Day" and several members of Irving Berlin, Inc., the music publisher, including Irving Berlin himself, were on hand. Ed Christie, manager of the mechanical reproduction department of the Berlin house, made an address in which he outlined the proposed activities of the various departments of the concern during the coming months. Phil Davis rendered several of the latest Berlin successes, assisted by L. Johnston at the piano. These included: "Birds of a Feather," "Tuck Me to Sleep" and "Say It With Music."

Upon the arrival of Irving Berlin, who was accompanied by Saul H. Bornstein, of this company, a rousing reception was tendered him by those assembled.

It was announced that Branson DeCou would give an exhibition of his "Dream Pictures" at the next meeting of the Association, which will be held on November 16. Also at that time the Broadway Music Corp., under the personal direction of Will Von Titzer, president of the company, will demonstrate several songs from the Broadway catalog.

In honor of the late Isaac Davega the gathering stood silent for one minute, following which the secretary was instructed to draw up a resolution expressing the Association's regret at his loss, which is to be forwarded to Mrs. Davega.

S. Kronberg, of the Plaza Music Co., then addressed the gathering on "How to Merchandise Sheet Music." He stated that it was his opinion that the day of the exclusive record and talking machine shop was past—the success of sheet music in talking machine warerooms had demonstrated that such departments were most feasible and profitable.

He divided the plans for such a department into three divisions—the advantage and benefits, the buying and the selling. These were the important features, he said, and dealers who would give the matter consideration along those lines would find sheet music an important adjunct to their business, from a profit standpoint as well as a sales attraction.

Mr. Kronberg stated that while the use of a piano would obviously be an advantage and a great attraction in the sale of sheet music, yet he believed that these goods could be demonstrated and sold quite successfully without the aid of a piano, for what sheet music needed most was proper display.

Final plans for the coming reception and ball of the Association, to be held at the Hotel Pennsylvania on the evening of November 17, were announced.

Ward's Khaki Moving Covers



Grade "D" Cover with

No. 3 Straps

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers
and Dust Covers for the Wareroom

Distributors

- BRISTDL & BARBER, INC.
3 E. 14th St., New York City
- YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
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237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HDUTON & ZDON
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & DUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.



THE
MOST MODERN
OF
PHONOGRAPHS

The Very Spirit of the Holidays
lives in this Wonderful Phonograph

It Is an Ideal Instrument

Stately and Dignified in appearance and Entirely Different. Round in form, substantially built and beautifully finished. Surmounted by a handsome stand lamp that sheds a soft, cheerful glow that adds to the pleasure of enjoying the flawless tone quality.

Spacious record filing compartment. Made up in variety of woods and finishes and a wide selection of lamp shades. Altogether the newest and most appealing of Phonographs. A business asset for every live Dealer.

Place Your Order Now!

Our new and complete plant is fully equipped to make prompt deliveries. We offer a wonderful and timely Holiday Opportunity. For full information address Department D.

Our Eastern Sales Representatives

We have appointed the Modernola Sales Co., Inc., with offices at 927 Broadway, New York City. They are sales representatives for Greater New York, Eastern New York State, Connecticut, Rhode Island, Northern New Jersey.

Phone, Ashland 7453

Warehouse, 101 W. 20th St.

UTILITY

THE MODERNOLA CO.

JOHNSTOWN, PA.

PRIZE-WINNING EDISON SALESMEN

Prize-winners From Middle West and New England Visit Thos. A. Edison—Entertained at Luncheon—Call on President Harding

There has been a prize sales contest on among Edison salesmen, conducted by Edison jobbers. The first two groups to get their reward came from the Middle West and New England. The first group comprised eighteen dealers from Kansas City, Chicago, Detroit and Milwaukee territories. The prize was a trip to Orange and return, with various entertainment features.

At Chicago the Western party was entertained by F. K. Babson at the Chicago Athletic Club. The itinerary from Chicago to Orange included a boat ride on Lake Erie, a visit to Niagara Falls and a daylight trip down the Hudson to New York. In the big metropolis the excursion visit-

ETCHED METAL NAME-PLATES
FOR MANUFACTURERS AND DEALERS

SMITHOLA
MADE BY
JOHN SMITH & CO.
NEW YORK, U.S.A.
MODEL [] SERIAL NO. []

*Write for prices
stating quantity
desired*

SOLD BY
HENRY JONES & CO.
81 UNION ST.
ALLEGHENY, PA.

EVERLASTING

ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.

NEAT IN APPEARANCE

Several of the officials of the Edison Co., including Charles Edison, Mr. Maxwell and Mr. Curry, also the departmental heads of the musical phonograph division, attended the luncheon and addressed the prize-winners. Following the

companying the prize-winners throughout the trip were: M. M. Blackman, Kansas City jobber, and H. A. Bailey, his sales promotion manager; R. B. Alling, Detroit jobber, and W. C. Eckhardt, sales promotion manager at Chicago.



The Western Group of Prize-winning Salesmen With Mr. Edison

The New England Group of Prize-winning Salesmen With Mr. Edison

ed the most prominent places of interest, and, before coming to Orange, recorded their voices on a souvenir Re-creation at the recording studios on Fifth avenue.

At Orange the visitors were entertained with a luncheon at the celebrated Mushroom Farm.

luncheon the visitors were presented to Mr. Edison and made a trip through the laboratories.

The party returned to their respective territories via Washington, where they had an audience with President Harding, arranged through the courtesy of Senator Capper, of Kansas. Ac-

The other group, hailing from New England, and representing the Pardee-Ellenberger Co., Inc., at Boston, Mass., and New Haven, Conn., had a similar program as that enjoyed by their Western brothers. Each salesman received from Mr. Edison his autographed photograph.

Okeh
Records

Okeh Records

offer the advantage
of unlimited sales.

The collector of beautiful opera arias
is perfectly satisfied with *Okeh*
Opera Records.

The dancers say,
"They find all the real joy of
dance music on *Okeh*
Dance Records."

The stay-at-home says,
"*Okeh* Records make home
worth while."

We Say,
"An *Okeh* Agency Is
Yours for the Asking."

Okeh
Records

KENNEDY-SCHULTZ COMPANY

1865 PROSPECT AVE. CLEVELAND, OHIO



ANTICIPATE

Your Orders for

LONG

Console Cabinets

The tide has turned, and the LONG factory is now working overtime to cope with the demand for LONG CONSOLE CABINETS.

Avoid disappointment and anticipate your orders as far ahead as possible. This is not an idle prediction, but a suggestion based on actual facts. We are receiving orders by telegraph, telephone and mail, and we are endeavoring to give our dealers prompt and efficient service.

LONG CONSOLE CABINETS are the pioneers in this field. They have won countrywide success through superb quality and unsurpassed workmanship, and they will bring profits and prestige to your establishment.

Place your orders today.

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.



Style 600
Sheraton



Style 601
Colonial



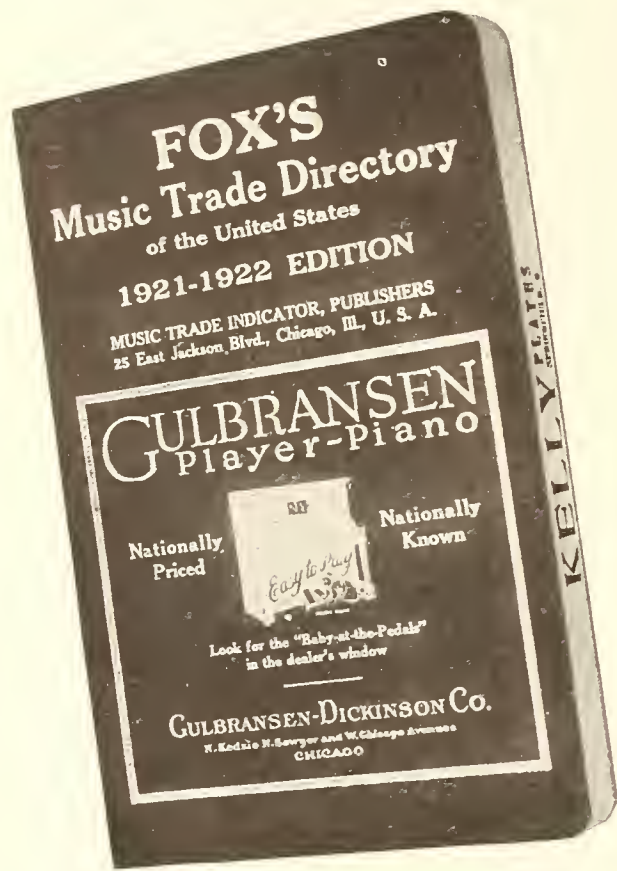
Style 602
Louis XV



Style 603
Chippendale



Style 604
Hepplewhite



"The Original Music Trade Directory"

\$1.00 Per Copy

For Your Mailing Lists

Fox's Music Trade Directory ("The Red Book")

Contains the most complete lists ever compiled in the music industry, including:

Phonograph Manufacturers
Phonograph Record Manufacturers
Phonograph Supply Concerns

Piano Manufacturers
Piano Retail Merchants
Piano Supply Concerns

Also lists of sheet music publishers, small goods and organ manufacturers.

MUSIC TRADE INDICATOR

Publishers

25 E. Jackson Blvd.

Chicago

TRADE IN NEW ORLEANS SHOWS DECIDED IMPROVEMENT

Dealers Make Splendid Showing in Way of Sales—Advertising Under Way—Edison Trade Expands—Free Service Bureau at Maison Blanche—Guenard and Blache Open New Stores

NEW ORLEANS, LA., November 4.—The talking machine trade in this vicinity is declared to be on the boom and the increase is noticeable wherever one turns. This business improvement is credited largely to the efforts of one of the liveliest aggregations of sales managers and salesmen in the country.

More space in the daily papers is being devoted to advertisements of musical instruments and accessories, many schools are adding talking machines to their equipment, business offices are buying outfits to increase the efficiency of employes, and even the bootblack parlors are buying talking machines to attract trade.

Joseph L. Billeit, manager of the Diamond Disc Co., Edison jobber, declares that during the past year business has improved 53 per cent and that 25 per cent of the increase is due directly to the effect of mood parties advertised by the company and held under its auspices.

A new department, to be known as the "Sales Aid Service Department," has been added by the Diamond Disc Co. The staff of the new department will undertake to look after the machines

of Edison owners and keep them in repair. The plan calls for regular visits to Edison owners by a crew of five men, who on each visit will carry some of the latest records for demonstration purposes.

The Edison Shop on Barrone street is also reporting good results. Here is being tried out very successfully a selling policy that encourages the visitor to sell himself, as it were. The work of the sales staff consists of making the visitor feel at home and provides a knowledge of the convincing qualities of Edison machines and Re-creations, but no sales talk as such is indulged in.

An Edison machine was recently installed in the Delgado Trade School, a new school just opened for vocational work. It was selected by the vote of the students.

The L. Grunewald Co., Ltd., got some good publicity for the Grafonola during the period of the World Series. The company arranged for the installation of a Grafonola where the baseball returns were received and the music entertained the crowds before and during the game.

The music department of the Maison Blanche has established a free service bureau for the benefit of the company's customers, and it is found that the plan is working out very satisfactorily.

L. A. Guenard, formerly manager of the Grunewald music store branch on Rampart street, has just gone into business for himself. He has opened two small stores, one at 1509 Dryades street, the other at 109 University Place, just half a block off of Canal street, the main thoroughfare. His stock consists of Victor machines, Victor and Okeh records and Q R S player rolls. Later he intends to extend the business and sell a general line of musical instruments. He has already ordered a few harmonicas and musical accessories. He also repairs talking machines and musical instruments. His partner is Harry Roach.

Up on Barrone and Poydras streets, J. Henry Blache, of the Oraphone, has just opened a small music shop where he handles records and Oraphones, a machine of his own make. His shop is located at 334 Carondelet street. Mr. Blache has been in the music trade for some time, having traveled on the road in the interest of the Oraphone. He knows the trade and states that all indications point to an excellent season in the music trade.

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.

VISITORS TO COLUMBIA CO.

Branch Managers From Widely Separated Points Visit New York Headquarters

Among the recent visitors to the Columbia executive offices, New York, were A. B. Creal, manager of the company's New Orleans branch, who brought with him optimistic reports of the business situation in the South. C. F. Schaffarzick, of the Columbia Stores Co., Spokane, Wash., and C. A. Delzell, of the Columbia Stores Co., Denver, Col., spent a few days at the Columbia offices recently, discussing general sales plans with Geo. W. Hopkins, vice-president and general sales manager of the company.

ATLAS PACKING CASES

and

Perfect Package Month—November, 1921

Aid this nation-wide movement for perfect packing by shipping in "Atlas" Plywood Packing Cases. They will effect a tremendous saving in loss from damage alone as well as countless dollars in freight charges.

For years we have been making the perfect container for the shipment of talking machines.

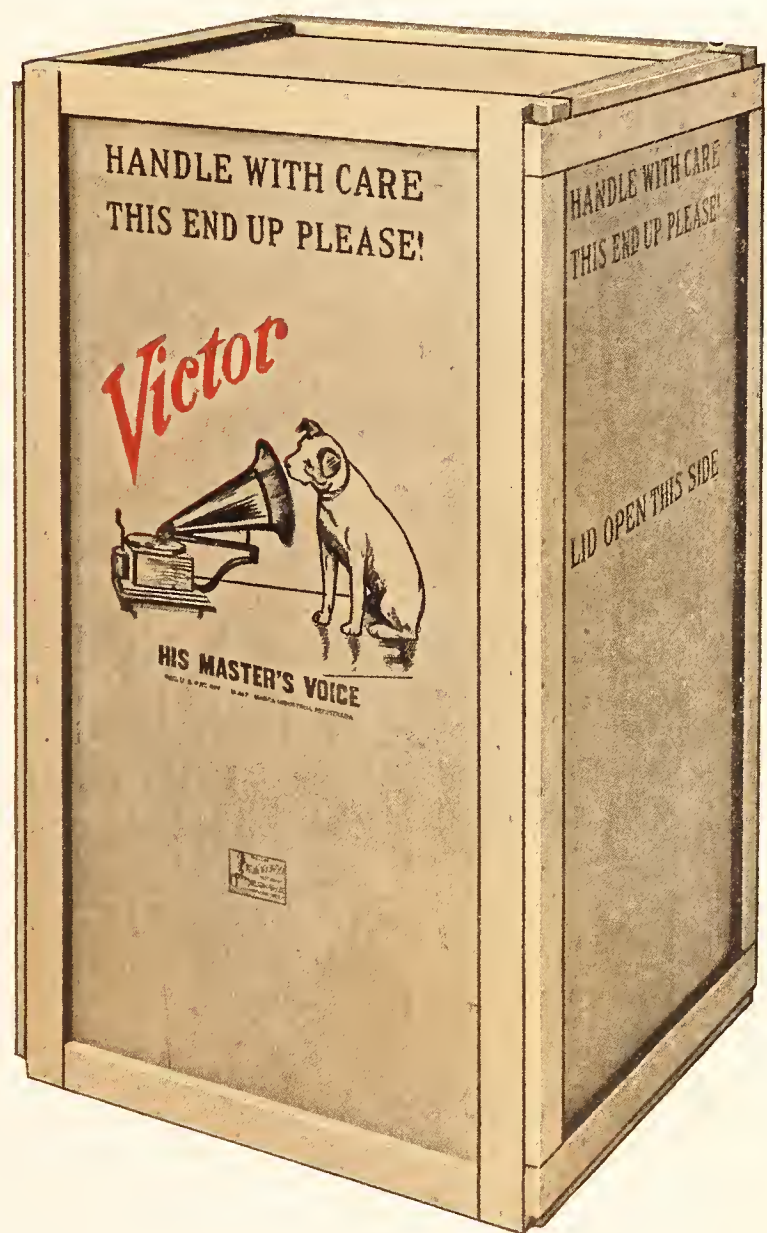
The trade-marked "Atlas" Case is the acknowledged standard of the Talking Machine Industry.

It is far more than a wooden box. It is designed architecturally for one specific purpose—the delivery of talking machines in perfect condition.

We have made it our business to know the needs of the Talking Machine Industry, and the thoroughly co-ordinated quantity production of our four mills insures prompt and sure service.

"Atlas" Plywood Packing Cases make a better appearance, give greater protection and save freight. Their use indicates the high quality of the contents.

Shipments in Carload Lots Only.



This is an exact reproduction of an "Atlas" Packing Case manufactured, printed and shipped to the Victor Talking Machine Co., Camden, N. J.

ATLAS PLYWOOD CORPORATION

RICHFORD

VERMONT

LARGEST MANUFACTURERS OF TALKING MACHINE PACKING CASES



REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

INFORMATION FOR REPAIRMEN

Morsemere, N. J., October 29, 1921.

A. H. Dodin, Care Talking Machine World:

Your name has been referred to me in my endeavors to get information regarding the repairing of talking machines. It frequently happens that while visiting various homes in connection with my business of tuning and repairing pianos and player-pianos I receive requests to repair talking machines, or am asked if I do such work.

Not being acquainted with the talking machine mechanisms I should like to know if there is any shop or place where I may gain such information. I thank you in advance for any information you may give me.—George P. Kirsten.

Answer. I do not know of any shop where you could learn the business of repairing talking machines at the present time.

The Victor Co. permits any man who is employed by its dealers to go to its factory in Camden, N. J., and take a course in adjusting its machines, and I believe the Edison and Columbia companies do the same, but I do not know whether they extend this privilege to anyone not employed in one of their agents' stores.

I would suggest that you get from various companies the little instruction books that they send to their dealers, and if you make a good study of them and also take a motor and take it apart and study the various parts and their relation to each other in the construction of the motor I am quite sure that it would not be very long before you would be able to handle most of the repairs that would come your way.

I am always ready to give you any assistance that I can and will be pleased to answer any questions which you may wish to send me in reference to any troubles you run across in your repair work.

* * *

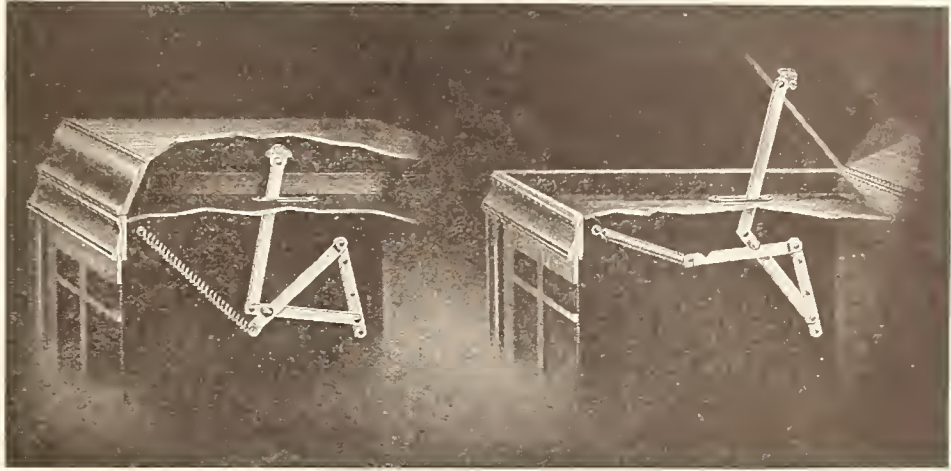
Watch Out for Chilled Springs

As it will not be long before cold weather will again be with us, together with the usual busy season for talking machine sales, I believe it is the right time to again caution dealers in the matter of delivering and setting up machines in cold weather to avoid spring breakage and other troubles. It also happens frequently that a machine is delivered on a cold day, set up in the home and then put out of order through the breaking of a spring during the first winding.

As has been pointed out on previous occasions, the talking machine spring is a highly tempered piece of steel and as such is subject more or less to temperature changes. It frequently happens that a new machine is taken from a rather chilly warehouse, kept out in the air on a truck for several hours and then installed in the home where the temperature is at seventy degrees or more. Cold makes all steel brittle, and when the enthusiastic purchaser seeks to play a record at once to try out the new musical instrument the cold and brittle spring refuses to stand the strain and snaps.

A great many dealers realize this condition and warn customers regarding it. One dealer goes so far, in the Winter, as to attach a special tag on the winding key advising the purchaser to let the machine rest in the warm room for twenty-four hours before winding. This rest serves to take the chill out of the spring and prevent its sudden snapping.

Banks, and not depositors, are responsible for losses sustained by depositors upon checks drawn by depositors' agents in excess of the amount fixed by depositors, as a result of the refusal of the United States Supreme Court to review a decision of the Pennsylvania courts to this effect.



The Superior Lid Support

A touch of one Finger lifts or closes the Lid, which stops at any point desired. Does not warp the Lid.

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold
Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

"BUILT-IN" TALKING MACHINES

Latest Idea of Architects Serves to Arouse Considerable Newspaper Comment

The recent announcement of a New York architect to the effect that he has made provision in some of his new apartment houses for built-in talking machines has aroused considerable comment in newspapers in various sections of the country. The Toledo Blade, for instance, regards the innovation as a natural development in home designing and construction, and says editorially:

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

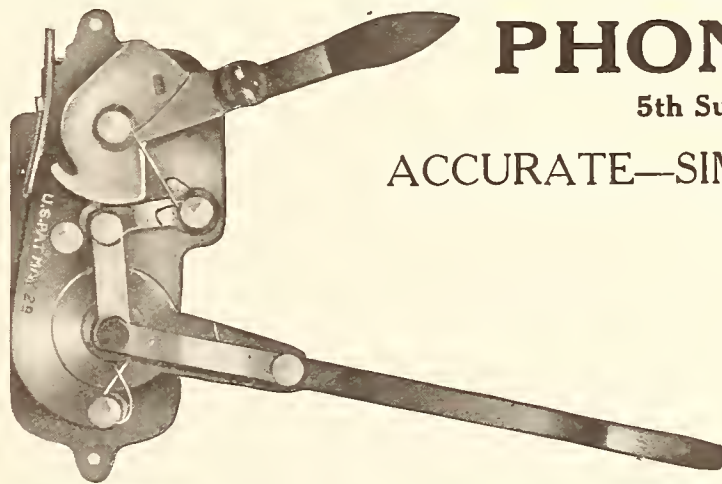
"There are many houses still standing in this city which were erected without provision made for furnaces; hundreds that were built without

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 specially 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 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."

Headquarters for the manufacture of talking machines have been opened at 116 Patton avenue, Asheville, N. C., by William Haverman, who makes both the cabinets and the motors for his machines.



PHONOSTOP

5th Successful Year

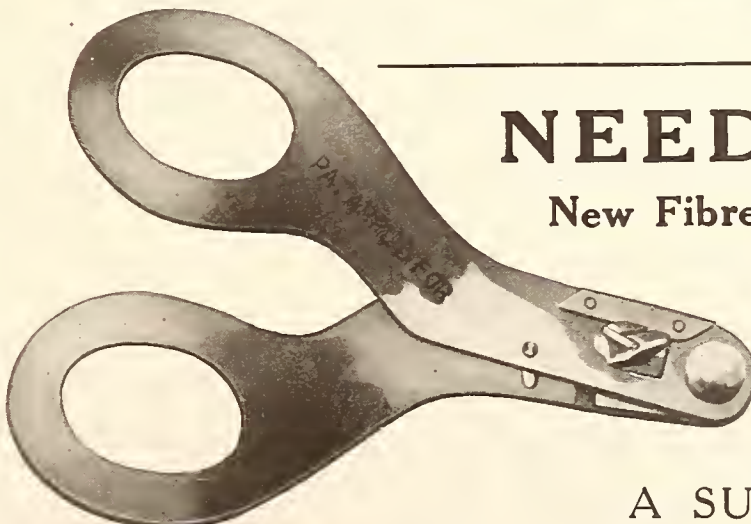
ACCURATE—SIMPLE—DURABLE

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.



Widdicomb console Early American Art model, with divided top, partitions for album, automatic stop and patented tone control. The Widdicomb plays all records. New prices on the various models range from \$95.00 to \$300.00.

The Widdicomb makes a twofold appeal to buyers

Merchants with the Widdicomb franchise are winning increased patronage

IN the pioneer days of the phonograph, little heed was given to beauty of design and cabinet work. In the effort to perfect musical reproduction, appearance was more or less lost sight of.

The Widdicomb Furniture Company were the first to sense the possibilities of a new idea in phonograph construction. Why not combine perfection as a reproducer with artistic design and finish commensurate with the prominence of the phonograph in the home?

For 56 years they have been recognized leaders as fashioners of beautiful furniture. Their exclusive creations in period design set the standard for fine cabinet work. With this broad experience of the popular taste for period furniture, they visualized the appeal of a phonograph of similar master craftsmanship.

Unusual beauty of design attained

From that beginning came the exquisite Widdicomb Period Phono-

graphs of today, distinguished by the same artistic skill and master craftsmanship that have always marked Widdicomb furniture creations. Faithful interpretations of the best designs of the old masters of wood-working, they have an added touch of rare charm and individuality that is distinctively Widdicomb.

Today the Widdicomb has rightfully earned its name—"The Aristocrat of Phonographs." Built in Adam, Queen Anne, Chippendale and other popular period styles, in beautiful red or antique mahogany and walnut, it has won for itself a distinct popularity among people who appreciate true art in furniture.

New tonal perfection achieved

While master designers were producing these exquisite cabinet models, phonograph experts were quietly working to establish tonal supremacy for the Widdicomb. After two years of experimental work they developed the Widdicomb Amplifying Tone Chamber, an exclusive Widdicomb

feature which marks a new era in musical reproduction.

This chamber, built of a patented composition, extends and expands the sound waves as they pass through, giving a full, rich and clear reproduction of every note in the chromatic scale. The deep, rich notes of an orchestral selection are reproduced, by the Widdicomb, in their proper relationship with the notes of the higher register. All metallic harshness, all suggestion of "blasting," is entirely eliminated.

To dealers who are interested in laying a strong foundation for increased patronage, and for broadening their sales opportunities, we have an excellent proposition to offer. Write today for full particulars concerning the Widdicomb franchise, and for complete catalog of the various Widdicomb styles and models.

The Widdicomb Furniture Company

Grand Rapids, Michigan

Fine furniture designers since 1865

All Widdicomb models are now selling at pre-war prices.

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

A FEW WORTH-WHILE SALES IDEAS

Timely Sales Suggestions Which Will Bring Profit to the Dealer—Methods for Increasing Sales of Talking Machines During Holidays

Some very timely and worth-while sales suggestions are contained in a recent issue of *The Advance*, published by the Putnam-Page Co., Victor distributor, Peoria, Ill., as follows:

"Include in your record selection sent with your machine sale several records for children.

"Use your telephone two hours each day to call attention to your record stock—your ability to fill orders, or that record orders are not forgotten, etc. Customers appreciate such service. Your sales will be increased—your shop and its service brought to the minds of people.

"To review the program of Victor artists before the concert means more interest, greater appreciation—hence bigger sales. After the concert keep the thought and attention centered on good music and music you have to sell.

"Give Elman, Galli-Curci, Kreisler and McCormack concerts—in fact, the records of all Red Seal artists will make a program which will be appreciated and enjoyed by everyone. Be careful that your program is arranged as it should be. Explain briefly interesting facts concerning the records and music—the artist—the opera, etc. Attract music-lovers to your shop—help make all lovers of good music.

"Make your Christmas plans early! An attractive box with six records or an album with six or twelve records will make a gift all will appreciate. Have cards ready for customers to enclose and necessary material for wrapping so that the gift idea and giving Victor records are one and the same thought. A Victrola sold at Christmas means a new library of records the early months of the new year.

"Thanksgiving offers also an avenue to increase sales. All records make suitable gifts and there are many featuring the harvest season. Your window, your advertising and record suggestions arouse interest in this holiday. The

public is glad to have and deserves this information and you will be repaid by renewed interest in your product, which is sure to mean greater demand and real sales."

OUR TALKING MACHINE EXPORTS

Exports, Including Records, for Nine Months Ending September, 1921, Total \$934,366

WASHINGTON, D. C., November 5.—In the summary of exports and imports of the commerce of the United States for the month of September, 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 September, 1921, amounted in value to \$41,729, as compared with \$65,776 worth which were imported during the same month of 1920. The nine months' total ending September, 1921, showed importations valued at \$462,752, as compared with \$673,973 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 1,977, valued at \$91,893, were exported in September, 1921, as compared with 8,690 talking machines, valued at \$308,401 sent abroad in the same period of 1920. The nine months' total showed that we exported 26,974 talking machines, valued at \$1,287,683, as against 59,895 talking machines, valued at \$2,815,834 in 1920, and 45,223 talking machines, valued at \$1,554,445, in 1919.

The total exports of records and supplies for September, 1921, were valued at \$137,962, as compared with \$262,252 in September, 1920. For the nine months ending September, 1921, records and accessories were exported valued at \$1,646,683; in 1920, \$2,836,696, and in 1919, \$2,530,599.

Burns & Moreland, music dealers, of Kansas City, Mo., will soon open a Columbia shop in Cameron, Mo.

BUBBLE BOOKS TO BE FEATURED

Bubble Books Will Be Included in Special Campaign Launched by Book Association—Travelers Report Increased Activity Everywhere

The Bubble Book division of Harper & Bros., New York, reports that sales for the month of October more than doubled the sales of the previous month, and General Manager Foster believes that this is an indication that the coming months will be generally prosperous for the talking machine dealer. Dealers who carry Bubble Books are making extensive plans to link up their activities with the nation-wide campaign which the children's book committee of the National Book Publishers' Association has inaugurated for the week commencing November 13 and ending November 19.

A feature of this campaign will be a series of lectures to be given in the leading cities by well-known authors of children's books, among whom are David Corey and Margaret Gerry Spaulding. As Bubble Books are designed for children, they will be included in this intensive campaign. Timely and attractive advertising material prepared by Harper & Bros. has been forwarded to the dealers featuring Bubble Books.

J. B. Price, Middle West representative for Bubble Books, who has just returned from a successful trip, reports that talking machine dealers are unusually active and that Bubble Books are being featured in the largest stores in Middle Western cities. The Chubb-Sternberg Music Shop, of Cincinnati, O., recently devoted its entire front windows to an attractive display of Bubble Books, which was given special editorial mention by all the local papers because of its originality and attractiveness.

Lee Conover, who covers New England and New York State, is now visiting the trade up-State, and states that dealers in his territory are enthusiastic over the way Fall business is opening up, and are confident that sales this Winter will show a decided increase over last year.

The Selling Power of Flexlume Signs

Here are some of the things which give Flexlume Electric Signs their selling power:

They have maximum advertising display.

They are day signs as well as night signs—raised, snow-white glass letters on a dark background.

They have greatest reading distance, lowest up-keep cost, most artistic designs.

Let us send you a sketch showing a Flexlume to meet YOUR particular needs.

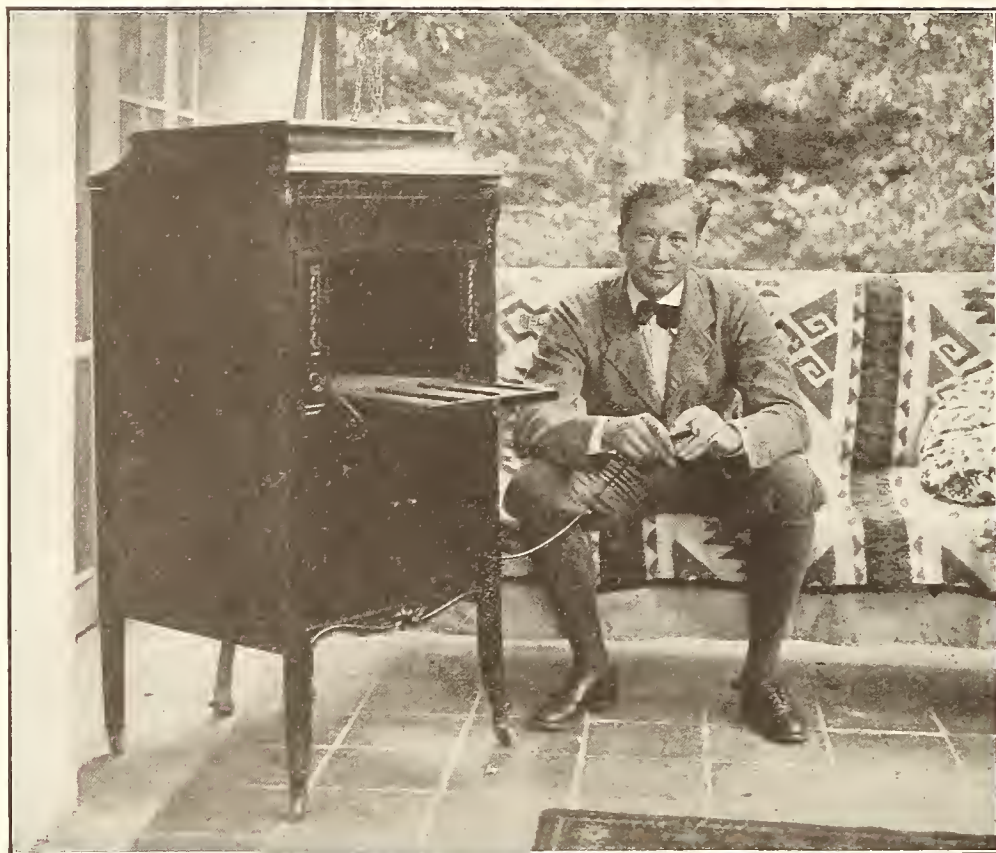
FLEXLUME SIGN COMPANY

36 KAIL STREET

BUFFALO, N. Y.

Flexlume Electric Signs Made Only by The Flexlume Sign Co.





John Charles
THOMAS

*the gifted American
baritone, playing one
of his Vocalion Rec-
ords with the Gradu-
ola.*

*The Personal Touch
that THE GRADUOLA gives to*

The VOCALION

IT is the Graduola which makes the Vocalion *more than a phonograph*. This wonderfully effective tone-controlling device gives the person playing the record the power of shading the tone at will, with countless beautiful effects.

The Graduola, exclusive feature of the Vocalion, is a strong factor in interesting prospective buyers. Whether musically trained or not, there is a keen and universal fascination in playing records according to one's own ideas.

Natural tone-quality—distinctive case designs and the excellence of Vocalion (Red) Records give rich merchandising value to the Aeolian line.

Information regarding Vocalion phonographs and records will be furnished upon request. Let us hear from you.

Latest Vocalion (Red) Record Releases of Timely Hits

Say It With Music, from The Music Box Revue
—Fox-trot

Tenderly—Fox-trot *Selvin's Dance Orchestra*
No. 14239 \$.85

Dapper Dan *Irving Kaufman*

Ten Little Fingers *Ernest Hare-Billy Jones*
No. 14247 .85

It's You—Fox-trot

Hugs and Kisses—Fox-trot
The Newport Society Orchestra
No. 14249 .85

Bimini Bay—Fox-trot

I've Got the Joys—Fox-trot
Benny Krueger's Dance Orchestra
No. 14253 .85

Everybody Step—from The Music Box Revue—
Fox-trot

How Many Times?—Fox-trot
Al Jockey's Dance Orchestra
No. 14255 .85

THE AEOLIAN COMPANY

NEW YORK

CINCINNATI

CHICAGO

DAYTON

BOSTON

For record sales to new and old customers and good prospects besides—use the Christmas Gift Envelopes for Columbia Records this Christmas. They mean business for you!

**Columbia Graphophone Co.
NEW YORK**



COOL & SCHALLER OPEN NEW STORE

Many Friends and Representatives of Music Houses Attend Opening of Attractive Victor Shop Just Established in Upper New York

The latest addition to the music establishments in New York is the handsome Victor store formally opened at 181st street last week by Cool & Schaller. The store, while not the largest in the metropolis, is the equal of any in attractiveness. Twelve handsomely furnished sound-proof demonstration booths and a record rack with a capacity of fifteen thousand records, installed by the Unit Construction Co., are features of the establishment. A large electric sign, running across the entire front of the store, contains the firm name and the word "Victor." When illuminated the sign can be seen for several blocks in either direction.

Despite a driving rain the store was crowded on the opening night, October 31, to listen to a concert by the Hawaiian Band. Many friends of the proprietors were present, as well as a number of representatives of music houses in New York. Letters of congratulation were received from several who were unable to be present and floral wreaths were received from the Silas E. Pearsall Co., Victor distributor, the New York Talking Machine Co., and others.

Among those present were Theodore Morse, of Leo Feist, music publisher; Thomas F. Green, representing the Silas E. Pearsall Co.; Thomas McCready, of the Victor Talking Machine Co.; Paul Carlson and J. C. May, of the Chas. H. Ditson Co., Victor distributor, New York, and Jerome Harris, representing C. Bruno & Son, Inc., Victor distributors, of New York.

The proprietors of the establishment, Harold L. Cool and Warren G. Schaller, are well known in the section of the city where their business is located. Mr. Cool was formerly connected with his father in the music business in that neighborhood and he is well qualified to make a success of his new venture. Mr. Schaller, prior to entering partnership with Mr. Cool, was associated with his father in the silk business.

MUSIC A SUBJECT FOR THE SCHOOL

One of the speakers at the Wentworth County Teachers' Association, held recently in Hamilton, Ont., was Bruce A. Carey, supervisor of music in the Hamilton public schools. Taking as his topic, "Music a Subject for the School," Mr. Carey divided the benefits to be received by the pupils from musical teaching into four departments—the physical, mental and spiritual effects; its value as a developer of intellect; as a social developer and as a great leisure occupation. Three definite, practical suggestions were advanced. Two of these were purely local propositions, but the third is of national importance. Mr. Carey strongly urged the need of the talking machine and records in the equipment of public schools throughout the Dominion.

Remember, it's hard to fall down without a frown, but you can always get up with a smile.

SHELTON SALES CO. ORGANIZED

Will Act as Eastern Distributor for the Shelton Motor Made by the Shelton Electric Co.

The Shelton Sales Co. was recently formed to act as Eastern distributor for the Shelton motor made by the Shelton Electric Co., of New York City. Edward C. Boykin, formerly general manager of the Edison Shop, on Fifth avenue, opposite the Public Library, is general manager of the company, and offices have been opened at 299 Madison avenue, New York City. The company is specializing entirely in the sales of Shelton motors and in giving service to the dealer in its territory carrying these motors. Although recently organized, the company has already made substantial progress in the featuring of the Shelton motor in this territory.

MUSIC AS AN AID TO OPERATIONS

Talking machine music as an accessory to operations may soon be a fact in the opinion of Dr. Robert E. Farr, of Minneapolis. In a recent address to delegates at a medical convention in Milwaukee, Mr. Farr said: "Where major operations are performed with the aid of a local anesthetic rather than by the older method of etherizing, the patient remains conscious and alert, and gently played talking machine music has a decided value both in calming the patient and in supplying pleasurable sounds as an offset to the realization that he is being operated on."

ROOS BROS.' NEW CONNECTION

Well-known Salesmen Join General Phonograph Corp.'s Staff—Will Develop Needle Business

Julius and Nestor Roos, well known in talking machine sales circles throughout the country, have joined the sales division of the General Phonograph Corp. and will devote their activities exclusively to this company's needle department. The "Roos Brothers," as they are familiarly termed in the trade, have been associated with the talking machine industry for many years, and number among their friends dealers from coast to coast. An energetic sales campaign will be instituted by the General Phonograph Corp.'s needle division, and the Roos brothers will have unlimited opportunities to utilize their exceptional sales ability.

TO DISTRIBUTE CARDINAL RECORDS

CLEVELAND, O., October 28.—The Tiffany Phonograph Sales Co., of this city, has taken on the distribution of Cardinal records in the northern half of this State and active sales work is well under way. Representatives of the Tiffany Co. who will introduce Cardinal records in Ohio are: J. J. Kollie, H. R. Plotner, J. S. Horner and Joseph I. Hickley.

J. B. Tiffany, head of the Tiffany Sales Co., recently completed a solid eight weeks of travel in Ohio and reports a noticeable picking up in retail sales, especially in the smaller communities.



the Most Exclusive

Mr. Dealer:

It Is Not Too Late to Order

CHRISTMAS GIFT BAGS

Yet Offered



Merchandise of unusual merit that has won the commendation of dealers everywhere. Beautiful containers for gift records (very heavy white paper). A prestige-building bag for the high-class dealer.



Design A

One Size Only

13x13 inches

No Strings

No Buttons

2-inch Flap



Design B

The bags are printed in two colors—red and green. Space provided for imprints, if desired, at bottom of panel.

If your sample has not been received PLEASE notify us at once.

Ask us to send you our price list, which explains the H-W service items.



HALSTED WILLIAMS CORP.

815-819 Monroe Street

Brooklyn, N. Y.





Queen Anne Console
\$225



Simplified Sheraton
Console, \$145



Adam Console
\$195

Where Can You Find a Line to Compare With Jewett Values?

JUST look at these three Jewett consoles—and then look at the list price beneath.

You probably think, from your knowledge of phonographs, that it is impossible to produce a really high-grade console at these prices.

But if you have that notion, you haven't seen the Jewett.

You cannot appreciate what remarkable value these beautiful consoles represent until you have seen and heard them for yourself.

Remember this: It is value that sells a phonograph today.

That's why our factory is running to capacity. That's why our dealers find it comparatively easy to sell Jewetts in the face of the keenest competition in the history of the business.

These consoles are made of five-ply, $\frac{3}{4}$ -inch panels *throughout*. You will be amazed at the fine cabinet work they represent. And the tone is one of rare sweetness—ample volume—unequaled clearness and freedom from vibration.

Why not see for yourself? That's the only satisfactory test. Write us today—there's no obligation.

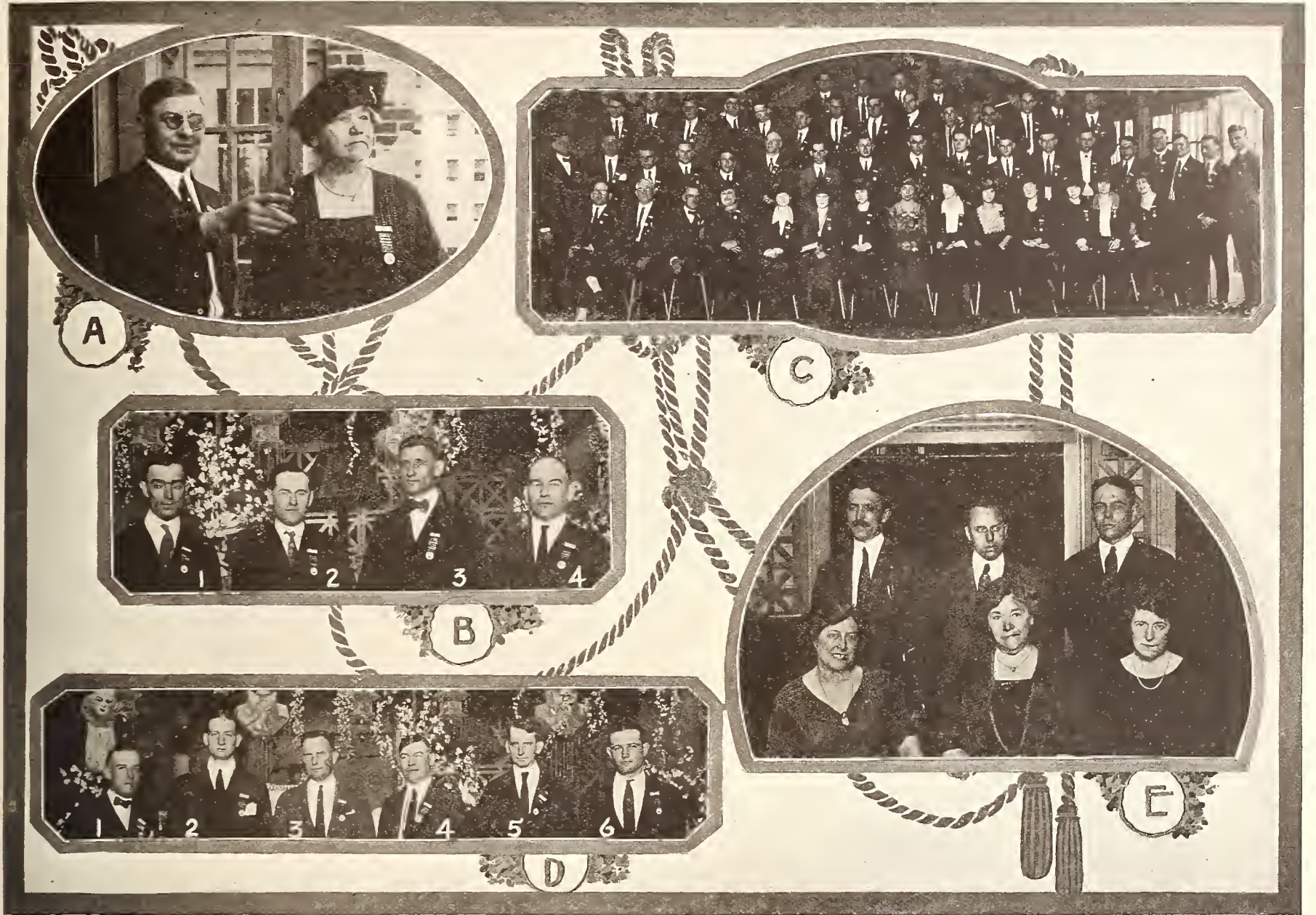
THE JEWETT PHONOGRAPH COMPANY

General Sales Offices: 958 Penobscot Building
DETROIT, MICHIGAN



JEWETT
PHONOGRAPHS

Great Gathering of Victor Dealers Held in Dallas, Texas, Last Month



Some Snapshots From the Convention of the Southwestern Victor Dealers, Held in Dallas, Tex., on October 5, 6 and 7

A—Mrs. Frances E. Clark and Lester Burchfield Looking Over Dallas From Adolphus Hotel Roof Garden and Enjoying the View of That Rapidly Growing Southern City. B—(1) J. C. Deal, Angelo Furniture Co., San Angelo, Tex., Director Southwestern Victor Dealers' Association; (2) Wm. H. Beasley, H. V. Beasley Music Co., Texarkana, Ark., Vice-president; (3) E. W. Gratigny, Bush & Gerts Piano Co., Dallas, President, and (4) Lester Gunst, Lester Gunst Co., Dallas, Secretary. C—Group Picture of Convention Delegates. D—(1) E. E. Hill, Traveling Representative Sanger Bros., Dallas; (2) F. L. Koons, Traveling Representative, W. G. Walz Co., El Paso; (3) J. W. Maxwell, Traveling Representative, Talking Machine Co. of Texas, Houston; (4) Lester Burchfield, Manager Wholesale Victor Department, Sanger Bros.; (5) W. B. Callaway and (6) E. E. Lock, Traveling Representatives, Talking Machine Co. of Texas. E—Victor Co. Representatives: Top Row—S. Dana Townsend, Educational Department; F. A. Delano, Director, Red Seal School; G. N. Swett, Traveling Department. Bottom Row—Miss Margaret M. Streeter, Mrs. Frances E. Clark, Director, and Miss Edith Rhett, of Educational Dep't.

ISSUES MUSIC WEEK PROCLAMATION

Mayor of Portland, Ore., Makes Official Announcement of Music Week Celebration in That City From November 27 to December 4

PORTLAND, ORE., November 4.—Portland's mayor, George L. Baker, has issued an official proclamation, setting aside the week of November 27 to December 4, inclusive, as Music Week. Present at the signing of the proclamation were Leslie Cranbourne, chairman of the Music Week Committee; L. S. Pilher, national community song service representative of the Community Service, and members of the advisory council. Mo-

tion pictures of the event were taken, which will be exhibited throughout the State of Oregon. The proclamation is as follows: "To the public: In furtherance of the great cause of music the week of November 27 to December 4, inclusive, is hereby officially designated Music Week in the city of Portland. All persons are urged to co-operate in the movement, which has as its purpose the introduction of more and better music into our every-day life.

"Music is the basis of the finer things in life. It is the symbol of peace and harmony, the greatest elements in human experience, and its development of all that makes for better citizenship, better morals and better conditions gen-

erally. Without these life is a failure. With these life is better and sweeter.

"Therefore, it is every man's duty to do his part toward making Music Week the success such an undertaking deserves.

"George L. Baker, Mayor."

FILES SCHEDULES IN BANKRUPTCY

Bessie R. Lubin, dealing in talking machines and records at 1773 Lexington avenue, New York City, recently filed schedules in bankruptcy here, showing liabilities of \$3,519 and assets of \$3,000. The assets represent the stock of the establishment.

REMEMBER—They Sell Well—

OKeh Records

That well-balanced monthly release that enables OKeh Records to take the lead in sales

J. K. POLK FURNITURE CO.

294 Decatur Street, Atlanta, Ga.



**A Diversified Variety of Designs
for the Christmas Trade**

Windsor Phonographs to suit every
taste at a wide range of prices—and
every one

The Windsor
Phonograph

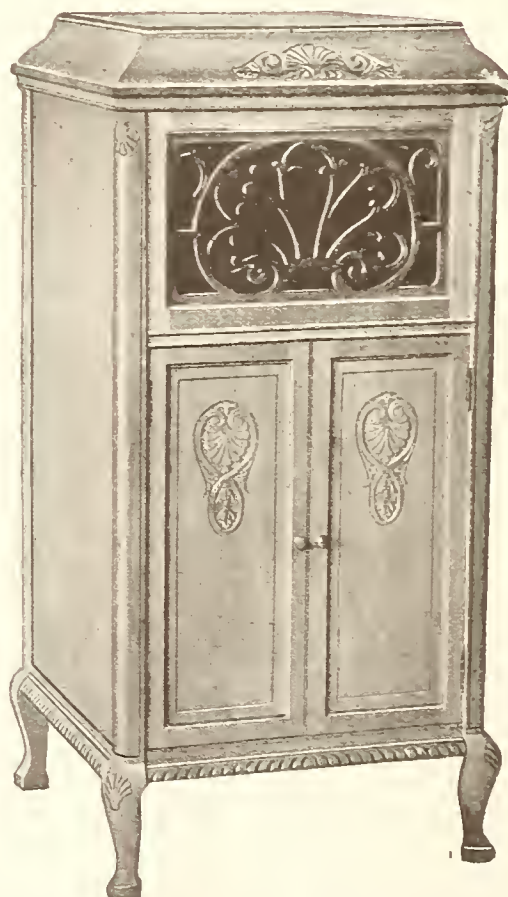
—which means a perfect musical instru-
ment and a beautiful piece of furniture.



WINDSOR FURNITURE COMPANY

1420 CARROLL AVENUE

CHICAGO



The Windsor
 Furniture Company
 Chicago, U. S. A.

has been making good furniture since 1885. They are the oldest makers of

CONSOLE PHONOGRAPHS

Chicago Salesrooms:

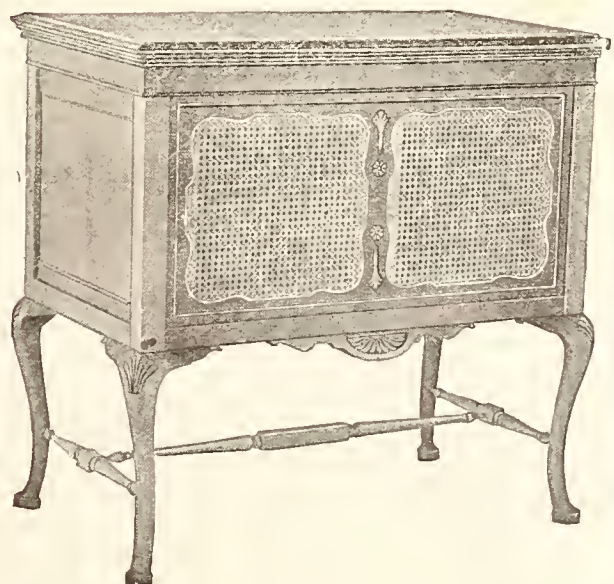
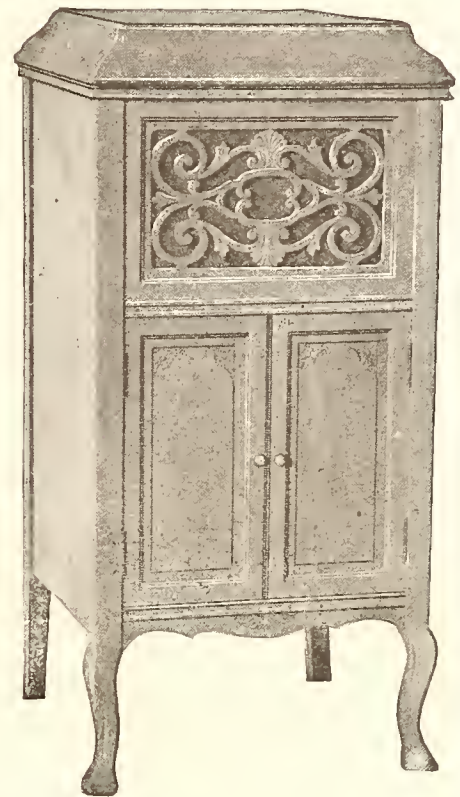
1411 So. Michigan Avenue

Eastern Distributors:

HYMAN BROS. & COMPANY
 47 W. 34th Street, New York City

Exhibited January, 1922, and succeeding market season in

BLODGETT BUILDING
 Grand Rapids
 Mich.



ASK TO HEAR IT



THREE O'CLOCK in THE MORNING

Tempo di Valse Lente



It's three o' clock in the morn - ing.

The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

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



RECORDS MUST BE RIGHTLY PACKED

Post Office Orders That Improperly Prepared Parcels of Records Be Refused for Mailing—Applies Chiefly to Shipments by the Public

WASHINGTON, D. C., November 4.—The Post Office Department has notified postmasters and other employes of the service that parcels containing phonograph records improperly prepared to withstand ordinary handling in the mails should not be accepted for transmission therein.

The attention of the office of the Third Assistant Postmaster General has been invited to the fact that parcels containing records are being accepted for mailing and insurance, although improperly prepared without any cushioning material to absorb shock incidental to transportation.

In a letter addressed to the officials and employes of the postal service the office states that "As phonograph records are of exceptionally fragile nature, the acceptance of such parcels improperly packed will result in claims for indemnity being filed covering such parcels as are insured or sent C. O. D. The co-operation of postmasters at all offices, therefore, is requested, with a view to acquainting patrons transmitting phonograph records by insured or C. O. D. mail as to the manner in which such parcels should be packed to withstand ordinary handling in the mails. Phonograph records should not be accepted unless the contents thereof are fully protected by sufficient cushioning material."

It is understood that the new regulation applies chiefly to individuals who have occasion to mail records, for dealers in records practically without exception see to it that they are carefully protected against breakage by the use of corrugated cardboard.

The Phonograph Hospital is the name of a new talking machine repair business operated by William P. Bennedum, at 237 Main street, Johnson City, N. Y.

STARR EXHIBIT AT VIRGINIA FAIR

Starr Pianos and Phonographs Displayed in Richmond, Va., Attract Much Attention

RICHMOND, VA., November 3.—Hundreds of visitors at the Virginia State Fair, held in this city the early part of the month, were attracted by the interesting display of Starr products in charge of H. Wallace Carner, factor for the Starr Piano Co., Richmond, Ind. Starr-made



Exhibit of Starr Line at Richmond Fair pianos and Starr phonographs were arranged to make an effective exhibit and Starr signs, window cards and placards had a prominent place, as did the Starr "Singing Throat and Horn" of silver grain spruce.

The style XV table model phonograph, which can be used as a writing desk and library table, as well as a phonograph, was also on display and occasioned a great deal of comment. H. Wallace Carner, who was in charge of the exhibit, was well pleased with the results.

RECEIVER APPOINTED

Fordyce E. Suderley, of Newark, N. J., has been appointed receiver of the Phonograph Control Corp., which has its headquarters in that city.

THE ADVERTISING MAN ANALYZED

Thirteen Requisites of the Successful Advertising Man in "Talker" or Other Fields

The thirteen requisites of the successful advertising man have been summed up by one of the elect as follows:

1. Good business judgment.
2. A keen sense of markets, marketing and merchandising; a sales sense.
3. Ability to organize his time, his work and his department.
4. Ability to co-operate with his executives, department heads, agency.
5. Ability to take advice and counsel from others, realizing that his plans may be faulty and he can't always be right.
6. Ability to balance the creative (spending) and the practical (expense or cost).
7. Ability to visualize his work from consumer and dealer eyes.
8. Ability to plan and to co-ordinate his plans into practical, workable, successful campaigns.
9. Ability to increase sales by: (a) Increasing the consumer acceptance of his trade-mark, name and product. (b) Making it convenient for the public to buy his goods (distribution and identification). (c) Making it easy for the dealer to tie up to the line (national tie-up window, stock, etc.). (d) Impressing his name and product on the public consciousness, and keeping it impressed by dominant persistent publicity and advertising.
10. Ability to make good with the sales force.
11. Ability to balance advertising expenditures with sales volume.
12. Ability to quickly turn a favorable event or circumstance into a publicity force of value for his firm.
13. Ability to sense and to select the forms, vehicles, media and methods of advertising best suited to his product, his means and HIS PROBLEM, and to use them efficiently.

GLORIA REPRODUCER—AN IMPORTANT MESSAGE

A sound-box and diaphragm of entirely new principles

After four years' use and exhaustive test the GLORIA REPRODUCER is now placed on sale, with VOLUME—NATURAL TONE—NON SCREECH—NON BLAST and improvement with age.

The diaphragm of SPUN aluminum $\frac{2\frac{1}{2}}{1000}$ of an inch thick. Hear a cornet solo, piano, violin, cello and soprano voice, with the absolute fidelity of the original.

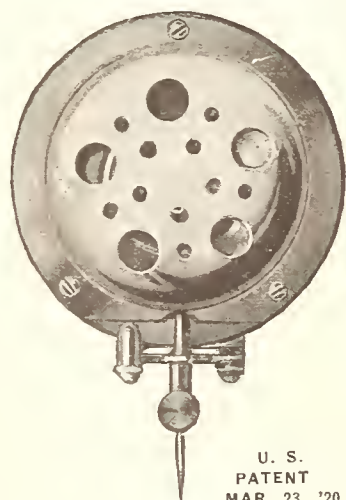
To the trade: The Gloria Reproducer will be shipped in sample lots for \$3.25. Tone Arm and Sound-box \$6.00. Send for yours.

Remittance must accompany all orders for samples

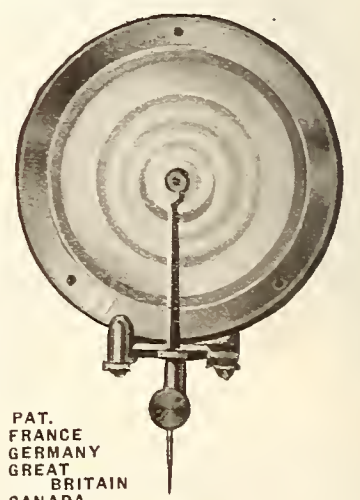
GLORIA PHONOGRAPH CO.

Factory
226 15th Street

Salesroom
559 Fifth Ave., Brooklyn, N. Y.



Ready for use



Open face

HOW RECORDS AIDED YOUNG TENOR

Allan Rogers, Protege of Bonci, Gains Much Valuable Training While Studying the Voice of That Noted Artist Through His Records

Allan Rogers, a young American tenor and protege of Allesandro Bonci, the famous Italian opera singer, is an enthusiastic advocate of the talking machine as a means of musical culture.

Mr. Rogers, who is at present filling a number of recital engagements, after being advised by Bonci to give music his serious study with the idea of making it a life vocation, placed himself under the tutelage of vocal instructors in his native city of Chicago.

It was his custom to sit by the Grafonola during the rendition of a number in which he himself was preparing for public performance, and listen minutely to the phrasing, shading and technical achievements. Thus, while Bonci sang the "Woman Is Fickle" number from Rigoletto, or his great aria in "La Sonnambula," the young singer made careful mental and written notes of the masters of opera methods.

ANTICIPATING, NOT REGRETTING

Many customers who had purchased on the instalment plan, one concern found, failed to make good their promises of payment, says R. A. Burnham in System. The credit department, therefore, decided that a more rigid plan of correspondence should be adopted.

Now, whenever a customer makes a promise to pay, that customer's name, address and the contract number are written on the proper credit man's correspondence memorandum under a date three days in advance of when the promise is to be made good.

These three days give the company a chance to get a letter to the customer just a little ahead of time, reminding the party in a cordial way that "his payment will certainly be welcome," and as a result there is prompt payment.



Sound Boxes to fit Victor and Columbia. Samples, \$.60 each. Tone Arm and Sound Box, Per Set \$1.35. We carry in stock parts for all makes machines. Write for our catalog and prices. Pleasing Sound Phonograph Co. Manufacturers—Jobbers 204 East 113th St., New York City Jobbing Territory Open

ODEON ARTIST ON CONCERT TOUR

Ferez von Vescey, Violinist, on Successful Tour—Odeon Records Are in Demand

Ferez von Vescey, prominent Hungarian violinist, who is now on a concert tour in this country, has made several recordings on Odeon records, and Odeon dealers are making plans to feature these records during his stay here.

Analysis of your business methods may sometimes disclose better ways of getting results.

RECEIVERS FOR LYRAPHONE CO.

U. S. District Court Places J. L. Smith and Mark A. Samuels in Charge of Company

Joseph L. Smith and Mark A. Samuels were appointed receivers for the Lyraphone Co. of America, Newark, N. J., manufacturers of Lyric records, on October 24, by order of the U. S. District Court of the Northern District of New Jersey, upon the petition of Charles Dick, one of the largest stockholders of the company.

MILWAUKEE FIRM INCORPORATES

A charter of incorporation has been granted to the Zefira Phonograph Co., of Milwaukee, Wis., under the laws of that State, with a capital of \$25,000, consisting of 250 shares of stock, with a par value of \$100.

CONNORIZED PHONOGRAPH RECORDS 10-inch DOUBLE DISC WITH A POPULAR HIT ON EACH SIDE

Durable — Clear Tone — Musical

A number of the most popular hits of the season as well as a splendid offering of Italian Selections are included in the list for November.

- 3019 Vocal Bimini Bay. Song, Orch. Accomp., Sung by Irving Kaufman
3020 Vocal Wha Wha. Song, Orch. Accomp., Sung by Arthur Fields
3021 Vocal Yoo Hoo. Song, Orch. Accomp., Sung by Arthur Fields
3022 Vocal When the Honeymoon Was Over. Song, Orch. Accomp., Sung by Sam Ash
3023 Inst. Sweet Lady (From "Tangerine"). Fox-trot, Lanin's Famous Players
3024 Vocal Ten Little Fingers and Ten Little Toes (Pease-White-Shuster-Nelson). Song, Orch. Accomp., Sung by Charles Harrison
3025 Inst. Peggy O'Neil. Waltz, Waldorf-Astoria Dance Orchestra
3026 Inst. Why, Dear? Fox-trot.....Merry Melody Men
3027 Inst. Tuck Me to Sleep (Lewis-Young-Meyer). Fox-trot.....Harry Rademan's Orchestra
3028 Inst. My Sunny Tennessee (Kalmar-Ruby). Fox-trot.....Benny Krueger's Orchestra

- 121 10 in. Mistere 'E Marechiare (Raffaale M. Grimaldi-L. Donadio). Acc. Dell' Orchestra Napoletana.....M. Scialpi, Tenore
122 10 in. Tradimento 'E' Ammore (Raffaale M. Grimaldi-L. Donadio). Acc. Dell' Orchestra Napoletana.....M. Scialpi, Tenore
123 10 in. Sorrisi Di Culla (J. Cassara). Mazurka, Orchestra Degli Arditi
124 10 in. Stella Lucente (D. Jetti). Mazurka, Orchestra Degli Arditi
125 10 in. Diamond Walzer (J. Tripepi), Orchestra Degli Arditi
126 10 in. Tea Party Walzer (L. Vitak), Orchestra Degli Arditi
127 10 in. Cara Piccina (Bovio-Lama). Acc. Dell' Orchestra Napoletana. Frances De Palma, Soprano
128 10 in. Come Le Rose (A. Cenise-G. Lama). Acc. Dell' Orchestra Napoletana, Frances De Palma, Soprano
129 10 in. E. Caruso' O Rre D' 'O Canto (L. Cia-L. Canora). Acc. Dell' Orchestra Napoletana.....M. Scialpi, Tenore
130 10 in. Cavalleria Rusticana (Mascagni). Intermezzo, Symphony Orchestra (P. Florida, Direc.)

CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St.,

New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE



The Perfect Motor for Phonographs

THE SHELTON MOTOR

**Eliminates Winding—Never Runs Down—Noiseless—
Not A Winding Device—Gives A Smooth, Beautiful Tone**

After years of experimentation the Shelton Motor—the perfect motor for all phonographs—is on the market.

It transforms any phonograph—Edison, Victor, Columbia—into an electrically driven machine. No winding, no running down.

A light push on the turntable automatically turns on the current. Motor runs at a uniform, even speed, insuring perfect musical reproduction. *Absolutely noiseless.*

Can be installed in a minute. So small it can be carried in your pocket. *Invisible when lid is closed.*

Cost of operation less than five cents a month. Never gets out of adjustment. Guaranteed indefinitely.

Your customers will be intensely interested in this ideal phonograph motor and quick to see its advantages. Over 20,000 satisfied users today. Large, immediate profits in its sale for you.

Write today for name of nearest distributor.

SHELTON ELECTRIC COMPANY

16 EAST 42nd STREET

NEW YORK, N. Y.



TRADE NEWS IN BROOKLYN AND LONG ISLAND

Increased Sales of Machines and Records Reported—Jobbers and Dealers Perfect Selling Plans for Winter—Bettering Conditions Hurt by Bad Sales Methods of Some Dealers

Retail talking machine business in Brooklyn and Long Island has taken a decided jump this past month, as all dealers report an active demand, and this is especially true in the machine demand. Although record sales have not shown as great an increase they are bound to take a spurt soon, for, as one dealer stated, if people are purchasing machines they will surely be in the market for records.

There is considerable agitation in the trade over the activities of some dealers, who, it is claimed, are offering well-known makes of talking machines at prices far below the regular retail price. This price-cutting, especially at present, is unnecessary and legitimate dealers are endeavoring to eliminate this wholly unfair method of doing business.

Activity of Victor Dealers

The American Talking Machine Co., Victor distributor for Brooklyn and Long Island, is in the midst of a Fall activity that reflects the healthy demand that this company is experiencing for Victor products. R. H. Morris, general manager, states that it seems like old times again to see dealers so active, and he is very confident that business this Winter will be far beyond expectations.

Window Display Produces Sales

"A new-idea a day" is the slogan adopted by the successful Victor store conducted by Owens & Gibbons at 10 Seventh avenue, facing Times plaza. Although occupying a limited amount of floor-space, every available inch has been utilized to the greatest advantage, with the result that customers are given maximum service. "Bob" Owens, brother of the elder Owens, one of the proprietors, was responsible for a timely Hallowe'en window display that was a riot of color, featuring the new November records, which attracted considerable attention. A flash system of lighting was effectively used, making the display visible for some distance away. Miss Marjorie Sybly, whose genial personality has made so many friends for this "up-to-date" store, has a wide experience in merchandising Victor products to her credit, and her thorough



VICTOROLAS

The Last Quarter of 1921

WE are now nearing the end of the last quarter. Sales will, of course, come somewhat easier. But the wise Victor retailer will not lose sight of the fact that competition still exists. Energetic sales efforts must be continued. Raise your quota of sales and make the race swifter for yourself if not for others. Make this your largest holiday season.

To this end we offer our services.

VICTOR RECORDS

G.T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

knowledge of the Victor record catalog contributes largely to the success of this establishment.

New Sales Plan Proves Success

Kern's Music Store, Brunswick and Sonora dealer, at 292 Flatbush avenue, is very enthusiastic over the results of a mail-order campaign which was inaugurated a short time ago. An attractive circular was prepared in which a specially selected list of slow turnover records was shown, which was sent out, with an order blank attached, to a special list of old and new customers. A multigraph letter with a selling punch, describing the attached lists, completed the material used. As a stimulator of record sales this scheme has proved such a success that it is contemplated to make it a monthly affair, replacing the monthly supplement.

Will Concentrate on Two Lines

Otto Wissner, the well-known talking machine

dealer at 55 Flatbush avenue, is carrying on one of the most intensive sales campaigns ever inaugurated by this company. Heretofore he has carried several lines of talking machines, and a recent decision by the officials of the company to concentrate on the Victor and Sonora lines prompted this sale in order to liquidate the stocks of the other makes on hand.

Display Sells Period Models


Mills Bros., furniture dealers, at 1720 Broadway, who handle the Columbia exclusively, report that the demand for Grafonolas has increased materially the past month. William P. Esterling, who looks after the interests of this department, stated that business during the past few months had been slow, but all indications now point to larger sales for the Winter season. Recently the company featured the Columbia period models in a very attractive window display that proved instrumental in closing sales of Grafonolas of various types. Newspaper advertising was used to tie up with this display.

Moves to Larger Quarters

John Duhm, Victor dealer, who has been located at 1419 Myrtle avenue for several years, is moving his stock and fixtures to his new and modern quarters on Knickerbocker avenue. Mr. Duhm contemplated this change for some time, but it was not until recently that he was able to secure a lease of this particular location, which is considered one of the most desirable in this section of Brooklyn. As this new store is only four blocks away from the old address, all of Mr. Duhm's old and established clientele can be served as conveniently as before, and with new and up-to-date equipment this establishment will undoubtedly attract many new customers. A feature of the new quarters will be a "One-minute record sales service counter," which will be located near the entrance, where the purchase of a record can be made by the busy customer at a maximum saving of time.

Leases Adjoining Store

J. M. Quinn, who has featured the Sonora and Brunswick lines for several years, has recently taken over the store adjoining his present one at 1227 Broadway and combined the two into a most attractive showroom. With this new addition, Mr. Quinn secured the complete Edison Diamond Disc, and is devoting a large section of the new store to this line. In addition to eleven private record booths already in use, five large ones have been erected which will be used for the purpose of demonstrating machines. When alterations are completed this store will be one of the most attractive in Brooklyn.




THE VICTOR DEALER

WHO WILL REAP THE MOST BENEFITS FROM THE SEASON WHICH IS NOW WITH US IS THE ONE WHO IS PREPARED AND WHO WILL ADVERTISE CONSISTENTLY IN A MANNER WHICH IS IN KEEPING WITH THE HIGH CLASS GOODS HE SELLS.

HAVE YOU ARRANGED YOUR ADVERTISING CAMPAIGN?

IS IT EQUAL TO THE MERCHANDISE YOU SELL?



AMERICAN TALKING MACHINE CO.

VICTOR WHOLESALE

BROOKLYN NY

"YOU'LL BE SURPRISED" to know that you may be one who is willfully encouraging a competitor to locate nearby.

A poorly equipped unprogressive establishment invites the competition of the live-wire dealer who will install such equipment as is manufactured by Van Veen & Company. Why not beat him to it by installing Van Veen service yourself, thus keeping him out of your field? A weak position invites attack.

We extend helpful terms to those worthy of credit.

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

Why the "Talker" Business Should Be "Clean"

By R. C. HAMILTON, Mgr. Rio Talking Machine Shop, New York

The talking machine business has always been spoken of as "clean," and there is no doubt that, taken as a whole, it is a remarkably clean business. However, many dealers have confined the meaning of the word clean to its ethical sense, which is a grievous mistake.

Much is said of "woman's refining influence" and there is a great deal left unsaid on this subject. If every dealer were fortunate enough to have women folk to advise him about arranging his shop and keeping it really "clean" in the physical sense the trade would be much benefited. While many dealers make an effort to keep their establishments in the best possible condition it is rather too much to expect a man to be much of a good housekeeper (though some of the ex-service men still retain rather good ideas of what real neatness means).

Bearing in mind that women constitute the larger part of the buying public it would seem advisable to cater to their ideas in every possible way—and as it is an easy matter to achieve cleanliness of store and window it seems strange that so many dealers neglect this.

Well-polished instruments are certainly more

attractive to a prospective buyer than those with dull nickel and smudged cases. Likewise a fresh-looking window, with crisp cards and bright posters, will certainly prove a bigger "puller" than one with dead flies decorating the floor and with dirty and carelessly hung posters.

In shops finished in cream or light gray a chamois and Ivory soap will do wonders.

Change your window trim so frequently that it will not have time to become dingy-looking.

Look at the chairs in the booths (especially if they are painted a light color) and see that they are not full of finger prints at the top of the back.

Keep the catalogs and monthly supplements so that they are not dog-eared and sloppy in appearance.

In a well-regulated establishment every phonograph that may be used for demonstration purposes is examined every morning to see that it is timed properly and in good running and mechanical order, and dust and all finger marks polished off. It is just as necessary that this daily inspection be done by the small town dealer as by those in the large cities.

If you are disposed to consider all this "finicky"—just convince yourself by asking your wife or mother or your sweetheart to look over your store and give you her candid opinion of it—you will be surprised unless you are one of those who have already realized the importance of little things in business.—Sonora Bell.

"DREAM PICTURES" INTEREST

Hand-painted Slides Effectively Synchronized to Music of Victor Records Shown at Meeting of Victor Retailers in Newark Recently

The Victor Retailers of New Jersey held their monthly luncheon and meeting on Tuesday, October 18, at the Robert Treat Hotel, Newark, N. J. Following the luncheon a demonstration was given by Bronson DeCou of his "Dream Pictures." These are especially selected, hand-painted slides thrown on a screen synchronized to the music of a number of Victor records. Mr. DeCou is showing his pictures in New Jersey territory at schools, halls and dealers' stores by arrangement with Victor dealers in various localities. The entertainment has been the means of attracting record buyers to the stores in the territory where they have been shown and are a most novel, interesting and constructive contribution to retail activities.

The following members of the Association attended: H. A. Glasser, James McGarry, J. A. Johnson, H. N. Truesdell, C. McCollum, James J. Merritts, Joseph Schink, A. Stark, Louis Frey, H. P. Armstrong, Charles J. Honsberger, W. S. Beebe, E. P. Perkins, J. L. Spillane, R. Michanoff, Mrs. E. G. Brown, A. Galuchie, Daniel Egan, Fred G. Loeffler, S. Semels, Henry Rau, Clark M. Price, Irwin Moser, N. O. Brown, J. E. Tomlinson, C. A. True, H. B. Merritt, L. W. Collings and H. A. Lamour.

H. J. Wernsman, of Lacon, Ill. has opened a talking machine and optical business in Mendota, Ill., which will be modern in every way.



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.



HERE IT IS!

The
**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.
SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE McLAGAN FURNITURE CORP., LTD., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

Getting in Touch With Prospective Buyers

By CHARLES OLIVE, of Olive Bros., Wilmar, Minn.

Every merchant knows that getting in touch with prospective buyers is one of the most difficult problems of his business. When he has found a lot of persons who are in the market for a certain article he has a good chance to make sales if what he has to offer is of real value and is sold at a fair price. The following plan, which we worked last Winter to sell phonographs, proved to be unusually effective for discovering possible buyers.

The main feature of the "scheme" was a drop-box to hold a number of address cards. The box, made of wood, had a compartment in the lower end for holding a pack of blank cards, and there was a slit in the front side for dropping the cards into the box. On top of the box was a hinged cover for removing the cards. The contrivance was set up on a conspicuous place in the store, and immediately above the box was hung this sign: "Free Cigar Holder! Write the names and addresses of any persons who you know are figuring on buying a phonograph, or who do not own a machine, on one of these cards. Drop card in box and ask for free cigar holder."

It was surprising to see how many persons there were that could recall the names of friends and neighbors who were in the market for talking machines. Each person, of course, who filled out a card really got a cigar holder free. We purchased a supply of fairly good holders, each with our name and address thereon, at a low price, and their cost was truly cheap advertising. Every evening there was quite a bunch of cards in the box, and the names they contained represented mostly prospects of the right kind, too.

To each person named we sent the following letter: "You will soon buy a phonograph, for everybody else is doing it. The talking machine is the most popular musical instrument of today, for the reason that it both entertains and educates without any effort on the part of the user. We have high-class machines at popular prices just now. Come in and hear these grand instruments. They will surprise and please you. Or ask us to send you our catalog. We will be pleased to put a machine in your home on trial. Cordially, Olive Bros."

Many of the prospects soon came in and looked over the machines, and the result was

quite a few immediate sales. A number answered by card, asking for catalogs. We called on those who did not answer at all, to find out if there was any possible chance of a sale among them. To all the others we sent a catalog ten days after we had mailed the first letters. Quite a few of those receiving catalogs asked for a machine on trial, and outright sales were made continually. Altogether we sold thirty machines during the Christmas season. I consider this a good record for a town of five thousand population where there are half a dozen other dealers handling phonographs.

MARKSON BROS. OPENING IN UTICA

UTICA, N. Y., November 4.—The new Columbia Grafonola department of Markson Bros., 644 Bleeker street, this city, was formally opened last week with a band concert and solos by well-known singers in various sections of the city. Large crowds attended each performance, which included songs by Lew Brown, of the J. H. Remick Music Co., and Lew Emmel, of the Shapiro-Bernstein Co., who sang his latest song hits, "Just Like a Rainbow" and "I Ain't Nobody's Darling."

The meek may inherit the earth, but not until everyone else is dead.

**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**



"You've Made a Chicken of Your Mother (But You Can't Make a Goose of Me)" and the great success from *Snapshots of 1921*, "Saturday," are sung by Nora Bayes. Why say more about A-3471?

**Columbia Graphophone Co.
NEW YORK**

TRADE BETTERMENT IS BROADENING IN SAN FRANCISCO

Music Week Quite an Event—Association Smoker Attracts Crowd—Sonora Distributors Entertain Thirty Dealers of California—Caruso Honored—Bubble Book Parties in Vogue

SAN FRANCISCO, CAL., October 30.—There is not a great deal of jazz to business at present, but the retail market has continued to improve steadily, though slowly. There are still too many uncertain factors disturbing the commercial world to permit any general feeling of confidence just now and thus business initiative is cramped and crimped to a large extent. The retailers have pretty generally provided for a normal holiday activity, however, and it cannot be truthfully said that the trade is simply content with marking time.

Celebration of Music Week

There will be a "Music Week" in San Francisco, October 30 to November 6, and the trade is trying hard to take an interest in this proposition. There have been so many expositions of one kind or another in the city of late that the task of promoting public interest in anything new of this character is brain-racking. But "Music Week" will no doubt do something to enliven the demand for musical merchandise and it may result in generating a renewed supply of pep in the phonograph fraternity.

Association Holds a Smoker

The Music Trades Association of Northern California held a very successful dinner and smoker at the Stewart Hotel in San Francisco on the night of October 25 and a fairly large attendance was present. The principal speaker of the evening was George Victor, Pacific Coast sales manager of Yawman & Erbe, who delivered a spirited address on modern methods of salesmanship. The smoker following the dinner was enlivened by many numbers of a professional and amateur character, among which was a vaudeville act entitled "The Piano Movers," performed by J. J. Black, Charles Dean, Billy Lawrence and Clarence Anrys, of the Wiley B. Allen Co., and Billy Morton, of Sherman, Clay

& Co., and Al Goetz, of Kohler & Chase. F. P. Corcoran, Pacific Coast sales manager for the Brunswick Co., made a hit with his Hebrew impersonation monologue, and Harold Pracht, sales manager of the Wiley B. Allen Co., brought down the house by reading a burlesque essay dealing with the music trade from a pathological standpoint. There were also several musical numbers by professionals and others.

Giving Bubble Book Parties

The Emporium is giving Bubble Book parties this week at the store. The parties are given under the direction of Miss Grace, who represents the publishers and who has been giving similar entertainments in Seattle, Portland and other cities.

Walter S. Gray, the "Needle King," has just left for a month's trip in southern California.

Feature Edison and Vocalion Records

The City of Paris has been featuring the Edison and Vocalion phonographs in their show windows this month. The presence of Miss Aileen Stanley on the Orpheum stage here did not a little to stimulate the demand for her fine Vocalion records. W. S. Storms, manager of the City of Paris phonograph department, sold a Sonora baby grand to Washington B. Vanderlip recently and Mr. Vanderlip will have this instrument for a musical companion in Russia, where he is again to live for some time to come.

Sonora Dealers Entertained

The Sonora distributors on the Coast entertained over thirty Sonora dealers of California at a luncheon at the Palace Hotel in San Francisco this month. The guests were welcomed by F. B. Travers, the Pacific Coast manager for the Sonora Co., and he called upon W. S. Storms, of the City of Paris; A. W. White, of Berkeley, and Morley Somers, of the Sonora Phonograph Shop, San Francisco, for short speeches.

H. Sieroty, the manager of the talking machine department of the Eastern Outfitting Co., San Francisco, is on his way back to San Francisco after an extended European tour.

A recent visitor to the Coast is W. W. Chase, president of the Pathé Frères Phonograph Co. Long Showing New Phonograph

The "Melodiola," the phonograph invented by Frank B. Long, the inventor of various improvements in the piano and player-piano, is attracting considerable attention in San Francisco. Mr. Long has the machine on sale at 534 Sutter street, and it is manufactured in San Francisco.

Concert in Honor of Caruso

Paul Steindorf, the distinguished orchestra leader, is giving a series of popular concerts at the Oakland Auditorium. The first concert, on October 13, was one in honor of Caruso. Caruso records were played on the Victrola, accompanied by the orchestra, and the numbers thus rendered met with prolonged applause.

Another musical event in which Mr. Steindorf figured this month was that of a Magnavox demonstration. While Mr. Steindorf's orchestra played on the roof of the Fairmont Hotel in San Francisco, the Magnavox reproduced the concert in the business district of Oakland across the Bay. The wireless telephone transmitted the music to the Magnavox. The Magnavox also reproduced two solos sung by Miss Elfrieda Steindorf, accompanied by her father's orchestra, and an address by Mayor Rolph of San Francisco.

Uses Delivery Automobile

Ben Adkins, of the Remick Song Shop, San Francisco, is giving extra special service to his customers these days by means of a delivery automobile gaily decorated on the panels with reproductions of the well-known Columbia insignia. Mr. Adkins enjoys a large telephone trade on Columbia records and quick delivery is necessary in many cases.

The man who corners all the conversation rarely corners anything else.

Complete Stock and Excellent Service on

OKeh Records

"SERVICE"

THE ARTOPHONE CORPORATION

1103 OLIVE ST.,

ST. LOUIS, MISSOURI

Wholesale distributors of OKeh Records for the South and Southwest



GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

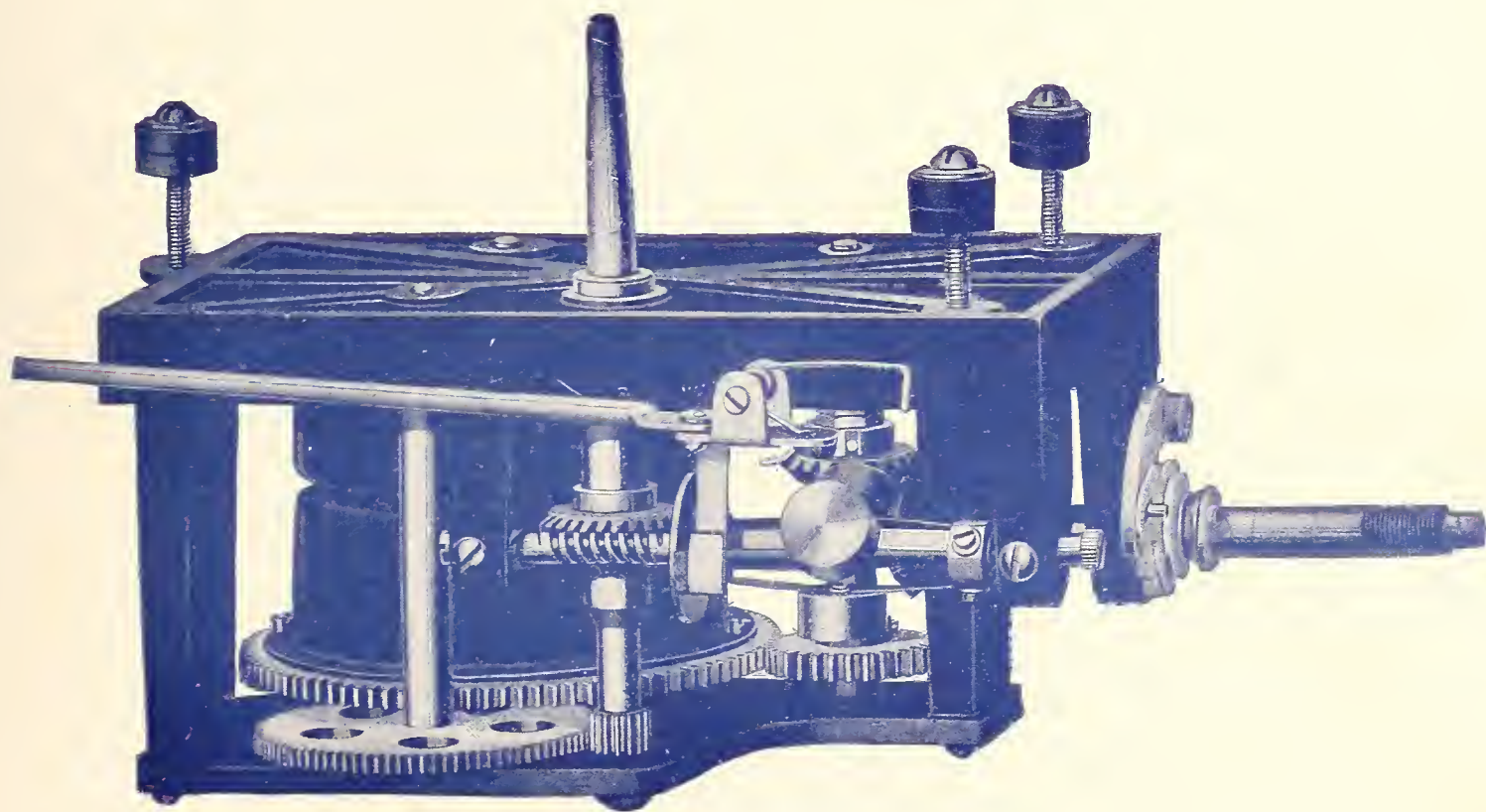
25 West 45th Street

New York City, N. Y.



Did you read Charles M. Schwab's address on "Prosperity," delivered recently at Atlantic City? Prosperity is rapidly returning, and the phonograph trade *will* share in this prosperity to the fullest extent.

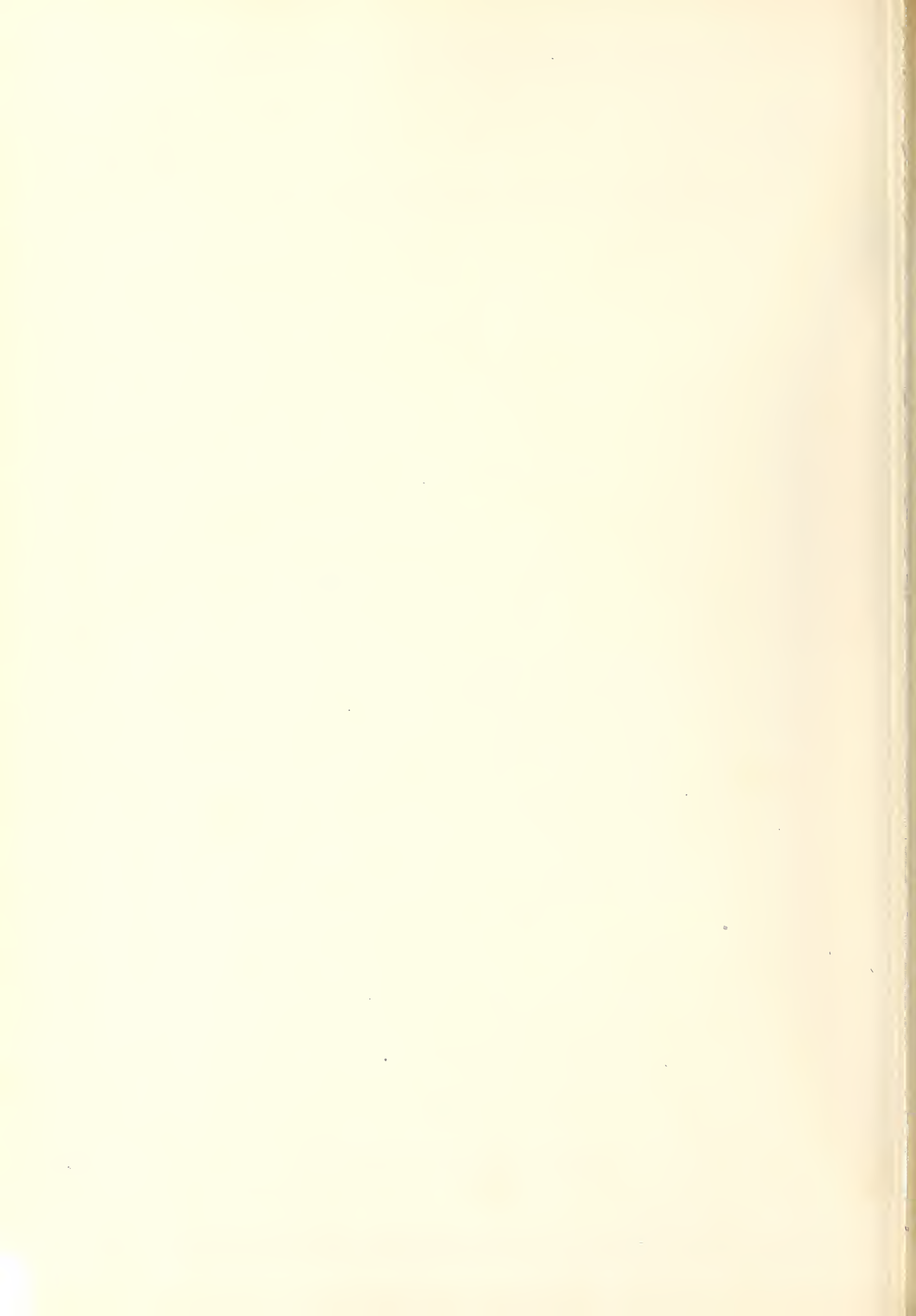
Now is the time to go after business. Make things hum.



HEINEMAN MOTOR No. 77

Use HEINEMAN and MEISSELBACH Motors, Tone-Arms and Sound Boxes—and you and your dealers will be satisfied.

ASK FOR NEW PRICE LIST



The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Boston, Mass., November 7.—From the appearance of some of the jobbing houses as well as the retailers it is not hard to believe that the feeling is pretty general that there is a good season ahead in the talking machine business. One thing is apparent: the retailers have taken the word of the wholesalers that the time is coming when machines and products in general are to be scarce, and rather than get caught, as they have in some past seasons, orders are being placed early. Generally improved conditions have done their share to stimulate the talking machine business, and the feeling is now widespread that better times are fast on the way.

Frank S. Horning Elected President

The annual meeting of the New England Music Trade Association brought to the fore the



Frank S. Horning

talking machine industry of this section, and a special honor was accorded it through the election to the presidency of Frank S. Horning, of F. S. Horning & Co., Inc., Victor dealers, at 22 Boylston street. Mr. Horning has been in Boston only a few years, but he has made a lot of friends in that time and he has been able to develop a splendid business at this downtown address. The dinner was attended by about one hundred members and guests and was served at Young's Hotel following the annual meeting. Some of the talking machine men who were active in taking part in the evening's success

were A. J. Cullen, of the Lansing Sales Co., Inc.; W. W. Radcliffe, of the Hallet & Davis Co.; Ernest A. Creeseey, of the C. C. Harvey Co., and R. V. Davis, of the F. C. Henderson Co. The guests at the dinner were Hon. Guy Ham, who spoke on "The Business Outlook," and Professor Harold Whitehead, of the department of sales relations at Boston University, whose topic was "The Lost Art of Salesmanship."

Mr. Ham presented two pictures, one of the pessimistic sort, the other of the optimistic character. Of the adverse elements touching present-day conditions he pointed out the country's unscientific system of taxation; our relation with other countries, with special reference to banking facilities, or the lack of them; the liquidation of labor, which has got to take place before a normal condition can be arrived at; and the rates that money has been obliged to exact in order to do business, and he believed it would be a long time before the rates obtaining before the war will again become operative.

As to the favorable signs, these things were noted: The people have more savings in the banks and institutions than ever before in the history of the country, which has a great purchasing power, and which is to be released at no distant date; America is now a creditor nation and not a debtor one; the immense size of the gold reserve now held by the United States, something that has great possibilities for good as well as for harm. Mr. Ham prophesied that the country would soon be out of the darkness of depression and in the daylight of prosperity.

Professor Whitehead said that a definition of salesmanship was the creation of additional business without additional expense. To create business is to sell something not thought of by the purchaser. He said that up to 1914 the country had salesmen, but since then they have become diplomats and with the cessation of the war the buyers' market also ceased. He deprecated the habit of cutting prices, in fact, he did not at all approve of ever talking prices when presenting an article. The real salesman never accepts a "no" for an answer; that word is the natural defense of a man who wants to know more about an article. Professor Whitehead's final word was that service should be the keynote of every salesman's activities; and he predicted that thirty days would see business very appreciably improved.

EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"

HIS MASTERS VOICE
THE LOGO OFF.

"In Union there is strength."
We stand ready to unite with you in the merchandising of Victor products.

Eastern Talking Machine Co.
85 Essex Street
BOSTON MASS.

As a final tag to the evening the retiring president, George C. Mance, introduced Mr. Horning, the incoming president, and in response to a persistent demand for a speech Mr. Horning promised to give the association as good an administration as possible, and he asked that all the members give him their heartiest co-operation.

New Yorkers Entertain and Are Entertained

A very pleasant aftermath of the Association banquet was the entertainment, privately provided, for two of the artists who came over from New York, Messrs. Max Kortlander and Pete Wendling, piano players, who were here through the courtesy of the Q R S Music Co., and whose
(Continued on page 84)

VICTOR SERVICE PLUS

for

NEW YORK and NEW ENGLAND

We offer to the Victor Dealer co-operation that is intelligent, experienced and helps him get out of the rut, and put that "plus" business on his books, with two service centers that make for promptness in deliveries.

THAT'S DITSON SERVICE

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

presence in large measure was due to the untiring efforts of A. J. Cullen, of the Lansing Sales Co. Following the dinner, in response to a request from a few of those who dallied behind, these two men generously sat down to the two Chickering baby grands and played a number of selections and then it was that George A. Dodge, of the Eastern Talking Machine Co., who is always hospitality itself, hit upon the happy idea of taking these young men out to his beautiful home in Brookline, meanwhile hurriedly getting together several others to enjoy the rest of the evening with them. The two New York artists returned home the next day with the firm conviction that there is some wonderful hospitality in Boston if one only gets in with the right people.

Covering New England Trade Territory

Fred E. Mann, manager of the local department of the Columbia Graphophone Co., is at this writing traveling through his New England territory. He left town a few days ago and ere he returns he will have visited the agencies in northern and western Massachusetts, New Hampshire, Vermont, Rhode Island and Connecticut. Business is reported as showing a splendid improvement and there have been a number of urgent calls from the representatives throughout the territory for good-sized stocks of merchandise that will carry them through the holidays.

New Columbia Agencies

The Columbia Co. of this city, through its wholesale headquarters, has just made some new connections in the field. One is G. Foster & Co., at Hartford, Conn., a large furniture company, which has taken on an exclusive Columbia agency. Another is the Farrar Furniture Co., of Bangor, Me., which has recently opened up an exclusive Columbia department in new quarters at 93-105 Main street, which is considered one of the best locations in the city. Miss Lillian Mason, of Bath, Me., is in charge. Miss Mason

HORTON-GALLO-CREAMER CO
NEW HAVEN  **CONNECTICUT**

VICTOR SERVICE SPECIALISTS

•••

\$ \$ \$ \$ \$ \$

Helping the Victor Retailer
to make more of them is
part of our service.

•••

has had a wide experience in the talking machine business. A third agency is Girari & Son, of Athol, Mass., which firm has been in business in the town for a number of years.

Retires From the Talking Machine Field

It will come as news to a number of Victor representatives in New England to learn that C. B. Estabrook, the traveling representative for

the Victor Co. has severed his relations not only with this company, but with the talking machine proposition in general, as he has decided to go into the automobile business and is to associate himself with the Walker-Johnson Co., dealer in auto trucks. He is to be attached to the Boston office. His new connection became operative November 1. Mr. Estabrook has been

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

The Chosen Phonograph of Professional Musicians

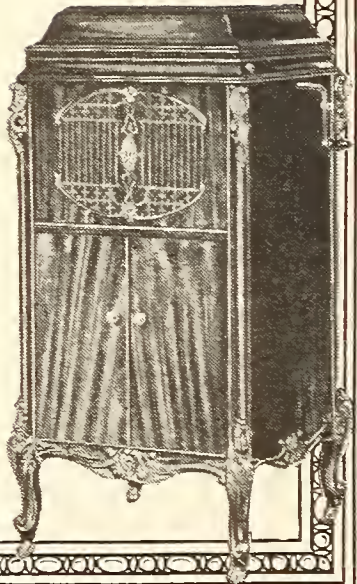
Until the advent of The Brunswick trained musicians had very little appreciation of the phonograph, but now their many outspoken endorsements of The Brunswick Phonograph and Brunswick Records show how their attitude has changed.

Most of them, when asked the reason for their preference, say that The Brunswick, more than any other phonograph, renders the *true tones* of the piano and other instruments, and gives the voice of the singer its fullest expression, without any *mechanical suggestion*.

KRAFT - BATES & SPENCER, Inc.
1265 Boylston Street - - - Boston, Mass.

NEW ENGLAND DISTRIBUTORS

Steel Needles Albums Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 84)

a year and a half in the eastern New England territory for the Victor Co. and succeeded James Frye, who, it is rumored, may return to this territory.

Fitzgerald's Attractive New Home

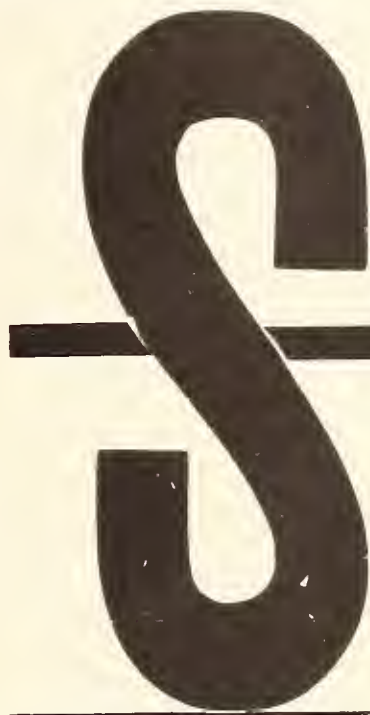
A very conspicuous building in Cornhill, painted white from top to bottom, is now the home of Billy Fitzgerald, who has lately moved from the Studio Building, at the corner of Tremont and Bromfield streets, where his Victor headquarters had become widely known. Mr. Fitzgerald now has all the four floors and basement of 28 Cornhill, the interior of which is finished in white. There are a series of tastefully arranged demonstration booths on both sides of the ground floor. There's a large passing throng in Cornhill which should find this Victor headquarters a convenient place to do business. Mr. Fitzgerald has a big army of Boston friends who wish him the best of luck in his new location.

George Lincoln Parker in New Location

George Lincoln Parker, the Edison dealer, may now be found in a new location, for he has moved from the Colonial Building, in Boylston street, where his warerooms had been on the third floor for a number of years, and he is now at 144 Berkeley street, near Columbus avenue, on the south side, where he has a large ground floor. In the windows at each side of the entrance is a handsome Edison model, and several of these are grouped in artistic surroundings inside. In moving to this neighborhood Mr. Parker is a pioneer in getting into a location that is bound to attract retail business heavily sooner or later, because, for one thing alone, there is to be a large and costly hotel built in the next block very soon.

Miss Gertrude L. Hume Married

Miss Gertrude L. Hume, daughter of A. M. Hume, of the A. M. Hume Music Co., Victor distributor, was married toward the end of October to Howard C. Paul, the wedding taking place in the Universalist Church in Melrose, the



STEINERT SERVICE SERVES

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

bride's home city. Two clergymen took part in the ceremony. Mr. Paul and his bride will make their home in Melrose.

Tells of Rapidly Improving Business

Joe Burke, who is now an important factor in the Musical Sales & Equipment Co., Inc., says that business is picking up at a very rapid rate, and he looks for a good healthy business this

Fall and Winter. He has just received two new models of Sonoras, the Imperial and the Intermezzo, and he has placed a very large order for these, as already there is a demand for them, for they have the advantage of being well built and low priced. Mr. Burke has made several new connections throughout New England lately which look promising.

Edison Prize-winners Had Great Time

The five prize-winners in the successful Edison campaign undertaken by the Pardee-Ellenberger Co., Inc., as a means of stimulating business, returned home from their wonderful eight days' trip toward the end of October, and what they didn't have to say for the company and President Frederick H. Silliman wasn't in the dictionary. The competition for sales was entered into by 108 Edison dealers, who made reports to the Boston headquarters. There was to be one from each of the four territories handled by the company and, in addition, a fifth who was to be known as the winner of the lucky trip. The contest extended from August 5 to October 8. Those, therefore, privileged to leave Boston on Monday, October 17, were I. C. Trask, of Milford, Mass.; W. L. Perry, of the Johnston Co., of Fort Fairfield, Me.; A. D. Elster, of Meriden, Conn.; F. T. Knight, of the J. A. Foster Co., of Providence, R. I., and Otis Skinner, of the Otis Skinner Optical Co., of Bangor, Me. The trip included a visit to New York and to Orange, N. J., the home of Mr. Edison, where Mr. Maxwell introduced the prize-winners to the great wizard, each dealer receiving from Mr. Edison an autographed picture of himself; a visit to the famous Edison plant, including the Re-creation building. In the evening of the same day there was a dinner and show, which was tendered with the compliments of Thomas A. Edison, Inc. There was a trip up the Hudson, a visit to West Point, then the train was taken south and the famous Natural Bridge in Virginia and Louray Caverns were visited, and on the return a stop was made in Washington, where the guests met Senator Henry Cabot Lodge, Massachusetts' senior senator, who introduced them to President Harding. With the party was L. H. Ripley, the sales manager of the Pardee-Ellenberger Co., who acted as personal conductor. The company is in every way satisfied with the results of the sales campaign, and it proved conclusively that the

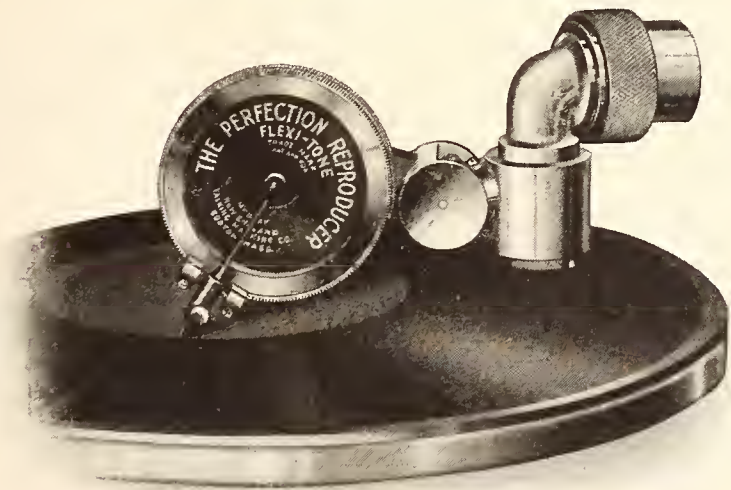
(Continued on page 86)

The "Perfection" Ball-Bearing Tone Arms

and

The "Perfection" Reproducers

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

NEW ENGLAND TALKING MACHINE CO.

16-18 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)

business is there if only it is gone after. It is understood that President Silliman has in mind another campaign of a little different character to be conducted later.

Prepared for Strike, But Glad It's Passed

The trade in general is resting easy now that the possibilities of a railroad strike are waning into oblivion. There are few industries that had made greater preparations to meet the strike and if the railroads were not to be able to move goods there were the water routes to take advantage of and rather elaborate preparations had been made to get machines and records over by various styles of craft. It may be recalled that the Victor jobbers here, the Oliver Ditson Co. and the Eastern and Steinert houses, got a large consignment by water some fifteen months ago during an emergency and the same came along rather expeditiously, and consignments were quickly unloaded and distributed to the three concerns. Had the railroad strike come to fruition the same plan was to be carried out and pretty nearly every detail had been arranged for. But

the need for emergency measures now appears to be over and everybody is thankful that a menace to prosperity no longer exists.

May Have to Move Quarters

The Lansing Sales Co., Inc., has to look for other quarters immediately, for, according to the plans under way for the widening of Eliot street, where the company is now located, at the corner of Warrenton street, the building will soon have to come down; that is, it has been decided to demolish it rather than attempt to cut it off. A. J. Cullen, head of the concern, has his eye on a desirable location, for which he is now negotiating a lease.

News at the Steinert Headquarters

Wholesale Manager Kenneth E. Reed, of the R. Steinert & Sons Co., says that, despite persistent overtures to dealers to stock up as early as possible, he fears that there are going to be some who will dally so long as to deeply regret their inaction. The Steinert Arch street establishment has been getting large invoices of goods from the Victor factory, but it will not be long before the mountains of cases will disappear.

Mr. Reed says that the eight famous Victor artists are to give a concert on December 11 at Woonsocket, R. I., and he is interested in making some of the arrangements. The concert is to be given under the auspices of Laroe's Music Store. A concert given by these artists in that city before attracted a hall full of people. Mr. Reed says he had quite a party on the occasion of his (and his wife's) tenth wedding anniversary and there were many friends who remembered Mr. and Mrs. Reed very pleasantly.

Who Will Help Ambitious Young Inventor?

The World correspondent, the other day, ran across a young man who may be heard from yet in talking machine circles because of his inventions. His name is John Stephen, a Syrian, who lives in Dorchester, which is a part of Boston. He has invented a sound-reproducing and amplifying arm which, he says, will do away with the open box and the horn as now used in machines. While waiting for his answer from the United States patent office he is working on a machine which will do away with the winding arm, and the young man is confident that he will meet with success in this effort and soon have a machine that will wind itself automatically. During the day the boy, who is twenty years old, works as a mechanic and spends his evenings at his workshop in his attic perfecting his plans. Like many another young inventor, he suffers from lack of funds and every dollar he can save goes into his inventions. He is an ex-service man, having served with the Canadian Expeditionary forces.

Hough Specialties in Greater Demand

L. W. Hough, New England representative of Long cabinets and Peerless record albums, reports that conditions throughout the New England territory are not only good, but show a decided tendency toward the steady continuance of this good business. The volume of business transacted by Mr. Hough in these two accessories in the trade during the month of October, 1921, has eclipsed the business for the same period in 1920.

J. G. Widener Visits Branch Stores

J. G. Widener, president of Widener's, Inc., which operates a chain of fourteen stores, all of which are handling the Granby phonograph, made by the Granby Phonograph Corp., of Norfolk, Va., has just returned to his headquarters in this city, after visiting all the cities in which his stores are located. Mr. Widener reports that business is improving in a very satisfactory fashion everywhere.

Now, Can You Beat It?

During the recent No-accident Week in this State such slogans as "Beware" and "Watch Out" and "Take Great Care" and so on were everywhere conspicuous. Now, has this any bearing on the talking machine industry? Well, rather! Could you imagine a piece of music by the name of "Don't Get Hurt"? Listen:

During the No-accident period the proprietor of a talking machine shop in South Boston

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.

placed a "Don't Get Hurt" card in his window and underneath it another card bearing these words: "Buy Them Here for Seventy-nine Cents." A woman entered the shop and said to the clerk, "I'll take one of those records advertised in the window."

"Which records?" inquired the clerk.

"I mean the 'Don't Get Hurt' one," replied the woman. "It's a new one to me and I must have it."

The clerk grasped the situation and could scarcely refrain from smiling as he explained, haltingly, that he was all out of that record and tried to persuade her that he had others that she might like. But she couldn't be persuaded and said she'd call again when this particular one was in stock.

Makes an Assignment

The Phonograph Sales Co., of this city, has made an assignment for the benefit of its creditors to S. Max Abelson.

ORGANIZE MOTROLA SALES CO.

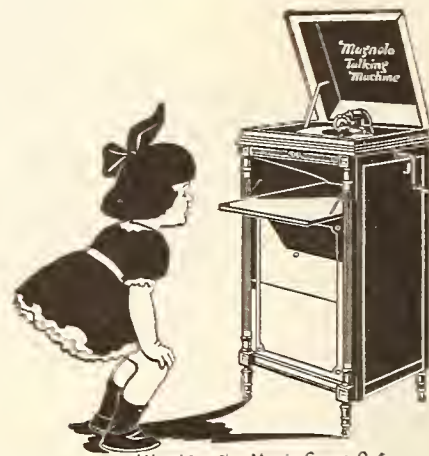
CLEVELAND, O., October 28.—The Motrola Sales Co. has been organized in this city under the direction of J. B. Tiffany, who will direct the distribution of the new Jones Motrola in the northern half of Ohio. The office, which is located at 1404 East Ninth street, has arranged facilities to take ample care of this device.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

LANSING KHAKI COVERS

The Pioneer Moving Cover



High Grade

Government Khaki

Dealer's Prices NOW:

\$6.00 medium size 43"x20"x23 1/2"

\$6.50 large size 49"x23"x24 3/4"

\$7.35 extra large 52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap \$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS



Eliot and Warrenton Sts. BOSTON, 11, MASS.

Kerekjarto's versatile violin sweeps his admiring public to new heights of artistry and musicianship in his latest recording of Drdla's "Souvenir." Music-lovers are sure to want it for years to come. Columbia 79708.

**Columbia Graphophone Co.
NEW YORK**



MRS. M. MAX TOURING EUROPE

Wife of Manager of Gimbel Bros.' Talking Machine Department Presented With Brunswick Phonograph for Use While on Tour

Mrs. M. Max, wife of the manager of the talking machine and piano departments of Gimbel Bros., New York, sailed recently on the S. S. "Berengaria," which was formerly known as the "Imperator," for an extended trip through European countries. Mrs. Max is accompanied by her three children, for whom it will be an educational trip, as well as one of pleasure. Mrs. Max plans to spend a great part of the time in England and will also visit the leading cities of Belgium, Flanders and France.

On her departure Mrs. Max was presented with a Brunswick phonograph, together with a number of the latest Brunswick records, the gift of Edward Strauss, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., for her use while on tour. According to present plans, Mrs. Max expects to return for the Christmas holidays.

HIGHER RATES ON FREIGHT

Higher rates on freight from the North and East to points in the lower Mississippi valley will go into effect on November 28, under a decision just rendered by the Interstate Commerce Commission on the application of Southern railroads for a revision of rates as a result of the elimination of water competition on the Mississippi and Tennessee rivers.

The Commission's decision provides for an increase estimated at 20 per cent on high-class merchandise traffic from Virginia to points in the lower Mississippi region, and stipulates that rates on other than first-class shipments are to be certain percentages of the first-class rates. This increase, although effective only from Virginia to the Mississippi, will be reflected in the freight rates from Philadelphia, New York, Boston and other Eastern points shipping to the lower Mississippi by all rail.

BOOT MUSIC CO. OPENS NEW STORE

The Boot Music Co., exclusive Victor dealer of Denver, Col., opened an attractive new store at 1622 Champa street, that city. This concern is one of the oldest in the State, having been organized more than forty years ago by W. A. Boot, who is still actively engaged in the business.

The Andre Mfg. Co., Inc., of Boston, has been incorporated with a capital of \$100,000, to handle phonographs and novelties.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

BIG FIELD FOR THE ELECTRICS

Seven Million Homes Equipped With Electricity Available for Talking Machines to Be Power-Controlled—Opportunity for Use of Motors

That a vast undeveloped field for the sale of electric talking machines exists in this country is made evident by figures recently made public by the National Electric Light Association. The Association states that there are approximately 7,000,000 homes equipped with electricity in the United States. It is estimated that there are in the neighborhood of 4,000,000 talking machines in the homes of the land. Of this number many are in homes unwired for electricity and of the machines owned by people having electricity in the home only a small percentage are operated by electrical current.

SIR HARRY LAUDER VISITS AMERICA

Sir Harry Lauder, famous interpreter of Scotch songs and Victor artist, has returned to the United States and is touring the principal cities between New York and Kansas City. Talking machine dealers in those cities in which this famous singing comedian will appear can make the visit one of profit to themselves by tying up their advertising with his appearance in their locality.

The N. E. Miller Co., of Danvers, Mass., has taken on the Vocalion line of machines and records.

NEW AUSTRALIAN TARIFF

Duty on Imports to Be Assessed on Home Market Price, Less Excise Tax

Provision has been made in the new Australian tariff for an alteration in the method of computing values on goods subject to ad valorem duties on which there has been paid in the United States an excise tax or an import duty, when the articles are for re-export to Australia, Mark Sheldon, Commissioner for the Commonwealth in New York, reports.

In the future the value for duty purposes will be determined by the fair market value for home consumption in the country of export at date of shipment to Australia, less the actual amount of excise duty paid thereon, according to the ruling.

This concession does not apply to goods on which the duty has been paid which have been incorporated into other goods.

SPIRITUALISTS MAKE FIRST RECORD

DETROIT, MICH., November 1.—The annual convention of the National Spiritualist Association, held here recently, was featured by the demonstration of what is considered to be the first spiritualistic record ever made. Gene Kenneth Lord, better known in spiritualistic circles as the "singing organist," is responsible for the record, which aroused considerable comment and is looked upon as a valuable medium toward further research along spiritualistic thought.

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.

MOTROLA

The NEW

with
Universal Motor \$19⁵⁰
 Retail Price

A saving of \$10.50 from the former
 price, \$30.00

The *New Motrola* does not replace the spring motor or change any part of the talking machine or phonograph, except winding arrangement, and is quickly and easily attached to any and every make instrument where the old-style crank handle comes out.

It is a universal motor operating on all electric currents 105 to 125 volts. Special types are made for 32 volt farm lighting current and 200 to 250 volts.

Through our new method of distribution all dealers are now assured of prompt and efficient service from our local jobbers. Don't delay. Write your nearest distributor today for full details and trade discounts on this wonderful proposition:

Distributors for State of Illinois
RUDOLPH WURLITZER CO.,
 Chicago.

BRUNSWICK-BALKE-COLLENDER CO.,
 Chicago.

COLE & DUNAS MUSIC CO.,
 Chicago.

H. A. WEYMANN & SON,
 Philadelphia, Pa.
 Exclusive distributor for Eastern Pennsylvania, Southern New Jersey and Northern Delaware.

BUEHN PHONOGRAPH CO.,
 Pittsburgh, Pa.
 Exclusive distributor for Western Pennsylvania, Eastern Ohio and Edison Dealers in West Virginia.

MOTROLA SALES CO. OF NORTHERN OHIO,
 Cleveland, Ohio.
 Exclusive distributor for Northern Ohio.

Distributors for Greater New York
CHARLES H. DITSON & CO.,
 New York City.

SILAS E. PEARSALL CO.,
 New York City.

BLACKMAN TALKING MACHINE CO.,
 New York City.

CABINET & ACCESSORIES CO.,
 New York City.

KNICKERBOCKER TALKING MACHINE CO.,
 New York City.

GREATER CITY PHONOGRAPH CO.,
 New York City.

INTERSTATE SALES CO.,
 Milwaukee, Wis.

BADGER TALKING MACHINE CO.,
 Milwaukee, Wis.
 Exclusive distributors for Wisconsin.

KRAFT, BATES & SPENCER,
 Boston, Mass.
 Exclusive distributors for New England States.

COHEN & HUGHES,
 Baltimore, Md., and Washington, D. C.
 Exclusive distributors for Maryland, District of Columbia, Virginia, North Carolina, Southern Delaware and West Virginia.

BUFFALO TALKING MACHINE CO.,
 Buffalo, N. Y.
 Exclusive distributor for Western New York.

STEWART TALKING MACHINE CO.,
 Indianapolis, Ind.
 Exclusive distributor for Indiana.

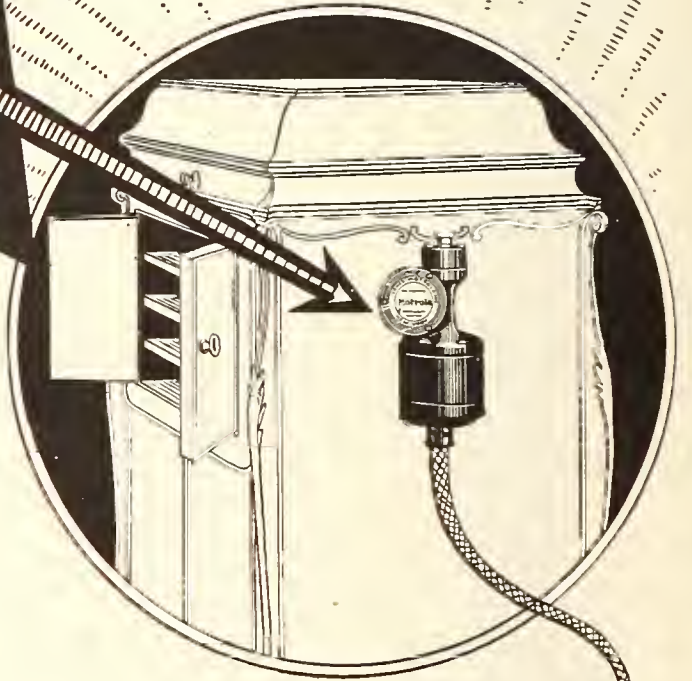
PERRY B. WHITSIT CO.,
 Columbus, Ohio.
 Exclusive distributor for Central Ohio.

LOUIS A. SCHWARZ, exclusive factory representative for the
 United States and Canada

JONES-MOTROLA, Inc.

29 West 35th Street

New York City



APPOINTED EXCLUSIVE JOBBER

Greater City Phonograph Co. Now Exclusive Sonora Jobber in Local Territory—New Salesmen Added to Staff of This House

The Greater City Phonograph Co., 311 Sixth avenue, New York, which was appointed a Sonora jobber a few months ago, is now the exclusive jobber for Sonora products in this territory, the Sonora Phonograph Co. having discontinued its local wholesale branch. The territory controlled by the Greater City Phonograph Co. consists of the Borough of Manhattan in New York City and the Greater New York territory as far north as Poughkeepsie, together with Staten Island.

In order to give Sonora dealers in this territory maximum service, Maurice Landay, president of the Greater City Phonograph Co., has increased the sales staff by the addition of Kenneth R. Perkins and David Danziger, who were formerly connected with the Sonora Phonograph Co.

In a chat with The World Mr. Landay stated that his company's business was steadily growing, and that the sales totals for the month of October were far beyond expectations. The Greater City Phonograph Co. was recently appointed a jobber for the Jones-Motrola, and has started an aggressive campaign in behalf of this popular accessory.

MAX STRAUSS ARRIVES HERE

Managing Director of Carl Lindstrom, Ltd., Berlin, Arrives for Extended Visit—Will Study Various Trade Phases in This Country

Max Strauss, managing director of Carl Lindstrom, Ltd., Berlin, Germany, arrived recently in New York for an extended trip through the United States and Canada. Mr. Strauss intends to make a thorough observation of the methods employed by the leading manufacturers in the distribution of their product and he also plans to spend considerable time with the retail dealer in order to study the methods used in serving the talking machine and record customer. While in this country Mr. Strauss will make his headquarters with the American Odeon Co., 100 West Twenty-first street, New York, and will confer with the officials of this company on matters pertaining to the wider distribution of Odeon records in this country.

SALES TO PROMINENT ST. LOUISIANS

Sonora Sold to Well-known Musician of St. Louis—Other Interesting Sales

St. Louis, Mo., November 7.—The Eastern Star Lodge of Missouri recently determined to present their Grand Matron, Mrs. Zoe Brooks Holman, with a phonograph as a mark of their esteem. The decision as to the make of instrument to be purchased was left to a committee of six, the members of which were instructed to hear and see all of the standard phonographs and make a definite selection.

After testing and hearing many of the leading machines on the market, the committee selected a Sonora Nocturne in brown mahogany and presented this instrument to Mrs. Holman, who was delighted with its attractiveness and tone quality.

Another recent sale of more than passing interest was that of a Sonora to Frank Gecks, president of the Musicians' Union of St. Louis and one of the leading violinists of the St. Louis Symphony Orchestra. The instrument, a Sonora "Elite," was sold by F. Beyer & Son, of this city, after Mr. Gecks had made an extensive investigation as to the machine that he desired.

FILE PETITION IN BANKRUPTCY

The Phonograph Protective Service Co., a retail talking machine business operated by Louis W. Nugent, at 636 Second avenue, New York, has filed a petition in bankruptcy, listing liabilities of \$1,310 and assets of \$695.

A SALES-BOOSTING IDEA

Dealer Awards Prizes to Children Obtaining Information of Old Talking Machines—Data Furnish Basis for Sales Campaign

An extremely clever plan which was recently worked out by a talking machine dealer not only resulted in the gathering of considerable valuable information on the machines owned in his community but also resulted in the sale of a number of new machines. The plan follows:

Several prizes were offered to the boys and girls for giving him reports on the oldest talking machines in town, those in actual use. Each boy and girl filled out a slip for each one, the name and address of the owner, the name of the machine, the date of purchase, and from whom it was bought.

The prizes were awarded to the boys and girls who sent in reports on the oldest machines in actual use. From these reports the dealer had excellent information for a selling campaign. With a series of letters, followed up with personal calls, he sold a larger number of new

talking machines in the next sixty days than he ever sold before in a whole year. The reports showed him just who his prospects were and he was able to go after them intelligently.

RUDD & RIX OPEN HERKIMER BRANCH

HERKIMER, N. Y., November 2.—Rudd & Rix, Iliion, N. Y., music merchants, opened a branch store in the Herkimer National Bank building here this week with a complete line of Victrolas, records and musical supplies. The establishment has been entirely redecorated to meet the demands of the business and now presents a most attractive appearance. Robert Bothwell, who has charge of the Iliion store, is also manager of the local establishment.

SELLS PERIOD MODEL VICTROLA

A. Lesser, Victor dealer, of 631 Sutter avenue, Brooklyn, N. Y., recently sold to one of his regular customers, Felix Elbaum, a successful merchant of Jamaica, L. I., one of the period model Victrolas, priced at \$1,200.

HERE IT IS!!

The Feature Model—The Big Profit-Maker

RETAILS at \$100.00

Look It Over—Quality Throughout—At a Price That Sells

Open it up and put it in your window and watch the sales roll in

**New
Charmaphone
Model
No. 9**

—

*Write for
Catalog and
Particulars*



**Equipped with
Heineman No.33
Double Spring
Motor—Plays
Five Records**

**Height 47 in.
Depth 23 in.
Width 19 in.**

**Large Tone Arm
Plays All
Records**

CHARMAPHONE COMPANY

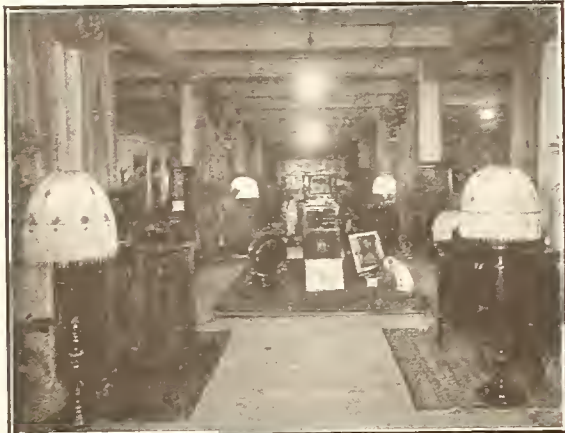
39 West 32nd St., New York City

Factory: Pulaski, N. Y.

GREAT ACTIVITY EVIDENT IN THE CLEVELAND TRADE

Many New Dealers Enter the Field and Established Houses Open New Departments or Extend Their Lines—First "Victrola Show" Held—Recent Changes Among the Wholesale Houses

CLEVELAND, O., November 9.—The first Victrola Show for Cleveland, probably for the country, was held during October, under the auspices of Wm. Taylor Son & Co., this city. The event was planned by T. A. Davies, manager of the talking machine department. Old machines, some of the original vintage of the Victor, were shown. Pictures of celebrities in the talking machine world and of the original factory of the Victor likewise were displayed. The old machines, beside the most modern period models, offered a significant contrast to visitors. The show proper was held in a temporary arcade made of velvet



View of First "Victrola Show"

hangings, which was decorated with palms, flowers and lamps and oriental rugs. In all, about 200 machines were used in the ensemble. The five main windows of the Taylor store were used for several days, each showing three Victrolas, being among the most attractive windows ever seen in this city. The show brought many visitors, augmented the list of prospects and, most important, resulted in much real business during the event, according to Manager Davies.

Columbia National Publicity Campaign

Plans for taking up the Columbia Co.'s national publicity campaign as it will apply to the Cleveland branch territory have been completed by Branch Manager S. S. Larmon. The advertising will be used in one paper in each of eight cities in this vicinity. In Cleveland alone thirty dealers will benefit by the publicity that will bring them closer to the public.

Special Record Service for Teachers

The Cleveland branch of the Columbia Co. is completing arrangements for the demonstration of records to all school teachers in the district,

these to be held in the Columbia Co.'s model shop here. About fifty school supervisors have been advised of the service and dealers have been urged to hold themselves in readiness to serve teachers who will have made their record selections at headquarters. The scope of this work may be estimated by the fact that in Cleveland alone there are one hundred schools.

Jack Kennedy's Handsome Department

One of the best indications of progress in the industry in these parts is the large number of new establishments and the plans for extending operations by others. One of the most pretentious moves is that by Jack Kennedy, for the last three years traveling representative for the Cleveland branch of the Brunswick-Balke-Collender Co., and prior to that in similar capacity for the Eclipse Musical Co. Mr. Kennedy has organized a new retail talking machine firm and will open in the store of the Vincent-Barstow Co., large downtown furniture establishment, close to Euclid and East Ninth streets. Here six booths have been erected and probably as many more will be installed at a later date. Complete talking machine windows will be a feature and windows in which the talking machine is used in living-room furniture displays will be created. A considerable space for display purposes and salesroom on the ground floor of the Vincent-Barstow Co. has been taken.

Again to Handle Victor Line

The Collister & Sayle Co. adds another downtown Victor establishment to the list. This move is new and again it is not, since this firm was for years a Victor retailer, but temporarily withdrew to push the sale of sporting goods. A better talking machine department will be created on the first floor and, perhaps later, the department will be extended to the second floor. Miss Hallie Snyder will be department manager and Ernie Rezeau, general manager, will have supervision of this business.

Two New Meier Branches

Official openings of two new branch stores are being planned by the L. Meier & Sons Co. These stores are at Lorain and West Ninety-seventh streets and West Twenty-fifth and Archwood streets. Both are duplicates of the unique and handsome original establishment of the Meier Co. at Clark and West Forty-first streets. In fact, it has been equipped in even more elaborate manner. Mrs. Loretta B. Flading, well known in

retail talking machine circles here, has been appointed manager of the Lorain location and Miss Leona Horn will be in charge at West Twenty-fifth street.

Dealers Take on New Lines

In planning expansion the move of the Euclid Music Co. is important. The firm has added the Cheney and Brunswick phonographs to its Victor line and will feature the new additions in all three stores. The Alhambra Music Co., which has been noted for its Columbia exploits, also will push the Brunswick.

New Cheney Dealers

Numerous new dealers have been added by the Cheney Phonograph Sales Co. in the last few weeks. In Cleveland the line will be taken by the Home Piano Co. and the Gordon Square Music Co. New dealers elsewhere in Ohio include J. C. Evans & Co., Ridgeway; Spear Music Co., Dover; J. Y. Jackson, New Philadelphia; C. M. Stevenson Piano Co., Hamilton. Still others are Fields Furniture Co., Ashland, Ky.; D. E. Shaw, Grafton, W. Va.; Morgantown Music Co., Morgantown, W. Va.

Some Important Changes

Several important changes in the industry in this section have occurred during the period. The Kennedy-Green Co., Okeh record wholesaler, has been taken over by the Kennedy-Schultz Co.; the Fischer Co. resigns as Pathé distributor in Ohio, and new executives take charge in other establishments.

Kennedy-Schultz Co. Developments

In adding the Kennedy-Green Co.'s business to its own the Kennedy-Schultz Co., as Granby phonograph distributors in Northern Ohio, acquires an important adjunct. Samuel Green, head of the Kennedy-Green Co., retires to attend to other investments. The Kennedy-Schultz Co., recently incorporated, and headed by C. H. Kennedy and H. C. Schultz, talking machine men of long experience, will have headquarters at 1863 Prospect avenue, where a three-floor building is being altered and improved for machine and record demonstration, display and sales purposes. Samuel Merkin, with the Columbia Co. eighteen years, will be connected with the firm and R. P. Treat will be office manager.

New Managers Take Charge

Two new executives assumed management here during the month. Edward B. Lyons took charge as general manager of the Eclipse Musical Co., Victor jobber. Plans for reorganization and sales promotion will be announced in a short time. S. S. Larmon, formerly special representative in the Detroit territory for the Columbia Graphophone Co., arrived to become manager of the Cleveland branch of this company. Mr. Larmon already has covered a goodly part of the Cleveland territory and, though improvement already is noted in business, expects to be able to announce plans that will make it still better shortly. Cleveland headquarters wholesalers are working consistently with dealers, preparing the way for holiday business.

Going After Columbia Business

A special drive for C. G. Ober, Chagrin Falls, has been put on by Dan Des Foldes, of the Columbia Cleveland staff, and many instruments put into homes during the campaign have remained there. At the Ober establishment Miss Marjorie Whitten, record sales manager, also gives music lessons on piano and other instruments, an innovation in music store management. The fairs will be productive of likely holiday prospects, in the opinion of E. F. Hughes, Columbia branch service manager, following the gathering of a large list at Coshocton, where an unusual booth and campaign were conducted for B. W. Klein. More than 100 prospects were obtained and a big mailing list secured. Similarly good results were obtained for the Fountain Co., at the Coshocton Fair, by E. M. Scott, of the Cleveland branch Brunswick establishment. The Fountain booth was one of the most elaborate at the fair.

Some Interesting Brieflets

An unusual window display has been that of the Buescher Co., to illustrate the "Song of India." A small stage was built, showing a scene in an Indian city—mosque, minarets and



Quality

Mr. Jobber and Mr. Dealer, the Lone-Star Phonograph has gained in public favor. Sales of Lone-Star Phonographs have been excellent during the entire year of 1921.

We are giving our Dealers the best dealership proposition of any concern in the industry.

Mr. Dealer, it is worth your while to investigate the Lone-Star Franchise in your Territory.

Texas Talking Machine Company :: DALLAS, TEXAS
Service

turbaned natives. Several elephants, with howdahs and mahouts, march across the stage, while a Victrola plays the air.

Miss Ethel M. Volk, for a decade connected with the talking machine trade here and elsewhere, has resigned from the Cleveland Talking Machine Co. Miss Volk and Fred Koeckert, of New York, were married at Galion.

A portable alcove, heavily curtained, in which a phonograph is displayed, is a new window attraction being used by the Cheney Phonograph Sales Co. for dealers here. The Muehlhauser Bros. Piano Co. was the first to use this attraction and added several sales, according to Secretary Buel, of the Cheney Co., thereby. The Young Furniture Co., the University Music Co. and others in Cleveland will have the device later.

Mrs. R. M. Smith, noted musician, of Springfield, O., has been appointed service director of the Cheney Phonograph Sales Co. and will cover Ohio and adjoining territory in the interest of dealers.

A Business-building Stunt

A unique business builder for dealers was tried out, and successfully, by the Kennedy-Schultz Co., Granby distributor, at the Olympic Theatre; co-operating was the Miltner Music Co., located in the same building. A stage setting, duplicating the French window curtained effect seen on most Granby literature, was used, with a real Granby. E. W. Windsor, of the Kennedy-Schultz, made a brief announcement and then played two selections from a record made by Tom Mix, movie actor. The event was linked with the showing of a Tom Mix picture. More than 2,500 persons saw the Granby and heard the record under these favorable conditions.

Some Effective Publicity

Listings of artists appearing in concert and of music being played in motion picture theatres will be made up in new bulletin form, to be used by dealers as window displays. The bulletins are being prepared by the Cleveland Talking Machine Co. Similar publicity is being prepared by Miss Grazella Puliver, publicity director, for the pushing of dance record sales. In

addition, information explaining the story of each dance record will be prepared, which dealers can send out with their regular information to clients.

Realize on Nora Bayes' Appearance

A new method for co-operation between the theatre and the talking machine industry has been used during the last week or so in connection with the personal appearance of Miss Nora Bayes, Columbia record maker, at the Shubert Opera House, vaudeville theatre. A Columbia instrument, with Nora Bayes' records, was installed in the lobby of the theatre and played constantly before the arrival of the star and during her appearance at the Shubert. The details were carried out by E. F. Hughes, service manager at the Columbia Cleveland branch. Increased attendance at the theatre was reported by the theatre management. Large sales of Nora Bayes' records also were accomplished for dealers, as special sales were arranged, with suitable window displays, as well as a big variety of these particular records.

Model Shop for School Teachers

Service for school teachers and others seeking the selection of records in educational work has been started at the Columbia Cleveland branch, where, in the model shop, many teachers are now gathering every Saturday to hear the records, making their purchases later at the dealers near where the teachers live or conduct their classes. Helpful suggestions are offered by H. C. Cooley, assistant branch manager, and the staff at the Columbia branch, which are appreciated by the teachers.

A New Selling Plan

Salesmen are covering the Alliance district for J. H. Johnson's Sons, selling \$1 certificates, which are applicable to purchases of Granby phonographs before Christmas.

New Columbia Accounts

Considerable new business is being booked personally by S. S. Larmon, Columbia branch manager in the Cleveland district, several new accounts being added in the territory, while older Columbia dealers are adding steadily to their machine and record stocks.

J. M. Megrit, formerly service manager of the Detroit Columbia branch, has been appointed to a position on the sales staff in the Cleveland district by Branch Manager Larmon.

Christian Science Hymns Big Sellers

Arrival of several of the new Christian Science hymn records of Thomas A. Edison, Inc., at the Phonograph Co., Edison wholesaler, has started a campaign for developing this part of the business. Several sales have been completed, according to Harry R. Tucker, and still better results are anticipated with the receipt of more of these particular records.

Public Invited to New Home

Invitations to the trade to visit the new home of the Kennedy-Schultz Co., Prospect avenue and East Nineteenth street, were being sent out, following the completion of the interior of this establishment. A color scheme of gray has been followed throughout in the display rooms and these are equipped with wicker furniture, rugs and draperies and lighted with floor lamps, making a pleasing background for the demonstration of Granby phonographs. The second floor has been completed for an efficient Okeh record stockroom.

Mamie Smith Entertains

During the appearance here of Mamie Smith, Okeh record maker and popular entertainer with the colored folk of the entire country, the Kennedy-Schultz Co. linked up her entertainment here with dealers and large numbers of records were sold. Streamers for all Okeh record dealers' windows were provided and several dealers used the regulation theatrical billboards in front of their stores. Miss Smith was brought to Cleveland by influential colored citizens and sang at the Prospect Theatre and at a dance at Dreamland ballroom.

A. Thalmayer, record department manager of the General Phonograph Corp., was a visitor at the Kennedy-Schultz Co. lately and promised that the record made by Kiraly Erno, popular Hungarian tenor, soon will be released. Erno is an idol of the Hungarian people here and was well received during his personal appearance in northern Ohio some time back.



Let us send you details of our Okeh Record Agency.

The proposition has a direct appeal to any progressive dealer.

The Okeh Record sells fast. Why not fill your shelves now and enjoy the benefit of the enormous holiday profits.

STERLING ROLL and RECORD CO.

Pittsburgh, Pa., 436 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.

H.K. Lorentzen

Manufacturer of

Exclusive Cabinet Hardware and Accessories

60 Grand Street

New York City

EXHIBITS AT WHITE PLAINS FAIR

Hunt's Leading Music House of That City Attracts Much Attention With Fine Display

Practically every representative merchant in White Plains, N. Y., had a booth for the display of his line at the White Plains Exhibition, held at the State Armory in that city recently, under the auspices of the local Chamber of Commerce.

Among the most elaborate of the displays was that of Hunt's Leading Music House, Inc. The exhibit included a full line of grands, uprights, players, Q R S player rolls, and an extensive ar-

ray of Victrolas, including one handsome Period model. A considerable number of the company's staff were in attendance, including John L. Hunt, president, and A. L. Yaeger, secretary-treasurer.

Musical entertainment was provided as a part of this exhibit, a feature of which was solo singing by Miss Marion Lowell, a talented resident of White Plains, whose work has met with considerable favor in New York City.

There was also a very attractive exhibit consisting of about seven floor model Columbia Grafonolas, exhibited by the White Plains Furniture Co., with L. Rhinauer in charge.

On the evening on which a member of The

World staff attended there were over 4,000 people present and the exposition accomplished much in the way of stimulating the public to buy. White Plains has a population of about 22,000, and it would seem as if the example its Chamber of Commerce has set could be followed most advantageously by other cities.

PREVENTING FROSTED WINDOWS

Two Methods of Preventing Windows From Becoming Covered With Frost

Talking machine dealers, in common with other merchants, suffer during the Winter months from frosted windows. No matter how effective the display of machines and records may be, it becomes valueless as soon as it is hidden from view, and frost effectually accomplishes this, to the great detriment of sales. In this season the air in the display windows must be cooled and warm air from the interior of the store prevented from circulating against the glass.

This can be accomplished by boarding the inside of the windows or have tight-fitting sashes to prevent the warmer air of the store striking the panes. Next bore a row of holes at the base of the window and a similar set at the top. This will permit a free flow of air and keep the temperature down.

A simpler method is to use an electric fan. Start the fan running first thing in the morning and keep it running all day. This keeps the warm air on the move and lowers the temperature so frost will not have a chance to collect. The sight of an electric fan working in Winter also will help to attract attention to the window.

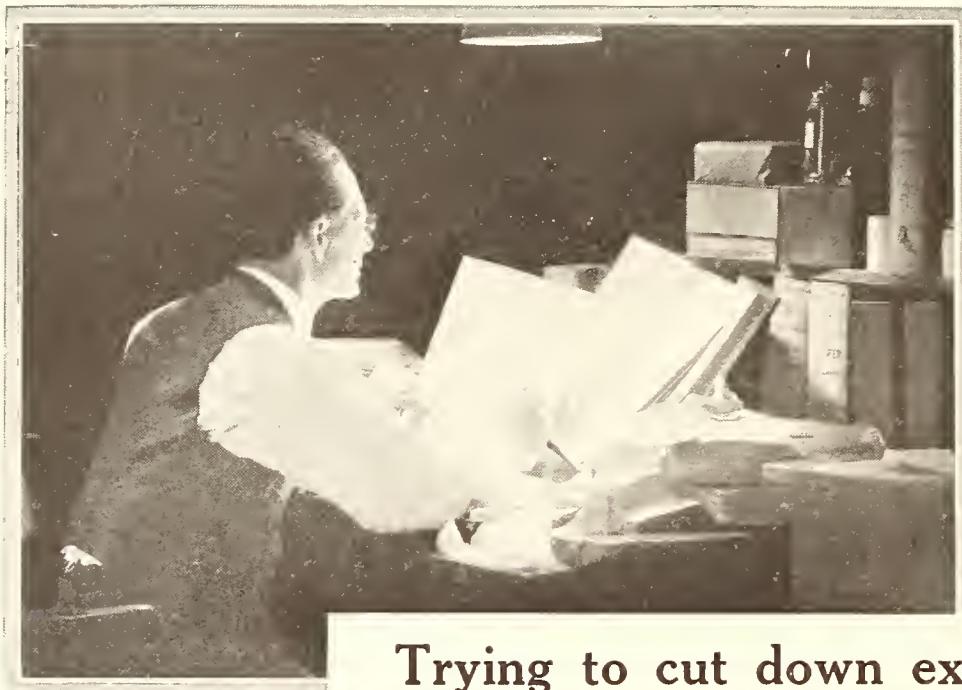
BURGLARS IGNORED REMINGTON

James S. Holmes, vice-president, and Everett Holmes, general sales manager, of the Remington Phonograph Corp., have been exceedingly busy within the last few months directing the increased business that the company is receiving. Accordingly, they found it necessary to visit the offices of the corporation at 1662 to 1666 Broadway one recent Sunday to clean up some details which during the ordinary course of the business day had escaped them. Upon reaching the offices they were astonished to find a hole about three feet square cut in the floor directly in front of the safe. It seems that burglars had carried off a large quantity of expensive furs from a retailer directly beneath the offices of the Remington Phonograph Corp. and had used the Remington offices as a means of entrance. Fortunately, not even a postage stamp was touched at the headquarters of the Remington. We are surprised the daily paper reporters did not use their imagination and have the burglary occur to musical accompaniment. Great opportunity lost!

MAKE STORE MORE ATTRACTIVE

NEWARK, N. J., November 8.—Alterations which have been under way at the establishment of the Griffith Piano Co., Sonora distributor for Newark and vicinity, will, when completed, greatly enhance the attractiveness of the store and furnish greater opportunities for the display of Sonora machines. The walls have already been decorated in old ivory and further improvements include new lighting installation and elaborate window decorations during the holiday period.

If a salesman is master of himself it's dollars to doughnuts that he can master his job successfully.



Trying to cut down expenses

New business conditions have forced every merchant to face the problem of reducing expenses.

Thousands of merchants have solved the problem by using new model National Cash Registers.

These cash registers reduce costs of selling, delivery, and bookkeeping. They stop expensive leaks and losses. They also point the way to other economies by giving merchants, every day,

necessary business facts

- ① Sales made by each clerk.
- ② How goods are moving in each department.
- ③ Amount of capital tied up in outstanding accounts.
- ④ Volume and profit on credit business compared with volume and profit on cash business.
- ⑤ Total of money paid out.

These facts show how, when, where, and how much to reduce expenses.

A National Cash Register is the only machine that issues a receipt, indicates, adds, prints, classifies, and distributes records at the time of the sale, all in one operation. No figure work. No delays. No mistakes. Just read the totals.

National Cash Registers now priced as low as \$75 in U. S. A.

They pay for themselves out of part of what they save.

NATIONAL CASH REGISTER COMPANY - DAYTON - OHIO

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., November 7.—The talking machine business in Philadelphia during the month of October was more or less satisfactory. It found the people still susceptible to music, but, strange as it may seem, it did not increase over previous months of the year in the same ratio of percentage as did the piano business, and dealers have been unable to account for this. It remains, at this writing, one of the unsolved mysteries of the trade. A change for the better is looked for.

During the month the talking machine business here has been dwindling somewhat in the number of machines that are being handled, and firms seem to have had the experience that to push a certain few machines that are priced in good variety is better than to have a long list of them of practically the same price, which is more or less confusing to the salesman and customer, as well.

Brunswick Demand Expands

The new Brunswick manager here, Richard M. Nelson, reports that the month was most satisfactory for the company he represents, although the past week has been a little spotty in character in the local market, but the Brunswick demand in the coal regions has been especially good. Mr. Nelson is keeping the wires busy in trying to speed up shipments, and says he is oversold four to one on the new models. The reason for this is that there was an immediate demand all along the line for these new models and, consequently, the firm has been swamped.

One of the interesting pieces of news of the Brunswick Co. of the month is that it has installed a Dealers' Service department in connection with its work, which has been placed in charge of Miss McGowen, who was with the

Columbia Co. for more than five years and is quite well equipped for this undertaking.

New Brunswick Agencies

Recently the Brunswick Co. opened a new shop, to be known as the Brunswick Music Hall, at 221 Lackawanna avenue, Scranton, and reports are that it has already done a very flattering business. The place was formerly known as the Venetian Music Co. Large advertisements have been run in the Scranton papers. Besides this house the Brunswick Co. has also placed its machines in the stores of Leivy & Sons, Danville, Pa.; L. C. Boardman, of Audubon, N. J.; the Sheffer Furniture Co., of Reading, Pa.; J. Rosenfield, of Burlington, N. J., and Harry Mosier, of Norristown, Pa.

Among Mr. Nelson's visitors during the month were: E. L. Gramlich, the supervisor of the Brunswick branches; Robert Bensinger, a son of the president of the Brunswick Co.; P. L. Deutsch, the assistant secretary of the company, and Edward Strauss, the sales manager of the phonograph division of New York. The firm is arranging for a concert of Brunswick artists in the near future.

Weymann Tells of Trade Progress

H. A. Weymann & Son note that there has been a decided improvement in their phonograph department during the month. Harry Weymann says: "The month of October showed a decided improvement, both in the sales of Victrolas and records. We are keeping in close touch with our dealers and are making daily deliveries of special finishes in Victrolas. We anticipated some time ago that it would be of great advantage to our dealers to be in a position to take care of their immediate wants. Mahogany finishes are being shipped out to all of our dealers, in all styles,

who have placed advance orders with us."

A Satisfactory Columbia Month

The month of October was a very good one with the Columbia distributors and dealers here. During the last week of the month there was a very fine Columbia exhibit at the Household Appliance Exposition at the First Regiment Armory. The following Columbia dealers promoted this display: Lightbown's Music House, 6403 Woodland avenue; O'Halloran's, 7 South Sixtieth street; Falls Hardware Co., J. E. Williams, 1703 Snyder avenue, and the Frankford Music Shop. The Columbia booth was nicely decorated and along the entire top in a fine electric sign it stated "Say It With Music." All standard models were on display, including several period models, and all the best of the latest Columbia records were also displayed.

C. A. Oschman, who has been with the Columbia Co. for some time, has just resigned as salesman, but has not announced his future plans. P. C. Cummin, the Philadelphia manager, spent considerable time during the month among the dealers up the State.

Among the Columbia visitors during the month were Mr. Sweatley, of Thompson & Sweatley, Soudertown, Pa.; Mr. Diefenderfer, Reading, Pa.; Calver Anderson, Wilmington, Del., and Mr. Newkirk, of Salem, N. J.

New Columbia Dealers Appointed

Among the new Columbia dealers announced during the month in this section were: The Royal Music Shop, 880 North Seventh street; the Thirty-fourth War Music Shop, 404 North Sixty-fourth street, and E. A. Goldman, Inc., 623 South street. Mr. Goldman took over the entire business of Max Klaidman, and it is one of the

(Continued on page 94)

STRENGTH IN THE VICTOR INDUSTRY

Insuring Growth, Profits and Stability

Victor Victrolas and Records are supreme.

The Victor Talking Machine Company is an ever developing and aspiring organization for continued commercial and artistic leadership.

Victor Retail Representation should tie up with Exclusive Wholesale Victor Jobbers whose purpose is strong and commercial ideals high, one to whom they can go, not only for merchandise, but also for constructive sales developing help.

The Louis Buehn Company
of Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

largest stores in the southern section of the city. He expects to conduct an exclusive Grafonola Shop. His place is a copy of the Columbia model shop and is one of the finest talking machine establishments in this city.

Big Advertising Campaign Now Under Way

The Columbia Co. is now conducting a big advertising campaign here which will be continued until the first of the new year. The campaign began October 14, with one-half-page advertisements in all the Philadelphia morning and evening papers, and the dealers report that it has greatly increased their business. At the bottom of each ad are listed the names of the leading Philadelphia dealers. The dealers throughout the city have been co-operating in this campaign by a distribution of circulars in the zones controlled by their respective stores. The company is sincerely trusting that its supplies will permit it to furnish dealers with enough merchandise to take care of the anticipated increased business.

Double Record Rack Space

The Penn Phonograph Co. is engaged at present in adding practically double the amount of record rack space to its department at 913 Arch street and has been getting heavy shipments from the Victor factory. It reports that it had a very satisfactory business all through October and that everything points to a good holiday business. Dealers have begun to buy in larger quantities than they did several months ago and are stocking up Victor machines and records anticipating their Christmas requirements and they feel very optimistic.

A New Arrival

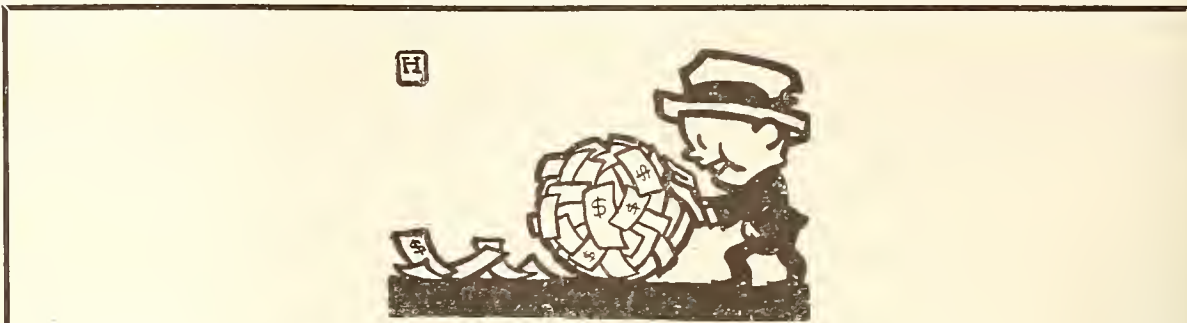
E. Caruso has arrived in Philadelphia in a newly named talking machine that is made by the N. Mack Co., of 834 South Forty-ninth street. The Master Music Co., at 129 South Eleventh street, has one of the \$150 models in its window. It is a good-looking instrument.

Blake & Burkart Progress

Blake & Burkart, on the whole, had the best month of the year in October. It was good from the start of the month and in their October business they did not run very far behind October of last year. They also note that their record business has been picking up.

The Penn Dogs Have Their Say

The Penn Co., during the month, issued a rather interesting circular regarding its Penn Victor dogs, showing that more than 500,000 of



“ROLL YOUR OWN”

ASK ANY OF OUR OKEH
DEALERS—THEY KNOW

Okeh Records
ARE PROFIT MAKERS BECAUSE
“THEY SATISFY”

SONORA
COMPANY OF PHILADELPHIA

1214 ARCH STREET

PHILADELPHIA

these dogs have already been sold, and if they were placed side by side they would make a line fifteen miles long. In the circular is a letter purported to have been written by one of the dogs, one paragraph of which is especially worth quoting: “I have traveled in all parts of the world and was cordially received everywhere. Wherever a Victor dealer has advertised my coming and his desire to place me in the homes of his town people have flocked to his store to receive me.”

Recently Mr. and Mrs. T. W. Barnhill motored to Chambersburg, Pa., to visit their daughter, who is at a boarding school there. While there Mr. Barnhill called on the local Victor dealer, F. Hayes Harmon.

Edison Artists Heard in Concert

A number of Edison artists were heard in a concert in the phonograph department of N.

Snellenburg & Co. on November 3. They included Miss Leeta Corder, soprano; Robert Veltton, violinist, and Leslie Loth, pianist. E. W. Eisenhart, the phonograph manager, was somewhat disturbed on account of his being compelled to congest his department at this busy period to make room for these concerts, although he is still of the opinion that this is not “a one-horse town.”

Installs New Hearing Rooms

Charles C. Martin, a Victor dealer in Darby, who has been established there for about a year, has been so very successful that he has begun installing some new hearing rooms. His business has increased to such an extent that he found the necessity for these additional booths.

Returns From Business Trip

General Sales Manager George Boyd, who looks after the wholesale and retail business of the talking machine department of F. A. North & Co., has just returned from a business trip, during which he visited all of the firm's dealers in Pennsylvania and Virginia.

Heppe Enlarges Talking Machine Space

C. J. Heppe & Son have considerably added to the talking machine space in their recently enlarged branch store at Sixth and Thompson streets, which now takes in 1300, 1302, 1304 and 1306 North Sixth street. It is now the largest exclusively music store outside of Chestnut street that sells pianos and Victrolas. R. F. Lehman is the manager.

Again on Duty

George D. Ornstein, one of Philadelphia's talking machine jobbers, who has been absent from his place of business since last Spring, was again able to report for duty toward the end of October.

Steadily Adding to Emerson Dealers

The Philadelphia Emerson Co., Harry Fox, the head of the concern, reports that it is adding new dealers each week to the already considerable list of handlers of the Emerson phonographs. Its business in October was the best it has experienced in any month of the year. The Philadelphia Emerson advertising campaign is continuing to progress and it is bringing very good returns to the dealers.

Says Conditions Are Righting Themselves

A. J. Heath & Co. have no complaint of their October business and say that conditions are righting themselves rapidly. Last week they went about 80 per cent of the last week in September. Otto Heineman, the president of the

(Continued on page 96)



The **“NEW”**
MOTROLA

WITH UNIVERSAL MOTOR

Retail \$19.50

(former price \$30)

This marvelous little electric, self-winding mechanism attached to any type Victrola or any make Talking Machine will accomplish what the self-starter did for the automobile.

We, as exclusive wholesalers in Eastern Pennsylvania, New Jersey and Delaware, of the New Motrola with universal motor, are ready to fill your orders now.

Write for Trade Discounts

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street
PHILADELPHIA



(ONE HALF SIZE)

More than
500,000
Penn-Victor Dogs
have been sold.

These 500,000 dogs
placed side by side
would make a line
15 miles long.

Dear Mr. Victor Dealer:-

I am 2 1/2 years old. Considering my age, I have accomplished much. I was first made to be sold but it was soon realized that I had some real work to perform, and my masters have for over two years been telling you by circulars and Trade-Journal advertisements of my ability and willingness to assist VICTOR dealers in building up their business by giving me away.

I have travelled to all parts of the world and was cordially received everywhere. Wherever a VICTOR dealer had advertised of my coming and his desire to place me in the homes in his town, people have flocked to his store to receive me.

Most of my VICTOR Dealer friends have their names cast in the pedestal on which I rest. Before I am given to whoever wants me, they must write their name and address on a card and tell whether they own a Talking Machine or not, and, if not, - whether they want one. Many new names are added to the dealer's mailing list as well as "prospects" for Victrola sales.

I make it so easy for your canvassers and salesmen, who have the list of prospects, to get into the homes because I have been there working in such a quiet way that the people in the house will listen to your salesmen, and oh! how happy I am when the Victrola arrives and your salesman pats me on the head and says "you did a good job that time old boy."

I'll be glad to help do your work and if you will send word to your Victor jobber, I'll soon be on the job.

Yours eager for work,

THE PENN-VICTOR DOG

P.S.- No I.W.W. for me

Three dealers have used 5000 dogs each. They found it paid to give the dogs away. So would you.

We supply a rubber stamp of your name on a gross order.

Each dog is wrapped in tissue paper and packed in an individual carton.

We cast your name in the pedestal at no extra cost on an order of 500 or more.

Make your store the most popular, the most talked of Victor store in your community. The Penn-Victor dog will do it for you.

We lead - others follow in the miniature Victor dog business.

DISTRIBUTORS:

Albany, N. Y. Gately-Haire Co., Inc.
Atlanta, Ga. Elyea Talking Machine Co.
Baltimore, Md. Cohen & Hughes.
 E. F. Droop & Sons Co., Inc.
Birmingham, Ala. Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
 Eastern Talking Machine Co.
 The M. Steinert & Sons Co.
Butte, Mont. Orton Bros.
Chicago, Ill. Chicago Talking Machine Co.
Cincinnati, O. Ohio Talking Machine Co.
Cleveland The Eclipse Music Co.
Denver, Colo. The Knight-Campbell Music Co.
El Paso, Tex. W. G. Walz Co.

Elmira, N. Y. Elmira Arms Co.
Indianapolis, Ind. Stewart Talking Machine Co.
Jacksonville, Fla. Florida Talking Machine Co.
Memphis, Tenn. Houck Piano Co.
Kansas City, Mo. J. W. Jenkins Music Co.
Mobile, Ala. Wm. H. Reynolds.
New Haven, Conn. The Horton-Gallo-Creamer Co.
Newark, N. J. Collings & Co.
New Orleans, La. Philip Werlein, Ltd.
New York City Emanuel Blout.
 C. Bruno & Son.
 Knickerbocker Talking Machine Co.
 New York Talking Machine Co.
 Ormes, Inc.
 Silas E. Pearsall Co.

Omaha, Neb. Mickel Bros.
Philadelphia, Pa. H. A. Weymann & Son.
Pittsburgh, Pa. W. F. Frederick Piano Co.
Portland, Me. Cressey & Allen, Inc.
Richmond, Va. The Corley Co.
Rochester, N. Y. E. J. Chapman.
St. Louis, Mo. Koerber-Brenner Co.
St. Paul, Minn. W. J. Dyer & Bro.
Washington, D. C. Cohen & Hughes.
 E. F. Droop & Sons Co.
 Rogers & Fischer.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

PENN PHONOGRAPH CO., Inc.,

**VICTOR DISTRIBUTORS
WHOLESALE ONLY**

913 ARCH STREET

PHILADELPHIA, PA.



ASK TO HEAR IT.

A New Fox-Trot-Melody "ONE KISS"

Will fill your heart with bliss

*"You can't go wrong
with any 'feist' song"*

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

General Phonograph Co., was a Philadelphia visitor. Charles Lamm, in charge of the Baltimore branch, spent several days in Philadelphia during the month, and he reports that business has been quite good in the Monumental City and that they are anticipating a good business, at least, up to the first of the year.

Buehn Reports Victrola Shortage

Business has been very good during the past week at the Louis Buehn Co. establishment. The company reports that there is a shortage of several styles of Victrolas, particularly No. 300. The belief was expressed here that most of the dealers have safeguarded their interests by laying in their stocks for the expected holiday rush at an early date. Among the recent visitors at the Buehn headquarters was W. E. Holland, of the Robelin Co., Wilmington, Del.

A model shop has just been completed on the first floor of the Buehn establishment, which contains miniature record racks, tables, cases for supplies, etc., as erected for them by the Unit Construction Co. It has great value as a stimulator of ideas.

Columbia Sales Meeting

Many outstanding features in successful advertising were brought up at the sales meeting held in the Philadelphia branch of the Columbia Graphophone Co.'s Model Shop on Saturday last. The "Advertising Contest for Columbia Dealers" was released at this meeting. The principal speaker was J. D. Westervelt.

Everybody's Designs Trade Chart

Everybody's Talking Machine Co., 38 North Eighth street, will soon present a new chart to the trade which is being designed to act as an aid to dealers in selecting the proper kind of mica for their particular use. An especially large supply of mica has been laid in. Special discs are being featured for sound boxes. The firm has been enjoying a very substantial business during the past month and Everybody's Uman-Tone

needles continue to enjoy a strong demand. There were many trade visitors during the week.

Weymann Featuring the Jones-Motrola

H. A. Weymann & Son, Inc., of this city, who are distributors of the Jones-Motrola, have featured this electric winding device in an energetic manner. Not only has the Jones-Motrola re-

ceived considerable window display space, but space in the local papers of this city has been devoted to it as well. This company have a standing order for a substantial number of Motrolas to be shipped each month, but have found it necessary to wire for more before the date of the next shipment.

THE SELECTION OF BUSINESS LOCATIONS IMPORTANT

Some Interesting Psychological Facts in Regard to the Habits of Purchasers in the Matter of Patronizing Stores—Hence the Value of Location Is an Important One to the Retailer

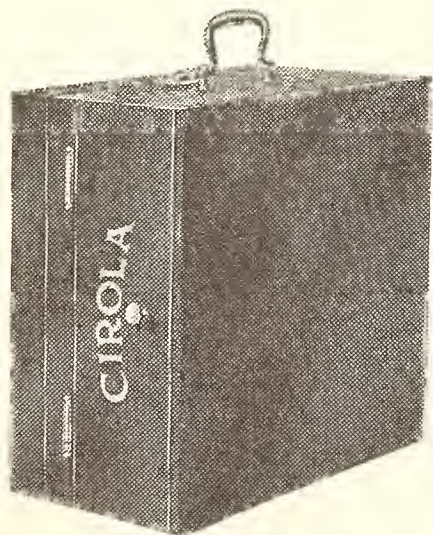
The selection of business locations is always a moot subject with men keen to every opportunity of developing business, and there are many of them in the talking machine trade. Hence the pertinence of an article in a recent issue of Forbes Magazine in which Charles C. Nichols, president of the Chain Stores Leasing Corp., points out that "it is an interesting psychological fact that women buyers will walk to a basement more readily than they will take an elevator, and that where you have a broad stairway with a wide opening near the front of the store, as in 5- and 10-cent stores, women will catch sight of the merchandise and walk down without question, either forgetting or ignoring the return trip. Second floor locations must also be carefully scrutinized, as men will walk up one flight to save money. However, from a standpoint of lowered expenses it is a question whether the merchant saves anything in the long run on a second-floor location, as he must spend much more, proportionately, in advertising.

"Another thing to which I pay the greatest attention is the traveling population. I watch to see where people get on and off the cars and analyze the general types. I study them to see whether they are the transient kind which only brings 'drop in' business for drug and cigar stores. These I classify differently from the

type which comes prepared to purchase. There is also what I call 'station traffic,' consisting largely of commuters; such persons are always in a hurry and usually add little to the coffers of the adjacent merchants.

"In visiting a city or town I study carefully the advertising of local merchants, watching to see what part of this is regular advertising and what part is that of the merchant who is not located desirably and who must spend money in advertising to coax the customers to his store. I also pay particular attention to the difference in the classes of people frequenting different blocks. One block may be popular with the customer buying the cheapest class of goods, the second with those interested in things of moderate price, while the third may draw the highest class of trade. I am also much impressed with the fact that the blocks given over to women's trade are usually shunned by men.

"There are two distinct types of location known to real estate men—men's and women's. As a rule the shady side of the street is the women's side, and rentals are about 25 per cent higher. Where one side of the street develops women's business, the other side stands fair to be good for men. It costs more in every way to do business in a woman's shop than in a man's, but women spend more money on clothes."



Size: 12½ x 11½ x 6
Weight 16 lbs.

DEALERS SAY—Their Success With
Popular Priced

"ALL—YEAR—ROUND"
CIROLA PHONOGRAPHS

IS
UNPRECEDENTED
IN THE HISTORY OF THE TRADE

CIROLA DISTRIBUTING CO., Inc.
204 Colonial Trust Bldg.
PHILADELPHIA, PA.
U. S. A.

SMALL INVESTMENT
FOR DEALERS

RETAIL PRICE \$35.00
LIBERAL DEALERS' DISCOUNT



A Phonograph with three wonderful
tones at a price which meets the
demands of present-day
business conditions

IMPROVEMENT IN KANSAS CITY TRADE IS MOST MARKED

Many Talking Machine Men Attend Convention of the American Legion—Edison Boosters' Club Organized—New Stores Opened—Financing of Dealers Meets With Favor—News of Month

KANSAS CITY, Mo., November 4.—The big news feature here, of course, has been the convention of the American Legion, which attracted close to 50,000 people to Kansas City. There was plenty of music throughout the period of the convention, which was opened by Mme. Schumann-Heink with the singing of the national anthem. There were bands without number to enthrall the visitors.

Among those who attended the Legion convention were a large number of talking machine dealers from all sections of the country, who were well entertained by local jobbers and dealers, many of whom took the opportunity of visiting the various Kansas City shops, studying the equipment and inspecting the machines on display.

Among the visitors to the convention was L. A. Murray, of Davenport, Ia. Mr. Murray is an exclusive Victor dealer and he is the president of the Iowa Victor Dealers' Association. There are, he said, only about a half a dozen States in the Union that can boast of a Victor Dealers' Association and he is rather proud of the fact that he is one of the few men in the world that has the distinction to preside over such an organization. He does not want to remain such, however, for he has an ambition to see the number of such associations greatly increase during the year. Mr. Murray is quite sure that not only the interests of the dealers will be promoted by the formation of such organizations, but that the general interests of all departments of the Victor industry will be benefited.

Business is better. Some are saying that the increase in the price of oil in Oklahoma and Kansas has helped some. Others are saying the raise in the price of cotton helped out. Others are saying that the low price of corn is holding business back. But for whatever causes it is better, the fact seems well established. One jobber reports that his October business is 50 per cent better than his September business. Another says that he is having some trouble in getting enough goods from the factory to meet his demands. Another says his increase in business is gradual and the prospects are good for a continued growth. Everybody seems to be expecting a good trade for the holidays.

One of the things that has helped the Brunswick and the Columbia people out is their systems of financing their dealers, so they can sell on the instalment plan and still not be embarrassed for funds to carry on their business. These companies have arranged to have the paper taken care of and thus have the dealers relieved.

Among the expansions in business in Kansas City is the opening of a new store by the Brunswick Shop. It will be just off of Petticoat lane and will be a model shop. It will be opened about the middle of November. There are twenty-five mechanics working on the decorations and fittings, in order to rush it along.

On the other side of the Kaw, in Kansas City, Kan., Butler & Son are also spreading out and are opening a new Brunswick shop at 1015 Central avenue.

Dealers and jobbers are reporting that the new models are appealing to the public and that there is an extra large demand for the better grades

of machines. One dealer stated that when he made a special term on the models that had been discontinued and referred in his advertising to the newer models that he wanted to make room for large numbers of persons came in to see the new models to which reference had been made in the advertising.

A. A. Trostler, secretary of the Schmelzer Co., Victor jobber, is quite optimistic about the outlook for a good holiday trade. Orders for both machines and records are coming in at an encouraging rate and everything points to a very satisfactory trade.

The "Edison Boosters' Club" is the name of the organization that is being worked up to continue the high mark of sales which was reached in Kansas City territory during the recent contests. Sales Manager Bailey, realizing that, in most cases, a slump follows a drive, determined that he would change the order and have things move right along at high tide. So he called a conference, at which he had a dealer to give the dealer's point of view and worked out a plan which has been enthusiastically received and which promises to be a winner. In the contest, which ended with the successful dealers going on the Eastern trip, one of the features of the work done by the successful men was to secure the co-operation of the Edison owners. The new sales plan is worked out around that idea. Instead of the dealer taking the trip this time the owner who helps the dealer secure customers is to be rewarded. The trip will be to Kansas City and the features of the trip will be: Rooms at the Muehlbach, luncheon at the Baltimore, auto trip over the boulevard system, chicken dinner at Field's Chicken Farm, theatre party, lunch at the Muehlbach Grill, with dancing for those who desire it, and next morning, breakfast at Fred Harvey's dining room at the depot—all expenses paid.

G. T. WILLIAMS OPTIMISTIC

That the year's total business will far exceed the expectations of earlier months is the opinion of G. T. Williams, head of the G. T. Williams Co., Inc., Victor distributor, Brooklyn. He says: "Retailers have stocked substantial quantities of goods for the holiday season and have arranged intensive sales drives to move stock. A normal holiday demand will reach the average dealer's quota of sales and the Victor retailer is imbued with the 'sales' spirit and the year, despite any earlier outlook, is concluding most favorably."

March & Leve, Victor dealers of Denver, Col., are the latest addition to the music stores of that city. Mr. March was formerly with the Sharp Music Co. and Mr. Leve was a member of the firm of Bechtold & Leve.



The Value of a Name



on a package of needles is a guarantee of needle profits for the dealer, as Sonora is firmly established in the mind of the public as being synonymous with "quality" both in phonographs and needles.

Sonora Semi-Permanent needles are desirable from the user's point of view, because they will play any make of steel needle records a great many times without injuring either the record or the quality of the tone.

Make it EASY for your customers to secure these needles by displaying them in a prominent place.

Order your stock now.

CAUTION! Beware of similarly constructed needles of inferior quality.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
I. Montagnes & Co., Toronto

"BLACK DIAMOND" GRAPHITE Spring Lubricant The Lubricant Supreme



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in collapsible tubes; 1/2, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.

North Side, Pittsburgh, Pa.
Manufacturers' Representatives

LOUIS A. SCHWARZ, INC.
1265 Broadway, New York City
21 East Van Buren St., Chicago, Ill.
525 Forsyth Bldg., Atlanta, Ga.

FOR SALE BY ALL LEADING JOBBERS

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.

USES ROOF TO ADVANTAGE

Sonora Dealer Erects Effective Electric Sign— Starts Sales and Publicity Campaign

MILWAUKEE, WIS., November 7.—The Wm. Kaun Music Co., of this city, which recently acquired



Great Sign of Wm. Kaun Music Co.

the Sonora line, lost no time in making good use of the roof of its building for advertising purposes. Located but a few doors away from one

of the most prominent corners in Milwaukee, a Sonora sign was constructed facing the corner in plain view of the thousands who pass this corner daily.

This enterprising dealer is enthusiastic regarding the sales possibilities of the Sonora line in its territory, and it is planning an aggressive publicity and sales campaign for the holiday season. The Sonora is well known in Milwaukee, and the Wm. Kaun Music Co. is to be congratulated upon securing this agency.

MUCH MUSIC AT TEXAS STATE FAIR

Local Music Houses Have Elaborate Exhibits and Provide Interesting Concert Programs During Week—Dallas Music Industries Association Plans a Very Active Season

DALLAS, TEX., October 31.—The piano and talking machine dealers of Dallas were prominently represented with exhibits at the Texas State Fair, held here last week, and a number of them also had special displays and musical programs in their stores for the benefit of fair visitors.

Thos. Goggan & Bros., of which E. D. Browne is manager, had an interesting display of Steinway pianos and Duo-Art reproducing pianos at the fair and gave some interesting demonstrations. The Bush & Gerts Piano Co. also had an elaborate exhibit of Mason & Hamlin, Hardman, Bush & Gerts, Hazelton, Jesse French & Sons and other makes of pianos, together with Victor talking machines and records and musical merchandise. There was an exhibit of Sonora phonographs and Okeh records and other instruments of wide reputation.

The Will A. Watkin Co., during Fair Week, held concerts each day, both morning and evening, featuring the Ampico in the Chickering. The D. L. Whittle Music Co. featured the Ampico in the Knabe in a special program at the Thomas Theatre. Sanger Bros. kept open house in the company's music salon on the sixth floor, providing elaborate programs of piano and talking machine music. The Texas-Oklahoma Phonograph Co. featured the New Edison in a

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

big way, and the Brunswick Phonograph Shop, with its bungalow house, also attracted many visitors.

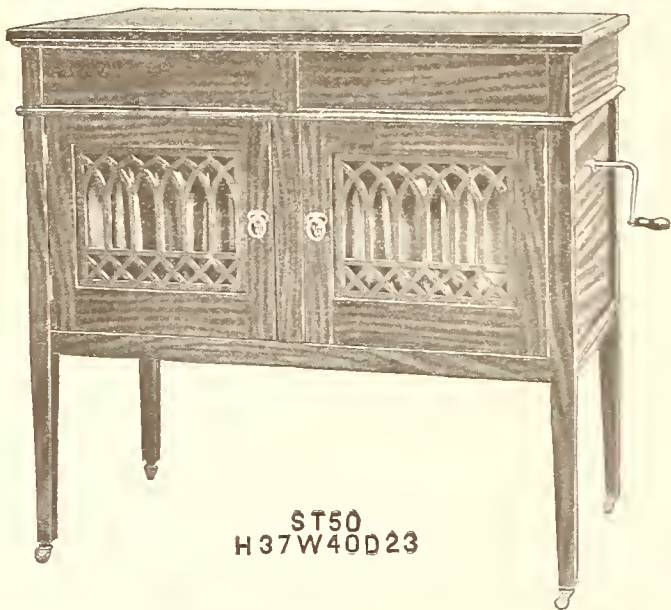
Building of a music temple in the State Fair Grounds may be completed for use at the fair in 1922.

F. H. PUTNAM'S FATHER-IN-LAW DIES

PEORIA, ILL., November 5.—Albert G. Emerson, who was considered the dean of Peoria traveling salesmen and for forty-eight years a resident of Peoria, died last week at the home of his daughter, Mrs. Fred H. Putnam, wife of the president of the Putnam-Page Co., Victor distributor. Mr. Emerson, who was seventy-nine years of age at the time of his death, had resided in Peoria for forty-eight years and had been a traveling salesman for forty-seven years. He was a veteran of the Civil War, and was active in many important civic and industrial affairs. He is survived by three daughters, including Mrs. Putnam, Mrs. Arthur F. Planck, of Chicago; Mrs. Ernest Quick, of Bonham, Texas. He is also survived by six grandchildren and four great-grandchildren.

LAWSON STOCK SOLD AT AUCTION

A bankruptcy auction sale of the stock and fixtures of the Lawson Piano & Phonograph Corp. was held at the factory, 2595 Park avenue, New York, on Wednesday, October 18. The highest bulk bid for the contents of the plant was \$1,700. The various parcels were auctioned off separately and brought approximately \$2,425.



ST50
H37W40D23



ST53
H37W40D23

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

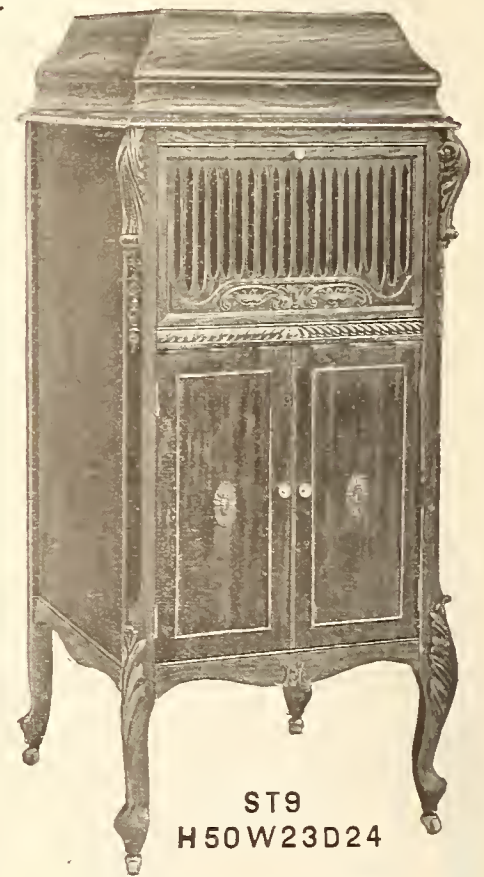
The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

It will pay you to investigate our proposition.



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

Natural Voice Phonograph Co.
ONEIDA, NEW YORK



Okkeh Records

LATEST DANCE

and

VOCAL HITS

- 4452 TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME—Fox-trot Rega Dance Orchestra
- 10 in. { EVERYBODY STEP (From "The Music Box Revue")—Fox-trot,
- 85c { Banjo by Harry Reiser (Accomp. by Rega Dance Orchestra)

- 4453 THE MISSING LINK—A Blues Fox-trot The Tampa Blue Jazz Band
- 10 in. { MYSTERIOUS BLUES—Fox-trot Joe Samuels' Jazz Band
- 85c {

- 4454 SWEET LADY (From the Musical Comedy, "Tangerine")—Tenor-Contralto Duet with Orchestra,
- 10 in. { Billy Jones and Vaughn De Leath
- 85c { JUST SUPPOSE—Contralto-Baritone Duet with Orchestra Helen Clark and Joseph Phillips

- 4455 JEALOUS OF YOU—Tenor with Orchestra Billy Jones
- 10 in. { I WONDER WHO (You're Calling Sweetheart)—Contralto with Orchestra . . . Vaughn De Leath
- 85c {

- 4456 TEN LITTLE FINGERS AND TEN LITTLE TOES (Down in Tennessee)—Tenor-Baritone Duet
- 10 in. { with Orchestra Billy Jones and Ernest Hare
- 85c { PLANTATION LULLABY—Male Quartette with Orchestra Shannon Four

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City





ORMES, INC., OCCUPIES HANDSOME NEW HEADQUARTERS

New Home of Victor Wholesaler, 15 West Thirty-seventh Street, New York, Arranged on Elaborate Scale and Is Most Attractive in Every Particular—Facilities Provided for First-class Service

Ormes, Inc., Victor wholesaler, is now located in its new home on the fifth floor of the recently completed building at 15 West Thirty-seventh street, New York. The removal from this company's former quarters on 125th street was made in exceptionally fast time and the Ormes clientele is now receiving service from the new home.

Clarence L. Price, vice-president and general manager of the company, who personally supervised every detail incidental to the moving, deserves unlimited praise for the care and consid-

maximum service and co-operation to the company's clientele. He accomplished this purpose admirably and every detail of the Ormes floor is adaptable to a most perfect system of dealer co-operation.

Immediately upon stepping from the elevator the visitor enters a reception foyer that is without doubt one of the most artistic and attractive rooms of its kind in the talking machine industry. The furnishings are noteworthy for their dignity and refinement and the visitor is immediately given an impression of comfort and

model Victrolas, with attractive furnishings in keeping with the prestige of the instruments displayed.

The Dealer Service room is noteworthy for its practical value to the Victor dealer, as there is presented in this room every possible form of advertising and sales help that has been endorsed by the Victor Talking Machine Co. as helpful to the Victor retailer. This display will be kept up to the minute in every particular and can be used to splendid advantage by the Victor dealer.

The growth of the Ormes business during the past few years has been phenomenal, with Mr. Price devoting all of his time to the executive and sales divisions of the business. Through his many years' experience in the Victor industry



Views of New Home of Ormes, Inc. 1—Reception Foyer. 2—General Offices. 3—C. L. Price's Private Office. 4—View of Record Vaults

eration that he bestowed on every phase of this important move. In its present quarters Ormes, Inc. has one of the most attractive and up-to-date wholesale establishments in the country and Mr. Price is receiving congratulations from all Victor dealers and jobbers who visit the new Ormes headquarters.

The building at 15 West Thirty-seventh street is ideally located, as it is only a few doors from Fifth avenue and the Sixth avenue elevated line, with the Broadway and Sixth avenue surface cars only a half-block away. The Seventh avenue subway is also nearby and the Fifth avenue shopping district, with its thousands of out-of-town visitors, is adjacent.

In laying out his new quarters Mr. Price's first consideration was the equipment of a wholesale establishment that would be able to render

warmth that is emphasized in every detail of the floor's furnishings.

To the left of the general offices is situated Mr. Price's private office, and this office was also furnished with the one thought in mind of making the visitor feel perfectly at home. Leading from the general offices are the record vaults, stock room and general shipping department. The record vaults are metal throughout and thoroughly up to date in every detail. Ample facilities are afforded for the shipping department and stock room and Mr. Price has already made arrangements for the installation of a thoroughly equipped repair department.

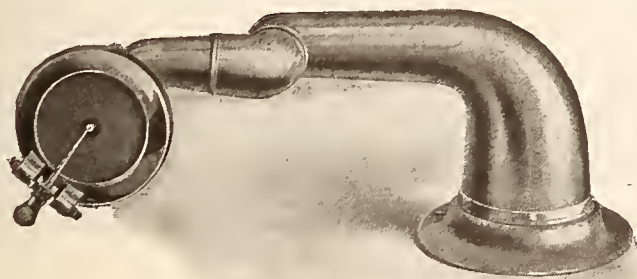
To the right of the reception room are two handsomely decorated rooms, which will be known as demonstration and Dealer Service rooms. The former contains several period

he has acquired an intimate knowledge of every phase of the merchandising of Victor products and has co-operated with the Ormes clientele along practical lines that have contributed materially to the success of the institution and the value of its service.

THE BRUNSWICK IN STROUDSBURG

STROUDSBURG, PA., November 3.—Lanterman's Music Shop, of this city, recently secured the agency for Brunswick phonographs and records. The proprietor, Mrs. J. H. Lanterman, has started an extensive advertising and sales campaign to push these machines and records in this vicinity. The Lanterman establishment is the only local music shop which handles the Brunswick line.

TONE ARMS and REPRODUCERS



Various Styles and Designs to Meet Every Requirement

Prices \$2.50 to \$6.00

Samples on Request

Triangle Phono Parts Co.

722 Atlantic Ave. Brooklyn, N. Y.
Telephone Sterling 1120

VELVET AND FELT TURN-TABLE DISCS

by the dozen or in thousand lots, with or without cardboard disc.

We supply the jobbers and manufacturers of all the high-grade machines and have the best equipped cutting plant of the kind in the world. Table, desk and cabinet Felt, any color, cut to size.

If you require anything in FELT, or made of FELT, we can serve you.

MONARCH FELT WORKS, Inc.
39-45 York Street Brooklyn, N. Y.

**THE MOST SENSATIONAL DANCE
HIT WE EVER PUBLISHED**

WABASH BLUES

**ASK ANYBODY IN CHICAGO
TRAVELING EAST-FAST**

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

This month the Paul Biese Trio frolics through two fast and furious fox-trots, "Canadian Capers" and "Dangerous Blues," with the Biese saxophone cutting capers till your toes tingle. The newest Biese best seller is A-3470.

**Columbia Graphophone Co.
NEW YORK**



TRI-STATE DEALERS HOLD MEETING

Victor Retailers in St. Louis District Enjoy Live Business Meeting Before Attending Concert of Eight Famous Victor Artists

ST. LOUIS, Mo., November 1.—October 10 was a big day for the Tri-State Victrola Dealers' Association. Many of the out-of-town members arrived in the morning and gathered in the offices of the Koerber-Brenner Co., Victor wholesaler for St. Louis and surrounding territory.

The meeting of the Association was called to order at 2 p. m. at the Claridge Hotel, President Theodore Maetten presiding. The roll-call showed seventy-three in attendance, with 80 per cent of the membership represented.

Many subjects of interest to the trade were discussed, among them the Record Transfer Bureau; methods of getting prospects for Victrola business; taking a musical survey of towns and cities, and a number of other subjects of general retailing interest.

It was definitely decided to continue the Transfer Bureau, as the members voted unanimously and past experience showed this branch of the Association to be a great success.

A general and lively discussion was had on the methods of procuring Victrola prospects. Fred Lehman, Miss Lorraine Merritt, William Bauer, all of St. Louis, and E. A. Parks, of Hannibal, Mo., gave very striking and practical methods on the subject under discussion.

The meeting was adjourned at 6.30 p. m. A banquet was held in the same hotel, with even a larger attendance than that of the meeting. After the banquet, adjournment was taken to the Odeon Theatre to attend the Eight Famous Victor Artists' concert, which went over big, the house being sold to over capacity. Crowds were turned away, unable to get seats. The Victor Eight concert was made possible by the efforts of the St. Louis dealers, consisting of the following, who guaranteed the fund to bring them to St. Louis: Bauer's Music Shop, N. Corea, Deeken Music Co., De Merville Piano Co., Daniel G. Dunker Piano Co., Field-Lippman Piano Co., Glaser's Music Shop, Kieselhorst Piano Co. and Charles Kramp, all of St. Louis; Lehman Music House, East St. Louis, Ill.; Smith Reis Piano Co., Scruggs-Vandervoort-Barney D. G. Co., Stix, Baer & Fuller D. G. Co., Todd Jewelry & Music Co., Wellston Talking Machine Co. and Rudolph Wurlitzer Co., all of East St. Louis.

While the entire Association did not guarantee the fund, the members who did very generously offered to give any profits made through the concert to the treasury of the Association, and as a result the Association treasury has been increased many hundreds of dollars.

After the concert there was a dance at the Arcadia, where the Black and White Orchestra rendered fox-trots and waltzes. The Arcadia is the most beautiful dance hall in St. Louis and the orchestra was voted the best ever. At one o'clock in the morning everyone decided to call it a day and voted it a profitable, enjoyable and busy day.

SCOVILLE & CO. OPENS IN QUINCY

QUINCY, ILL., November 10.—Scoville & Co., one of the largest and oldest established furniture concerns in this section of the State, has just opened a talking machine department. This department is very elaborately decorated and consists of four plate-glass record rooms and one machine room, as well as the most up-to-date record shelves and counters. Scoville & Co. opened the new department with a clever entertainment, in which some of the town's best musical talent participated. This concern is being served by Lyon & Healy Victor jobbers of Chicago.

JOHN McCORMACK SCORES

Nearly 10,000 persons were unable to enter the New York Hippodrome at a concert recently given by John McCormack, the great lyric tenor and Victor artist. The theatre was filled to capacity by 6,000 people.

THE NEW BRUNSWICK DISPATCH

New Brunswick Phonograph House Organ a Practical Magazine of Real Value to Dealers

In the Brunswick Dispatch, designed to keep the dealers in Brunswick phonographs and records informed regarding the various activities in connection with the marketing of that product, the Brunswick-Balke-Collender Co. is issuing a monthly house organ that is of exceptional quality and interest. The Dispatch gets away from the cut-and-dried type of house organ in not only presenting sales suggestions that are distinctly practical, but in offering to the dealer timely and interesting news regarding the activities of his contemporaries everywhere.

The November issue of the Dispatch represents a twenty-page magazine simply crowded with Brunswick news, which should serve admirably to stimulate dealer interest and cement the bond of the Brunswick distributing organization.

Sonora
Service

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

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

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

INDIANAPOLIS DEALERS LOOK FOR GOOD HOLIDAY TRADE

Talking Machines and Records Moving More Quickly and on a Better Merchandising Basis Than for Some Time—Establishments and Sales Forces Expanded—Monthly Letter Tells the Story

INDIANAPOLIS, IND., November 8.—Contrary to business conditions among the piano dealers of Indianapolis, which are not satisfactory, the talking machine dealers report increasingly better business with everything pointing to a lively holiday trade. Practically without exception the leading dealers say that both machines and records are moving better than they have any time this year.

Sonora Business Improving

Business is better among the Sonora dealers of the State, according to O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Drug Co., State distributor. He says the recent reduction in Sonora prices has encouraged the dealers to renewed efforts with the result that prospects are for a nice steady business through the remainder of the year. Sales, he says, are as frequent in the \$200 and \$300 as in the lower-priced machines.

Concerts Help Taylor Business

Miss Minnie Springer, of the Taylor Carpet Co., reports business in Victrolas picking up. She says the number of sales in the last three or four weeks has been very encouraging. She reports good returns from the recent concert of the Eight Famous Victor Artists.

Two Join Widener's Staff

T. E. Gardner, as an outside salesman, and Miss Helen Ike, as a record saleswoman, have been added to the sales force of Widener's Grafonola Shop. W. G. Wilson, manager, reports better business in both the Granby and the Columbia machines and also increased sales in Columbia records. He says the adding of the Granby machines to the line carried by the store has done much toward bringing increased business. The new \$175 period model of the Granby is in particular favor, according to Mr. Wilson. Reports received from the territory in southern Indiana and Kentucky being covered for the Granby are that the machine is meeting with exceptional favor.

Victor Dealers Charge Interest

Victor dealers in this city now are charging 5 per cent extra on all Victrolas sold on the installment plan. The charging of interest has been in effect nearly a month and, according to reports, there has been no change in the machine business. One reason given by some of the dealers for making the change from the old plan of accepting deferred payments without interest is that instances have been known in which customers able to pay cash have bought on deferred payments simply because no extra charge was made by the dealer.

Victrolas Lead in Sales Contest

In a contest among the various departments of the store of the Pettis Dry Goods Co., of this city, the Victrola department won first honors by showing an increase of 140 per cent over last year, when a similar contest covering a period

of ten days was held. The prize for winning the contest was \$10 given to each clerk in the department. Speaking of the contest, Ira Williams, head of the department, said: "It required hard work for us to come out first this year and the final results were very much in doubt until the last minute. The terms which we were able to secure were unusually good, and, considering everything, I am very well pleased with the showing we made."

Music Course Attracts Patrons

L. S. Ayres & Co., owning one of the leading department stores in the city, have established as an added service to the customers of their Victrola department a free course in music history and appreciation. Miss Caroline Hobson, of the Stewart Talking Machine Co., is acting as lecturer during the course. The course embodies and deals with interesting facts and stories of the world's best music. The beautiful tea room of the store is turned over entirely to the classes between 9.30 and 10 every Tuesday morning. Such subjects as "Principles of Music," "History of Music," "The Orchestra," "The Opera" and "The Oratorio" are discussed as a part of the course.

Mr. Follis, manager of the department, says the service, which is offered gratis by the department, is doing much to stimulate the sale of Red Seal records among his customers. Several dealers outside the city are planning to carry out the same idea, using local music teachers to aid them.

Victor Artists Hold Concerts

The Eight Victor Artists, appearing in the largest theatre of the city, packed the house on a recent Sunday night. Glowing accounts of the entertainment appeared in the newspapers and the whole effect of the concert was a noticeably increased demand for records made by members of the group of artists.

Adds Five to Sales Staff

Five men have been added to the outside sales force of the Indianapolis Talking Machine Co., and a house-to-house canvass is being made in the city. As part of the plan for thus covering the city weekly meetings are held between the outside salesmen and J. R. Jones, a member of the sales force of the Stewart Talking Machine Co.

A. C. Hawkins, manager of the Indianapolis Talking Machine Co., reports that the business of the first three weeks of October showed that the month would be ahead of the corresponding month last year. Sixty per cent of the sales during the month, he says, were made outside the store, whereas previously most of the company's sales were made in the store. As an indication of the business available for men who hustle, Mr. Hawkins reports that one of his outside salesmen, C. W. Larsh, put out five machines on approval and out of the five closed four sales in

Equip Your Booths with Stewart Record Stands



No. 5A 010

\$8.70

f. o. b.
Indianapolis

COMPACTLY built and designed especially for handling records conveniently in the demonstration rooms, this stand brings efficiency to your record selling.

The customer places on the top shelf the records he wishes to hear; on the bottom shelf those he does not want, and on the middle shelf those he wants to buy. Result—no mix-ups and much time saved. A powerful aid to the busy dealer.

In Mahogany, Golden Oak and Birch finish. Height, 43¼ inches. Top, 16½ x 16½ inches. If you have no account with us please send check with order.

STEWART
TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS



one week. Mr. Hawkins says the most serious problem he faces is the one of getting deliveries from the factory. He is substituting models now awaiting delivery of factory orders.

H. A. Brown Is Promoted

H. A. Brown, for the last nine months an Edison salesman for the Kipp Phonograph Co., has been placed in charge of the talking machine department of the Pearson Music Co. to succeed Thomas W. Hendricks, who resigned to take up work in a very different line. Mr. Brown heretofore has always been an exclusive Edison salesman, having been, prior to employment with the Kipp Co., one year with the Baldwin Piano Co. at Louisville, and nearly ten years with the J. M. Fisher Music Store at Anderson, Ind.

Does Record Business

During the third Saturday in October the record business at the Brunswick Shop was the largest of any day during the year, according to C. A. Grossart, manager. Mr. Grossart says the month brought better business in both machines and records with a large demand for the new models.

Sales Campaign for Amberolas

A selling campaign for Edison Amberolas to continue from October 15 to December 15 for a purse of \$500, to be divided into five prizes, has

A Message To Victor Dealers in Ohio, Michigan and Indiana

We now have the stock you will want a little later. Why hesitate?

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY

been started by the Kipp Phonograph Co. The contest will be based on points made by the sale of the three types of Amberolas and will be conducted in the same manner as was the contest among the Edison Re-creation dealers that closed October 31. The first contest, according to H. G. Anderson, general sales manager of the Kipp Co., increased sales to a large extent in both machines and records.

Lectures Boost Business

The Victor Co. recently took advantage of the annual convention of the Indiana State Teachers' Association, held here, to press the claims for their school instruments through lectures given by Miss Margaret Streeter, of the educational department of the company, and Miss Caroline Hobson, head of the educational department of the Stewart Talking Machine Co.

Emerson Trade Booming

During October the Emerson dealers of the State ordered from eight to ten times as many records as they did during the previous month, says C. E. Collins, of the Collins Phonograph Co., Emerson distributor. He says the demand for Emerson records has been steadily increasing for several weeks past, while at the same time dealers have ordered more heavily in machines. The city retail business, he says, is improving slowly.

Pathé Orders Increasing

Reports and orders sent to the Mooney-Mueller-Ward Co., Pathé distributor, by E. J. Groenwoldt, salesman for Indiana and part of Kentucky, give evidence of much better business for the Fall and Winter. O. M. Kiess, manager of the Pathé Shop, reports that business in Indianapolis has improved, particularly among the middle-class buyers.

Mr. Kiess made a visit during the month to the home office of the Pathé Frères Phonograph Co. He says he found evidence there which indicates that business throughout the country is slowly but surely improving. En route to New York he stopped at Chicago, where he visited with W. W. Chase, president of the company. He says Mr. Chase is making an inspection trip to the Coast, and that as a result of his observations since starting on the trip he had become very optimistic as to the future.

E. R. Eskew, former manager of the Pathé Shop, is now on the road for the Interstate Phonograph Co., of Chicago, Pathé distributor in Illinois and northern Indiana. Mr. Eskew's territory is northern Indiana.

Kimball Sales on the Rise

Kimball talking machines are selling better than for several months and business in Kimball records is the best since last Fall, according to C. F. Kahn, of the Capital Paper Co. He says that E. H. Jarrard, manager of the talking machine department, who has been traveling the

past several weeks over the district covered by the company, reports conditions in Michigan to be better than in Indiana or Illinois. Mr. Jarrard has obtained about twenty new accounts. He reports that farmers are buying more freely and that the plan adopted by Kimball dealers to sell from trucks has proved successful. Mr. Kahn says the best trade in Indianapolis at the present time is found among the poorer class of buyers.

W. H. Cotter, manager of the Kimball Co., Chicago, was in Indianapolis the latter part of the month suggesting selling plans to the Kimball salesmen.

CONTRACT WITH MAY PETERSON

Metropolitan Opera Soprano Renews Arrangement to Record Exclusively for the Aeolian Co.—Great Popularity of Her Numbers

It was announced recently that May Peterson, the popular soprano of the Metropolitan Opera Co., whose exclusive Vocalion records have proven so popular, has renewed her con-



May Peterson

tract to sing exclusively for the Vocalion for a lengthy period. This is Miss Peterson's fifth season with the Metropolitan Opera Co. and she has won great success in the various rôles in which she has appeared with that organization.

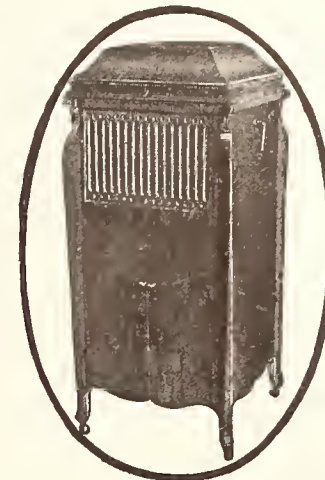
Miss Peterson has done some excellent work personally to popularize her records, for, while on tour, she never fails to visit Vocalion dealers in the various cities of the country and help them so far as possible in their exploitation work. She has a generous number of records in the Vocalion catalog, the latest being "Se Saran Rose" (Love in Springtime), which represents an excellent piece of recording. In the December Vocalion list will appear Miss Peterson's interpretation of the old favorite, "Last Rose of Summer."

NEW PERIOD MODEL PRICE LIST

New Price List for Columbia Period Models—Dealers Featuring Line Extensively

The general sales department of the Columbia Graphophone Co. announced on October 15 a reduction in price of period Grafonolas. These reductions are substantial, and Columbia dealers throughout the country are now planning an aggressive sales drive featuring period models.

The new price list of these period models is as follows: P-1 Electric, \$500; P-1 Spring, \$475; P-2, \$550; P-3, \$600; P-4, \$700; P-6, \$550; P-7 Electric, \$525; P-7 Spring, \$500; P-8 Electric, \$450; P-8 Spring, \$425; P-9 Electric, \$600; P-9 Spring, \$575; P-20 Electric, \$275; P-20 Spring, \$260; P-21, \$600; P-26 Electric, \$450; P-27 Electric, \$350; P-27 Spring, \$325; P-28 Electric, \$325; P-28 Spring, \$300; P-29, \$325; P-30, \$350; P-31, \$325; P-32, \$375; P-33, \$375; P-34, \$300; P-35 Electric, \$300; P-35 Spring, \$275; P-36, \$475; P-37, \$800.



BLANDIN

THE Blandin can be unpacked and placed on your floor ready for customer's inspection in a few minutes, due to the ingenious way in which the shipping box is constructed. This box is also a sure protection against damaging the finish in any way. Our dealers are enthusiastic in their praise of Blandin service as well as the distinctive and superlative quality of Blandin phonographs. We want more dealers. Write for full particulars.

Racine Phonograph Co., Inc.

RACINE, WISCONSIN.



MULTUM IN PARVO

Retail merchants of the talking machine industry who are exerting a direct mail effort to sell records and instruments will be interested in knowing the experience of one user of the mail route as regards clips. This merchant sent out 5,000 test letters. In the first batch the enclosures were clipped to the letter itself. In the second batch the enclosures were sent out loose. Tabulation of the returns received showed that in the case where the enclosure was clipped to the letter the pulling power was 20 per cent greater.

The Farrar Furniture Co., of Bangor, Me., has added a Grafonola department to its store. Columbia machines will be handled exclusively by this company.

PERRY B. WHITSIT Co.

WHITSIT co-operation and service to the Victor dealer has been enhanced by the exceptional facilities afforded us in our new home. Visit us on your next trip to Columbus.

COLUMBUS OHIO

VICTOR DISTRIBUTORS



Model No. 40
 Mahogany — Walnut
 Height 49 inches Width 21¾ inches
 Depth 23¾ inches
 Cardinal Tone Chamber
 Tone Modifier Automatic Stop
 Cardinal Filing System
 Automatic Top Support Price \$175.00

TIFFANY PHONO. SALES CO.

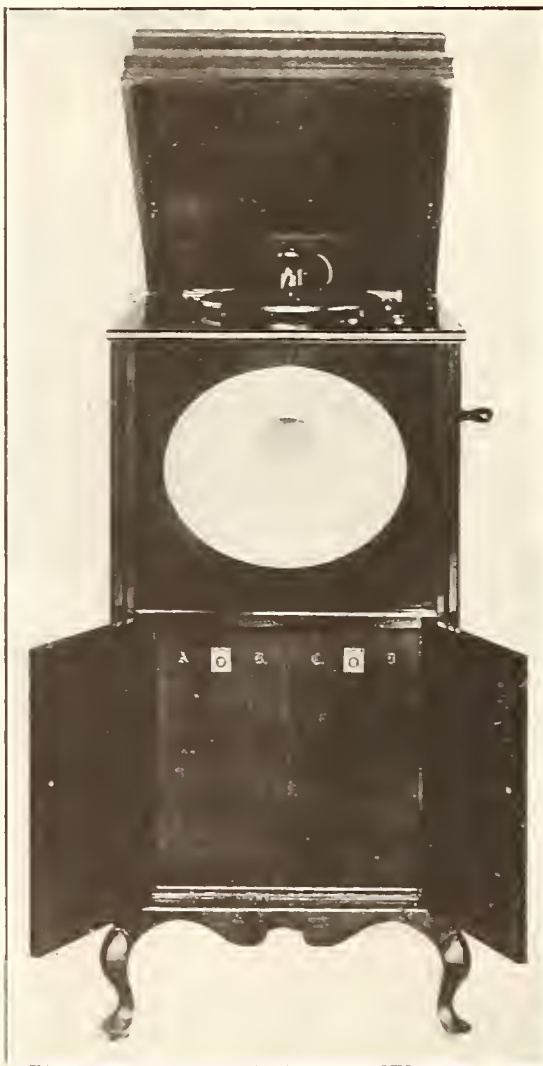
1404 East 9th Street

CLEVELAND, OHIO

Distributors of

CARDINAL RECORDS

For Northern Ohio



OPEN VIEW OF MODEL NO. 40
 Showing Filing System
 and Cardinal Tone Chamber
 Filing System in Models Nos. 35, 40, 50, "B."
 Models No. 20 and No. 30 Fitted With Album
 Shelves
 Cardinal Phonographs Play All Records

CARDINAL PHONOGRAPH CO.

137 West 4th Street

CINCINNATI, OHIO

Distributors of

CARDINAL PHONOGRAPHS

Dealers and Jobbers—

Write for Liberal Proposition on Cardinal Phonographs
 and Records

Address

CARDINAL PHONOGRAPH CO.

106 EAST 19th STREET, NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — BRIDGEPORT, CONN.

New Models

CARDINAL

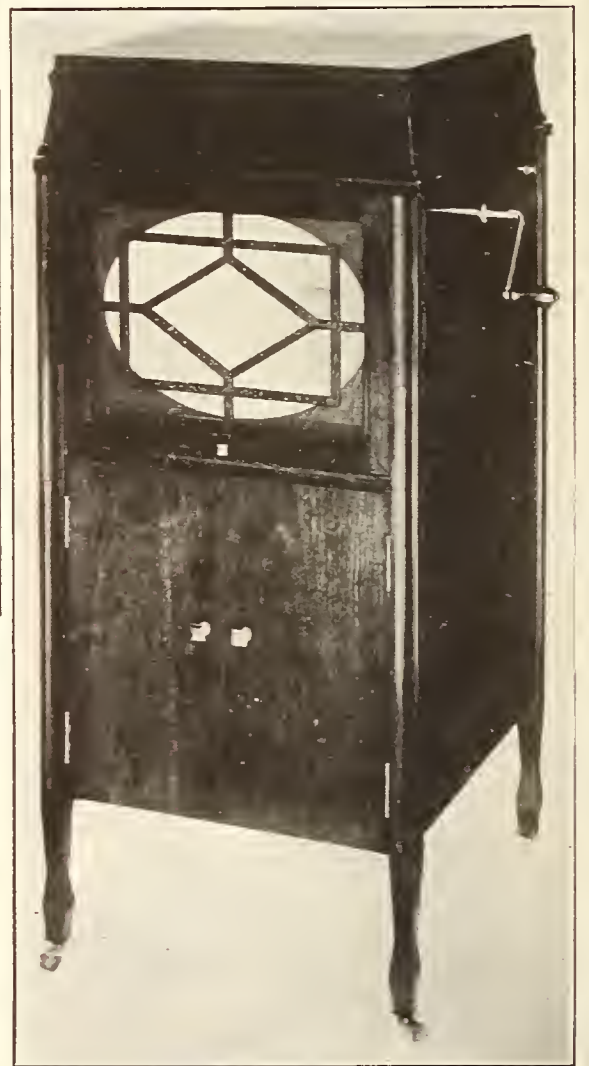
PHONOGRAPHS

5

CABINET MODELS

2

CONSOLE MODELS



Model No. 30
 Mahogany — Walnut
 Height 44¾ inches Width 19½ inches
 Depth 21½ inches
 Cardinal Tone Chamber
 Tone Modifier Automatic Stop
 Automatic Top Support
 Price \$125.00

TRADE NOW NEARLY NORMAL IN BALTIMORE TERRITORY

Business Continues to Show Steady Improvement, According to Jobbers and Dealers—Victor Dealers' Association Activities—Noon and West to Open Store—News of Month

BALTIMORE, Md., November 7.—The talking machine business here is improving right along and each week shows an improvement over the corresponding week of last year, and this report is general from both the wholesale and retail trade. Dealers generally have started to advertise liberally in the daily papers and confidently look forward to a good business from now on until the end of the Christmas buying. Quite a number of new places are either opening up or preparing to open; in fact, as Manager Parks, of the Columbia Co., said, "We are receiving more applications for agencies than we can take care of."

The trade generally is now back to normal, or as near normal as is possible under existing conditions, and dealers are again buying in quantities so they will be able to show a complete line. "The retail trade is in a very healthy and flourishing condition right now," said H. T. Bosee, manager of sales for Cohen & Hughes, Victor wholesalers for this section, "judging from the number of orders that we are receiving for machines and records. Every man in the business either now has a complete line in stock or has ordered what is lacking. Collections are better and every dealer that I have talked with is enthusiastic over the outlook for business this Winter."

The Victor Dealers' Association resumed its monthly meetings on the 26th of last month with a dinner at the Southern Hotel. F. A. Delano, of the Victor Co., was present and gave the dealers a very instructive talk on new selling methods, giving many valuable points on how to attract new business and the best methods of following up prospective customers. Mr. Delano's talk was followed very closely by those present and every dealer left feeling very enthusiastic over putting into effect some of the plans which he outlined. In this connection Cohen & Hughes have sent L. A. Randall, of their staff, to the factory for a course of instruction and when he returns he will devote his entire time with the retail dealers, spending a certain number of days in each store explaining and giving demonstrations of sales promotion schemes.

General Sales Manager Hopkins, of the Columbia Co., visited the local branch last week and attended the meeting of the salesmen of this territory. All the men made very encouraging reports of the business outlook in their respective sections and Mr. Hopkins announced that the company was going to inaugurate a national campaign of advertising that would be of great benefit to every Columbia dealer.

H. L. Tuers, manager of the dealers' service bureau of the Columbia, was also a visitor to the local branch for a few days last week for the purpose of getting in direct touch with the local trade in order to give the dealers full benefit of the service plans which are shortly to be put into operation throughout the country.

W. K. Stalling, formerly manager of the Graphophone department of the Graphophone Co., of Richmond, is now with the Graphophone Shop, of Norfolk, Va.

Walter B. R. Wright, managing director of the vigilance committee of the Advertising Club of Baltimore, Inc., who has been making a campaign against false and misleading advertising in the daily papers, has been invited and will make

an address before the next meeting of the Victor Dealers' Association, in which he will tell what has been done toward making "the truth in advertising" a success and what plans he has for the future.

Lester B. Harvey, of Oakville, Va., recently exhibited a Magnavox machine at the Appomattox Fair and made a big hit with it, as it was the first time the people of that section had ever seen anything like it. The managers of the fair were so pleased with it that they asked to announce the results of the races on it. Mr. Harvey, who, although a cripple and compelled to have an attendant with him at all times, is doing an excellent business, according to the local Columbia branch, his business so far this year being considerably ahead of the same period for 1920.

Visitors the past week included L. M. Howell,

of Portsmouth, Va.; Dr. Daniels, of Zebulon, N. C.; William Anderson, of Wilson Co., Wilson, N. C., and Turner & Bishop, Lewis & Co., William McFarquer and J. Davis, of Washington.

John Steele, one of the Victor artists, appeared here at one of the vaudeville houses a couple of weeks ago, and while here visited a number of the stores and sang selections of his records that the dealers had in stock. This made quite a hit with the dealers and resulted in a large increase in sales.

C. B. Noon, formerly with the Smith-Kranz Piano Co., and George P. West, former manager of the music department of Hecht & Bros., have formed a partnership and will shortly open a store here, carrying a line of both pianos and talking machines.

Meyer Goldman, well known to the trade of this section, has just been appointed supervisor of the United Graphophone Stores, Inc., of Washington.

Thomas A. Caulfield, of Owingo, Md., has just been appointed a Victor dealer for that territory.

New Prices for LONG Record and Roll Cabinets

Effective Nov. 1st, 1921, a new price list for LONG Disc Record and Music Roll Cabinets was announced to the trade.

This new price list represents a 15% reduction from our price list of April 1st, 1921, and is offered to the trade with the assurance that we are giving it full advantage of every possible form of reduction.

For November only we offer the LONG Cabinet No. 87 (illustrated) at the special prices listed below. This cabinet is ideally adapted for holiday trade, and is one of the most attractive models in our line. In order to cooperate with our trade and stimulate holiday business, we offer this cabinet at special prices for November only. Our stock of the No. 87 model is limited, and when it is exhausted the special prices will be withdrawn. We, therefore, suggest that you place your order now.

For
November Only
\$10.50

With Flat Top Shelves (for Columbia D-2 and other flat base models).

After Nov. 30, 1921, the price of this cabinet will be

\$14



Style 87

For
November Only
\$11.50

With Top Moulding Shelves (for Victrola IX only as shown).

After Nov. 30, 1921, the price of this cabinet will be

\$15

Geo. A. Long Cabinet Co., Hanover, Pa.

ACME-DIE
- CASTINGS -
ALUMINUM-ZINC-TIN & LEAD ALLOYS
Acme Die-Casting Corp.
Boston Rochester Brooklyn N.Y. Detroit Chicago

PITTSBURGH IS IN BUOYANT MOOD OVER TRADE OUTLOOK

Business Decidedly Better, Thanks to Improved General Conditions—Leading Jobbers Discuss Situation—Talking Machine Men Meet—Brunswick and Vocalion Increase Representation

PITTSBURGH, PA., November 7.—The past month proved a pleasant surprise in certain sections of the Steel City, as far as business conditions were concerned, a number of the dealers reporting that the volume of business handled for October in talking machines and records proved decidedly larger than that disposed of the month before. The open weather of the past six weeks has not been a factor to encourage sales of talking machines and records, but with the advent of rainy and chilly weather the past week the "folks at home" were inclined to remain at their firesides, and this, in turn, proved a circumstance which brings to remembrance in a forceful manner the talking machine and the pleasure that is derived therefrom.

General Tone of Business Is Much Better

The general tone of business in all lines and sales of talking machines in this city is much better than two weeks ago and the outlook for a good holiday season is bright. It is admitted on all sides that the industrial situation in the Pittsburgh district has improved most materially and mills that were operating at 40 per cent and even less a month ago are now producing at 65 to 75 per cent of capacity. This is also true of the coal and coke operations and, as a result, hundreds of men have gone to work the past ten days. While it is true that the wage scale will not be as high as the wages that prevailed two and three years ago, it is a great relief to the workers as a whole to know that they are sure of steady work for the next fifteen to eighteen months. Orders for iron and steel products have been coming in rather heavily the past three weeks and this all goes to enhance the prosperity of the district.

In turn, the wages that will be disbursed every two weeks from now on will be good sized and the circulation of the millions of dollars in this city and vicinity augurs well for all kinds of

business, the talking machine trade especially. It is a well-known fact that in the industrial and mill towns of the Pittsburgh district the demand for talking machines and records, when the mills are running full, is very heavy. This is true in a marked degree of the foreign-speaking workers, who are intensely fond of music in all forms. Poles, Russians, Hungarians, Italians, Slavs, Ruthenians, Czechs and other nationalities are keenly interested in songs in their native tongue, as well as in selections by their national artists. When the slump came in the industrial life of the Pittsburgh district, the talking machine dealers who specialized in foreign records, etc., were the first to feel the effect, and now as the upward trend in operations comes they are the first to feel the stimulating current of brisk business.

Reasons for Optimism

On the whole there is an optimistic tone in the talking machine trade here and dealers are preparing for a brisk holiday trade. S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., said to the Talking Machine World representative:

"We are prepared to handle what we expect will be a very excellent holiday trade in the Columbia Grafonolas and records. The turn in trade has come from the industrial marts of the Pittsburgh district and adjacent sections and I feel that it will have a good effect on all other lines of trade. We feel that with the aid of our service department we will be able to give splendid co-operation to all Columbia dealers and aid them in taking care of the business that undoubtedly must come to them. We feel very hopeful as to the immediate future and are convinced that the business is there to be secured by the dealers who go after it in a systematic and persistent manner. The general outlook is good and I see no reason why every Columbia dealer should not be able to do a very nice busi-

ness from now on until the Christmas holiday trade is over."

Thomas T. Evans Reviews Situation

Thomas T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., said: "We look forward to doing the usual good business that this firm has always handled in the months of November and December. We have service to offer to Victor dealers second to none in the country and in many points superior to many offered. The outlook is good as far as I can see and it is my candid opinion that it will be a larger and better Victor season for our department than we experienced a year ago. The mills and mines are gradually getting back to normal operations and this is bound to have a beneficial effect on the Victor trade all over the Pittsburgh territory."

W. C. Hamilton Back at His Desk

Wm. C. Hamilton, president of the S. Hamilton Co., Victor dealer, and president of the Piano Merchants' Association of Pittsburgh, is back at his desk again after a stay in a New York hospital following an operation for appendicitis. Mr. Hamilton's many friends in the trade were glad to see him restored to his field of useful endeavor in the talking machine and music circles of the Steel City.

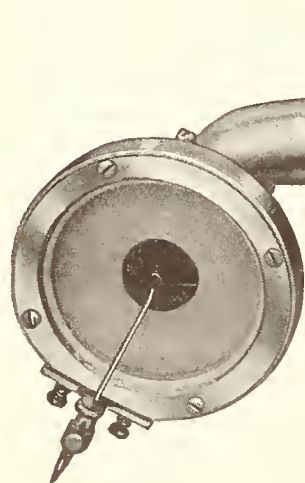
Many New Brunswick Dealers

J. A. Scanlan, Jr., sales manager of the Brunswick phonograph division of the Brunswick-Balke-Collender Co. in the Pittsburgh district, is lined up securely with the optimists in the talking machine trade who are convinced that business is reviving and that the outlook is brighter today than it was six weeks ago. Mr. Scanlan said in referring to business conditions: "We feel that our efforts this Fall and Winter for new business will be rewarded in a very handsome manner. There is no doubt but that the earnest and conscientious retail Brunswick dealer will be able to do better and larger business through the co-operation that our company extends to him." Mr. Scanlan stated that the following new Brunswick dealers will, in the future, be served by the Pittsburgh offices: A. M. Armstrong,

Individuality in Your Product Will Mean More Sales for You!

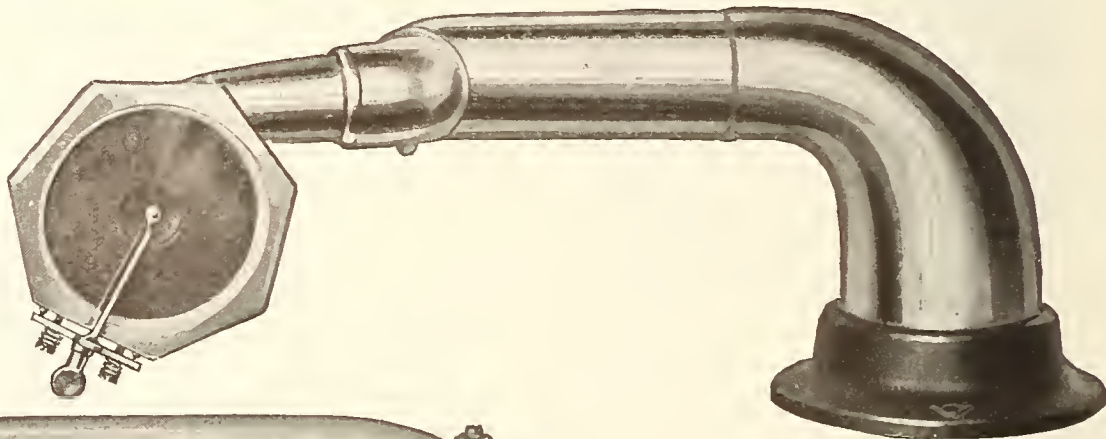
The New Empire Universal Ball Bearing Tone Arm and Reproducer

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

Now **98 c.**

RETAIL

The "PHONO-MOVIES"

The High-class Phonograph Entertainer

Always a diversified performance

A highly perfected amusement feature. The animated antics of the "Phono-Movies" will produce the laughter and merriment 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, mirth-producing novelties.

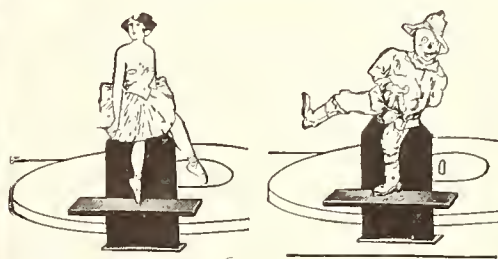
The "Phono-Movies" are irresistible in their appeal to the phonograph owner, and as the cost does not exceed the price of some records the outfit is within the reach of all.



Patented Feb. 11, 1919, and other patents pending



Dancing Ducky



Ballet Dancer

Scare Crow

COMMERCIAL ART SHOP, Covington, Ky.
Find enclosed 98c 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 "made in the U. S. A." novelty of merit, well boxed, all complete with directions.

Use the coupon for sample and money-making particulars.

Commercial Art Shop
Covington, Ky.

Apollo, Pa.; T. Reed Ashbaugh, East Liverpool, O.; Brown's Music Shop, Kittanning, Pa.; De Forest & Son, Sharon, Pa.; East Hill Brunswick Shop, Sharon, Pa.; A. G. Ditmer, Butler, Pa.; E. H. Hutson, New Bethlehem, Pa.; S. J. Lowry, New Kensington, Pa.; Ullom & Bailey, Waynesburg, Pa.; David Hirshberg, Vandergrift, Pa.; Melody Shop, Bellaire, O., and the East Liverpool, Toronto and Selineville, O., stores of the Smith-Phillips Music Co.

Miss Lillian A. Wood Resigns

Miss Lillian A. Wood, who for several years was in charge of the educational department of the C. C. Mellor Co. Victor branch, has resigned. Rumor has it that "wedding bells" will ring soon. Miss Wood wears a handsome solitaire and declines to be quoted.

Discuss Formation of "Record Exchange"

At the October meeting of the Talking Machine Dealers' Association of Pittsburgh steps were taken looking to the formation of a "Record Exchange" for the exclusive use of the membership. The plan is to have the members exchange through this central agency such records as they wish to pass on to other localities where the sales possibilities are greater. The matter was thoroughly discussed and it was decided to let the executive committee and officers work out a plan of operation which will be presented at the regular meeting of the association in November. The October meeting was the first officially presided over by Herman Lechner, the new president. Jobbers who attended the meeting were J. C. Roush, Wallace Russell and French Nestor, of the Standard Talking Machine Co., Victor distributor; George H. Rewbridge, of the W. F. Frederick Piano Co., Victor distributor, and A. A. Buehn, of the Buehn Phonograph Co., Edison distributor.

The Sonora Headquarters in Pittsburgh

The Sonora Distributing Co., of Pittsburgh, the new wholesale Sonora agency in this city, is now located in the Jenkins Arcade, with H. Milton Miller as sales manager. Frank J. Coupe, general sales manager of the Sonora Phonograph Co., of New York, spent several days in Pittsburgh in conference with Mr. Miller. The latter is confident that the sales of the Sonora this Fall and Winter will be large, especially period models.

Open Sales and Display Rooms

A. B. Smith, Pittsburgh representative of the Granby Phonograph Corp., has opened sales and display rooms in the Pittsburgh Life Building, corner of Sixth street and Liberty avenue. Mr. Smith said that "a careful analysis of the field in

this territory proves to me that there is every reason to be an optimist and to confidently look forward rather than to regretfully look backward."

Boggs & Buhl Bubble Book Party

One of the pleasing affairs of the past month was the "Bubble Book" party given to over 2,500 children by Boggs & Buhl, the North Side department store. The party was given under the direction of Mrs. E. B. Harrington, of New York, who is associated with the Harry Sherwin Co., promoters of the Harper & Bros. "Bubble Books." A Columbia phonograph and the Magnavox were used. Henry Wood, of the Boggs & Buhl talking machine department, and Mr. Schwartz, of the firm's toy department, assisted in making the party a success. A large number of "Bubble Books" were sold. A number of children specially trained by Mrs. Harrington, who came to Pittsburgh several days before the party was given, made a hit with their songs and dances.

M. Weinburg Again at the Helm

M. Weinburg, manager of the Victor department of Spear & Co., is back at his desk again after a several weeks' stay in a hospital. The Spear talking machine department is one of the largest and most complete in the city.

Pennsylvanians Visit the Starr Plant

Organized by H. C. Niles, secretary-treasurer of the Starr Phonograph Co. of Pennsylvania, nineteen Starr phonograph and Gennett record dealers recently visited the Starr plant in Richmond, Ind. The party made the trip in a special car, and while at the factory were given a close-up view of the plant and its workings, especially the recording work in the phonograph department. Harry Gennett and Fred Gennett, vice-president and secretary, respectively, of the Starr Piano Co., were the proud hosts of the Pittsburgh delegation. Those who made the trip

were Lester Stewart, Phonograph Shop, Homestead, Pa.; W. C. Pifer, Keyser, W. Va.; Clark Jones and B. D. McMillen, Jones & McMillen, Beaver, Pa.; Jacob Schoenberger, Lechner & Schoenberger, Pittsburgh; George Minch and George H. Selzer, Minch & Selzer Co., Coraopolis, Pa.; W. T. Parker, Vale Summit, Md.; Harlan A. Horne, J. M. Hoffmann Co., Pittsburgh; E. J. Michael, E. J. Michael Piano Co., Pittsburgh; A. K. Smith, Punxsutawney, Pa.; L. M. Lytton, Burgettstown, Pa.; Roy Velock, Velock Music Co., New Brighton, Pa.; A. G. Leonard, R. E. Stone Co., McKeesport, Pa.; R. E. Williams, R. E. Williams Music Co., Greenville, Pa.; Andrew Tomasco, Black Lick, Pa.; H. H. Imhoff, Clarion, Pa., and F. A. Stewart and H. C. Niles, Starr Phonograph Co., Pittsburgh.

Increasing Vocalion Representatives

The Clark Musical Sales Co., wholesale distributor of the Vocalion phonograph, reports sales conditions good and the outlook as most satisfactory. Among the local Vocalion retail dealers are the National Phonograph Co., 633 Liberty avenue; Knobloch's, 1816 Beaver avenue, Northside; H. Mysels, 2017 Center avenue; the Markovita Drug Store, 401 Hawkins avenue, Rankin, Pa.; Tischler Bros., 142 East Main street, Carnegie, Pa.; Kaufmann & Baer Co. and Scott Co., East Liberty. Recent new Vocalion dealers are: A. Klein, 3705 Butler street, Pittsburgh; M. A. Madison, Ridgway, Pa.; A. McLaughlin, 1713 Murray avenue, Pittsburgh; D. O. Shaver and D. A. Waite, Altoona, Pa. The Pittsburgh offices of the Clark Musical Sales Co. are in charge of J. A. Pentz and Charles E. Stran, both well known to the trade.

The Greene Drug & Jewelry Co., of Dickinson, N. D., has purchased the stock of Victrolas and records of the McDonald Drug Co., and is now the only Victor dealer in Dickinson.

"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

From the **DORAN CO.** 145 MICHIGAN AVE. DETROIT

From **THE PHONOGRAPH CO.** 1740 HURON ROAD (Corner 17th and Huron) CLEVELAND

SOLD BY **WALTER D. MOSES & CO.** Oldest Music House in Va. and N.C. 103 E BROAD STREET RICHMOND, VA.

SOLD BY **J. E. STRATFORD** AUGUSTA, GA.

SOLD BY **MURTEAU, WILLIAMS & CO. LTD.** MONTREAL - OTTAWA

Kunkel Piano Co. BALTIMORE

? ? ? ? ? ? ? ? ? ? ? ? ? ?

The Burning Question



Does a Sheet Music Department Belong in a Phonograph Shop?

The Answer is ———
EMPHATICALLY YES

For the Following Reasons:—

1. Substantial profit—averages 50% on cost.
2. Minimum Investment—requires about \$100.
3. Frequent turnover—investment turnover, ten times annually.
4. Brings trade in your store for other merchandise.
5. Pays entire running expense of store.

To further substantiate our claim of the value of a Sheet Music Department, we can refer to hundreds of successful Phonograph Dealers throughout the country whom we convinced through our special Guarantee Offer.

Our Guarantee Offer

We will ship you an assortment of the latest and best selling hits. At the end of thirty days, you may return to us (charges prepaid) any unsold copies that are in perfect salable condition. In this way, all investment risk on your part is removed. You really start the department at our expense.

*Write for further particulars,
dealer's helps, display racks, etc.*

PLAZA MUSIC CO.
20 West 20th Street NEW YORK CITY

STARTS SHELTON MOTOR CAMPAIGN

Shelton Sales Co., With Headquarters in New York, an Excellent System of Distribution—W. Gentry Shelton Is President of Company

The Shelton Electric Co., New York City, has instituted a strong campaign on the Shelton motor in its improved form. This motor, through a friction drive, electrically operates any phonograph. The motor is placed at the edge of the turntable on the top of the motor board and can be installed ready for playing in a minute's time. It is made for both alternating and direct currents and consumes only ten volts, which, it is well known, is a negligible quantity. It may be applied to either Edison, Victor or Columbia talking machines. Among the refinements found in the Shelton motor is an automatic switch and a permanent rubber wheel, which, it is claimed, will practically never wear out.

An excellent system of distribution has been accomplished, thereby permitting the maximum of service to the dealer. In the East the Shelton Sales Co. has been formed, with headquarters in New York City, and every Edison distributor is distributing the Shelton motor as well.

W. Gentry Shelton, president of the Shelton Electric Co., stated that there are over 25,000 satisfied users of the Shelton motor at the present time. Through the quality of the product and the efforts of Mr. Shelton and his associates and distributors it is expected that the number will grow at a remarkable pace.

NEW ASSOCIATION IN NEW YORK

Victor Luncheon Club Organized Into a Permanent Association—L. J. Rooney President

At a largely attended meeting of the Victor Luncheon Club, held at the Café Boulevard, New York City, on Friday, October 28, the Metropolitan Victor Dealers' Association was organized to take in those retailers located in what is termed the metropolitan district of New York. The officers elected at this meeting are: L. J. Rooney, president; Ernest Leins, vice-president; E. G. Brown, secretary, and A. Galuchie, treasurer.

The Victor Luncheon Club was organized some months ago for the purpose of bringing together the Victor dealers of New York and vicinity for the discussion of timely business topics. The luncheons have been well attended and have proven so interesting that it was decided to form a permanent association. Just what effect the new organization will have on the two existent associations made up of talking machine retailers in New York and vicinity remains to be seen.

CUSTOMERS' RECORD MEMO BOOK

Ideal Music Co. Distributes Clever Booklet Containing Record Lists, Blank Pages for Patrons' Memorandums and Calendar

E. V. Bragdon, of the Ideal Music Co., Victor dealer, New York City, has evolved a clever idea which acts as a reminder to customers of the records which they are particularly desirous of obtaining. Mr. Bragdon has had a number of small memorandum booklets made up which he mailed to his customers. The cover bears the Victor trade-mark and the following text: "Records I Want From the Ideal Music Co." On the inside cover under the heading "Standard Operatic Selections" are listed twenty-three such records, and on the back cover twenty standard selections are listed. The inside back cover contains a 1921-22 calendar and there are twelve blank pages in the booklet for the customer to list the records which he desires to purchase.

A GREAT ARRAY OF DEALERS

The number of dealers in Detroit, Mich., handling the Columbia line, totals forty-one. These dealers are, for the most part, very aggressive and they take advantage of all dealer helps distributed by the Columbia Co.

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



Sell Through Your Store Window!

NOW that the shopping season is once more in full swing, it is more important than ever that attention should be paid to your window displays. It is not necessary to spend a large amount of money to dress up your window, as original displays will catch the eye of the passerby just as quickly as a costly window layout.

* * *

HERE is a window display which, if your window is in easy access of your store, will produce an excellent psychological effect that will result in big sales of your newest record hits.

Instead of stocking up your leading hits on racks, put them all into your window in piles. In order to give a larger effect, mount these piles on boxes covered with throws of velvet or other material which you use for decoration. If your stock of records is too small to make a good-size pile use other records for the bottoms of the piles. In front of each pile have a card giving the name of the hit. Across the front of the window, suspended by wires from the ceiling, should be a large card with the words "GOING—GOING—BUY TODAY." As you sell the records, the pile greatly diminishes. Pedestrians who look into your window will see the salesmen when they reach into the window to take another record from the top of the pile. There is something about the effect of this which stirs the public to action, as they see the pile getting smaller.

* * *

MOST every community enjoys out-of-town trade. Although a considerable amount of business is done by this out-of-town trade while they are visiting in the city, a still larger amount is done through the mail, after they return to their homes. If you sell records by mail you can arrange an effective display to attract these out-of-town customers, as they pass your store, which should later net you considerable sales.

Save a considerable quantity of envelopes which you have received from mail-order customers. Attach these at intervals of 12 inches to a strip of red crepe paper. Frame your window with this strip. In the center of your window, on a mount, place a package of records with cardboards, etc., just ready to be tied up for mailing. The parcels post tag should be visible on the package. A sign placed conveniently in the window should read: "We sell records by mail. Come in and ask for details."

* * *

THERE is a perpetual interest among us mortals to know what the other fellow is doing, or what he has. This gives you an opportunity to dress your window in an unusual manner and at the same time create sales of records. The window should be arranged as follows:

Insert three or four large upright signs, attractively lettered. One of these signs should be headed "The record collection of a Banker in this city." Then should follow a list of records, classified as dance records, popular records, instrumental records, etc. At the bottom insert this line: "How many of these have you got?" On the next sign, in the same way, list the records owned by a society woman, and the third sign should tell of the records a prominent builder prefers. This information you can secure by going to the individual and promising him that you will not disclose his name. He will, without doubt, be glad to let you make a list of the records in his library. You can continue this window display as long as you wish, frequently changing the type of individuals whose records you disclose. Other interesting subjects would be the editor of your local paper, a doctor, a prominent public official, a musician, a politician, a policeman, a football star, etc.

Add interest to your display by placing at the foot of each card some object which is characteristic of the person whose records are listed on the sign. For example, at the bottom of the banker's sign place a bankbook, stuffed with a few new greenbacks, and nearby a good cigar, with an ash tray and golf ball. With the society woman's sign use a decorated fan, a pair of long white gloves, a high-class inkwell with a quill pen stuck into it. At the base of the builder's card place a blueprint plan with dividers, rule and pencil.

There is a lot of human interest in this display, as people are always anxious to know what tastes, likes or dislikes the other fellow

has, and as they read these record lists they will note many records which they would like to have themselves.

Along the bottom of your window place a long sign reading: "We have all of these records in stock now. Come in and hear them."

* * *

A CROWD will stop and watch a moving window and it will also stop to watch anything mechanical. Here is a way to make up an attractive window which will make the crowd stop and at the same time help to greatly increase the work of your repair department.

Clear out one of your windows and then place in it a miniature repair shop, complete with a small bench and chair, also the necessary clamps, screwdrivers, etc., for a repair man to work with. Place your repair man in the window and let him do his daily work before the public for a period of six days. You should buy a blue denim coat for your repair man for this occasion, so that he will appear neat and trim, yet not overdressed. A series of signs should be placed about the window reading as follows:

"We do expert repairing." "We clean and overhaul your motor and make it like new." "Every talking machine needs overhauling at least once a year to give proper service." "An overhauling will make your motor run smoothly, increasing the reproducing accuracy of your machine." "We will call for your machine at your request." "Our service is guaranteed," etc., etc.

If you desire, build a rack for these signs, and then have your repair man every once in a while reach down for a new sign and place it on display. Such a window will make people stop, look, listen and act.

* * *

A PICTURE to the eye is always more quickly assimilated than a word picture. Again, often one is in a hurry and does not have time enough to stop and study your window. Therefore, if you can design a window which will catch the fleeting glance you will greatly add to its pulling power. Such a window display as the following has this advantage:

From a toy store or a local architect borrow a small model of a dwelling house. If possible, secure one with transparent windows so that the house can be lighted in the evening by an electric bulb. On the floor, about the house, arrange a green mat to resemble grass and with the use of sand build a little roadway and make other little touches which will give the spot a more real appearance. This set-up should be at the left of your window and at the right should be a cabinet model talking machine. From red cardboard cut a large arrow, long enough to reach from the top of the talking machine to the house. Suspend this in place by wires from your ceiling. Beside the talking machine place a chair or some other object with a rug and a lamp, so as to picture a small portion of a living-room. A small card, which should be placed at the front of the window on the floor, should read as follows:

"This machine belongs in your home. It will make every day a happy day."

* * *

A THANKSGIVING window bringing the warmth and friendliness of the occasion to the passerby may be arranged as follows:

Get a supply of colored leaves, either natural or artificial. String these on a black thread, tying the stems to the thread at intervals of 4 inches. Enough of these strings should be made to frame your window all around. Set a talking machine in the center of your window and let strings of the colored leaves radiate from it to the top and sides of your window. Place a low pedestal in the foreground. Cover it with dark velvet or crepe paper. On this place a large upright sign with the words

"MUSIC AND THANKSGIVING"

The great artist, Nature, has given us an abundant harvest of the fruits of the earth. But far greater is the harvest of happiness, yielded by the artists of music—the greatest blessing bestowed upon mankind. Will there be music in your home on Thanksgiving Day?"

This sign should be in tones of brown, yellow and red to harmonize with your autumn leaves. On the floor, at the base of this sign, arrange some harvest fruits, such as wheat, apples, pumpkins, etc. Your electric light for illuminating the window at night should be covered with light brown, yellow or red crepe paper.

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 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"

PHOTOPHONE COMBINES RECORDS OF SOUND AND ACTION

Swedish Inventors Claim to Have Discovered a Photographic Record of Action and a Gramophonic Record of Sound Which Work Together, Insuring Perfect "Talking Films"

Swedish inventors and men of science believe that they have discovered the way to "talking films"—that is, means by which a photographic record of action and a "gramophonic" record of sound may work together to produce a single illusion. These means are rays of light, and the mechanism in which they work is called a "film photophone." The London Times has reviewed and prints what purports to be the first account of the new invention. "If I were to say," writes its correspondent, "that Professor Montelius, sitting by my side in the darkened garden of a laboratory near Stockholm, saw on a screen before us a moving picture of himself as he had appeared delivering a scientific lecture three days before, the interest would be slight. If I were to say that, while the screen was displaying the moving picture, certain sounds were assailing the ear purporting to be reproductions of the words of his lecture, nobody would be surprised. But when I say that, while the picture film was passing, we listened to his words, full-voiced, distinct in every difficult utterance, that these words were synchronized infallibly with posture, with gesture—interest will be awakened. What we saw was Mr. Montelius in his capacity as Royal Antiquarian and Director of the National Museum, at his lecture desk or moving freely about the platform, without thought of a camera or a receiver, and what we heard were his words in a reproduction so perfect that it was almost impossible to believe that Montelius was sitting, with silent lips, at my side.

"The achievement which we witnessed was no mere refinement of technique, no mere improvement of methods already invoked by other inventors. It accomplished itself through the employment of a novel instrument by an invasion of the regions wherein sights and sounds strive

to reach the senses of man. It was a pencil of light that had pictured the sounds, and a needle of light that gave them back. Or, rather, to write with accuracy, there was no needle about it—what we heard was, literally, a photograph of Montelius' lecture. Until now we have only seen photographs; in the future we may hear them. The new invention simultaneously films scenes and sounds. It transforms the vibrations of the voice into light waves, these into electrical impulses, which, controlled and utilized with great skill, return to the ear the original sounds in every shading."

The film photophone operator sets up in the neighborhood of his actors a double camera. Its two reels revolve on a common shaft. The record of one camera is the ordinary screened picture: The eye of the second camera, however, is not directed towards the actor, but gazes into a ray of light—a ray agitated by the actor's voice. How is the ray agitated? Across the end of a little horn, like a telephone receiver (which, in fact, it is) stretches a delicate diaphragm of rock crystal. Upon the silvery back of this diaphragm falls a slender shaft of light from an electric bulb. The shaft of light impinges on the diaphragm at an angle. It is reflected into the camera, which it enters through a narrow upright slit. So long as the reflector is at rest the ray of light will be reflected at a single constant angle, corresponding to the angle of its incidence. But if the reflector be agitated the ray will be reflected at constantly changing angles. Just as a boy, with a bit of looking-glass in his hand, writes words on the wall with the reflected sunlight, so the diaphragm, as it vibrates to the voice, writes with the light ray which it reflects, writes on the celluloid film as it moves through the camera, writes curves correspond-

ing to the sound waves which are agitating it. Were the diaphragm at rest the reflected ray would photograph itself as a straight band of white along the bottom of the moving film. But as the reflector vibrates the straight band becomes a silhouette of waves, of varied contour. This is the photograph of the spoken words.

"But how reconvert at will this phono-photograph into sound? How retransmogrify these pictured vibrations into resonant vibrations? There is a substance, an element known as selenium, which possesses the curious property of resisting the passage of electricity in proportion to the degree of light in which it is bathed. The photophone invokes the aid of this mineral. In an amalgam with other substances, which make possible practical utilization of its curious property, selenium is made the controlling feature of a device, in the nature of a light-electric cell, which augments or diminishes its own resistance to an electric current in accurate response to the strength of the light that falls upon it. It is upon this selenium cell, not upon a screen, that the film of the voice is projected. The cell is incorporated in an electric current, leading (eventually, not quite yet) to a telephone transmitter. As the current passes through it this cell controls and modifies its strength to an exquisite degree, as there falls upon it the flicker of the lights and shadows of the sound film. The electric current, as it emerges from the selenium cell, is vibrating in precise correspondence with the vibrations of the light waves, and with the sound waves of which they are the reproduction.

"But this current is weak; it would not operate the speaking diaphragm of a telephone. It will be fortified by 'audiones'—high-vacuum amplifiers. Thus amplified, if desired, up to several thousand times its original strength, the current—now freighted with the enriched vibrations of the voice—is conducted to the horn of a loud-speaking telephone, and delivered—a reproduction, instantly recognized, of the utterance of

FREE OFFER



This attractive metal and glass counter case given free with 3 cartons at \$5.50, total \$16.50

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 \$5.50 carton of 100 boxes



MANUFACTURED BY **SUPERTONE NEEDLE WORKS** 18 WEST 20th STREET NEW YORK

Senate Votes to Free All Musical Instruments From Excise Taxation

Agrees to Proposal of Senator Frelinghuysen of New Jersey to Strike Out Section of Revenue Bill Providing for Excise Taxes on Musical Instruments

WASHINGTON, D. C., November 4.—Musical instruments of all kinds, as well as rolls and records, will be entirely free from excise taxes in the new Revenue bill, as drafted by the Senate, according to the action taken by that body Monday, when by a viva voce vote it agreed to the proposal of Senator Frelinghuysen, of New Jersey, to strike out that part of Section 900 of the pending Revenue Revision bill dealing with musical instruments. There were only about three dissenting voices to be heard as the presiding officer called for the yeas and nays, one being that of the Senator from North Dakota, Mr. McCumber, who had previously announced that the repeal of the tax would cause a loss to the Government of approximately \$12,000,000.

The Republicans were roundly scored by Senator James Reed, Democrat, of Missouri, for their action in lowering taxes on sporting goods, chewing gum and similar commodities—non-essentials—and seeking to retain the levies on musical instruments, auto trucks and works of art.

Just previous to taking action looking to having the tax repealed Senator Frelinghuysen assured the Washington correspondent of *The World* that the Senate would agree to his proposal. This is one of the few amendments in which the Republicans and Democrats joined hands, showing that all of the Senators were in sympathy with this move to relieve the industry of the tax burden.

This is borne out by the fact that while the clerk of the Senate was preparing to read the amendment offered by Senator Frelinghuysen, Senator George Moses, of New Hampshire, was on his feet endeavoring to offer an amendment verbally which had the same action in view, and there were others on both sides of the Senate Chamber seeking recognition, ostensibly with a similar object in view. As stated, there were no remarks expressed against the repeal.

The Frelinghuysen amendment, on which action was taken, read: "Strike out paragraph 4, page 197, lines 8, 9, 10, 11 and 12." The paragraph so stricken out reads: "4. Pianos, organs (other than pipe organs), piano players, player-pianos, graphophones, phonographs, talking machines, music boxes, and records used in connection with any musical instrument, piano player, player-piano, graphophone, phonograph, or talking machine, 5 per centum."

The 5 per cent tax on sporting goods was ordered repealed by a vote of 31 to 30, showing the difference in feeling toward that paragraph as compared with the provisions affecting musical instruments.

Following the evident failure of the Smoot proposal for a manufacturers' sales tax, followed by the rejection of the Calder amendment by

THE FILM PHOTOPHONE THE LATEST

(Continued from page 110)

the original speaker. Delivered, too, in absolute synchronism with the simultaneous picture. The synchronism is perfect, because it is automatic; the picture film and the sound film were made on, and are projected from, reels turning on the same shaft and on celluloid controlled by identical perforations.

"If the film photophone has any inventor, he is Sven Alson Bergland. But the processes necessary for the achievement have involved so much of mechanical and electrical as well as chemical knowledge and skill that Mr. Bergland, for all his twelve years of industrious application, can only be regarded as the leader of a band of inventors. Nor would this band have been successful in their pursuit of the secret of synchronized sight and sound without the support of the old Swedish family of Frestadius."

the Senate, there was a bill introduced by Senator Frelinghuysen, who comes from the State that produces the bulk of talking machines of the country, to reduce excise taxes on talking machine records from 5 to 3 per cent.

Later on Senator Frelinghuysen introduced the present amendment, which had the endorsement of Senator Edge, also of New Jersey, freeing all musical instruments from excise taxes. The adoption of that amendment by the Senate is to be regarded with great satisfaction by members of the music industry who have taken such an active interest in the efforts being made to lift the excise tax burden.

Although the direct action of the Senate was on the amendment introduced by Senator Fre-

linghuysen, the fact that the amendment to eliminate the excise taxes on musical instruments was adopted without a roll call, that it had the direct support of the great majority of the Senators and was opposed by only three or four is accepted as proof of the widespread effect of the strenuous work carried on by the members of the music industry throughout the country to secure relief from such taxes, and particularly to the influence of the great music advancement work that has been carried on in all sections for several years past. That the trade is appreciative of this fact is indicated by the number of congratulatory messages received at the offices of the Music Industries Chamber of Commerce.

There were sixty-five Senators present when the vote was taken, a rather unusual attendance, and that there was practically no opposition is significant, for when it came to voting on the lifting of excise taxes from sporting goods a roll call vote was demanded and only thirty-one voted in favor of eliminating the tax.

The Frelinghuysen amendment is to be credited in a large measure to prominent talking machine interests.

To Prepare for the Victor Christmas



HIS Christmas will be another Victor Christmas. Ere the holidays are over, thousands of Victrolas will be placed in many new homes throughout the country.

We have always, as jobbers, tried to anticipate the needs of our dealers, and have always helped them towards securing their share of this Christmas business.

Our record in the past is a guarantee of our desire to serve you more adequately than ever during the coming holiday season.

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK

IMPROVING TRADE CONDITIONS EVIDENT IN NORTHWEST

Brunswick Officials Optimistic—Many New Dealers Listed—S. D. Andrews' Pertinent Review—Beckwith-O'Neill Co. Tells of Victor Demand—Edison Trade Active—Other News

ST. PAUL AND MINNEAPOLIS, MINN., November 7.—It is impossible to convince the Northwestern wing of the Brunswick-Balke-Collender Co. that the talking machine business is dull, for the entire staff is busier than ever and the results are better than ever. George M. Nye, manager of the phonograph end, states that 1921 will show up better than 1920 in every way and the dealers are satisfied with their returns. The Jenson Furniture Co., in St. Paul, a new venture, will take on the Brunswick line. A number of Twin City merchants have applied for permission to handle the Brunswick phonographs, but, for obvious reasons, it is not advisable to have too many dealers in the field. Brunswick records are given continuous and effective advertising by Roy Swanson, manager of the exclusive shop in St. Paul. He has a big record disc, over six feet in diameter, out in front and this disc has an illuminated center, from which the name of the record is

flashed in the faces of the pedestrians, the name being changed constantly.

If the banks, that is, the rural banks, were in position to finance the local music dealers it would be possible to get some very nice trade, says Sewell D. Andrews, of the Minneapolis Drug Co., distributor of Sonora machines and Okeh records. Under the present conditions the rural dealers are obliged to sell on extended terms, or they cannot sell at all, but the local bankers are in no position to extend any help to such transactions. The result is that jobbers are often obliged to refuse orders because the accounts must be carried too long for sound business practice. Mr. Andrews notes an increased demand for period models.

W. L. Sprague, Northwestern manager for the Columbia Graphophone Co., is on the road again, this time traveling with his roadmen in North Dakota. This is his way of putting his hand on



**No. 35861
HOLLY
WREATH**

Why pay \$1.00 each year for Holly Wreaths while my natural prepared Holly Wreaths No. 35861 for \$1.00 last year cost \$0.05 to \$0.10 per year?

My XMAS CATALOGUE No. 35

with illustrations in colors of Artificial Flowers, Plants, Trees, Hanging Baskets, etc., mailed FREE FOR THE ASKING.

FRANK NETSCHERT

No. 61 BARCLAY ST., NEW YORK, N. Y.

the pulse of the trade and he finds it very effective in stimulating the interests of the dealers and his road salesmen. The Columbias are going out very rapidly in all parts of the territory.

Victrolas continue to be in popular demand, according to E. F. O'Neill, of Beckwith-O'Neill Co. There has been marked improvement in orders in the past sixty days and the company's reserve stocks are much lower than they were ninety days ago. Two of the bright stars of the Educational Department of the Victor Co. have been shining in the Northwest recently. These luminaries are Miss Fannie R. Buchanan and Miss Donzella Cross. Miss Buchanan has been talking to teachers' institutes and conventions in South Dakota and is now on tour in Minnesota. Miss Cross was one of the most entertaining speakers at the annual meeting of the Minnesota Educational Association, at Minneapolis, November 3-5, and has dates with the North Dakota Educational Association at Fargo, November 21-23.

Milton Lowy, manager of the Minnesota Phonograph Co., still maintains that 1921 will be a bigger year for Edison phonographs in Minneapolis than was 1920. The work is a little harder, he confesses, but persistency counts in the music trade as well as in other lines of endeavor. The wholesale demand for Edisons continues generally satisfactory in view of the various economic handicaps.

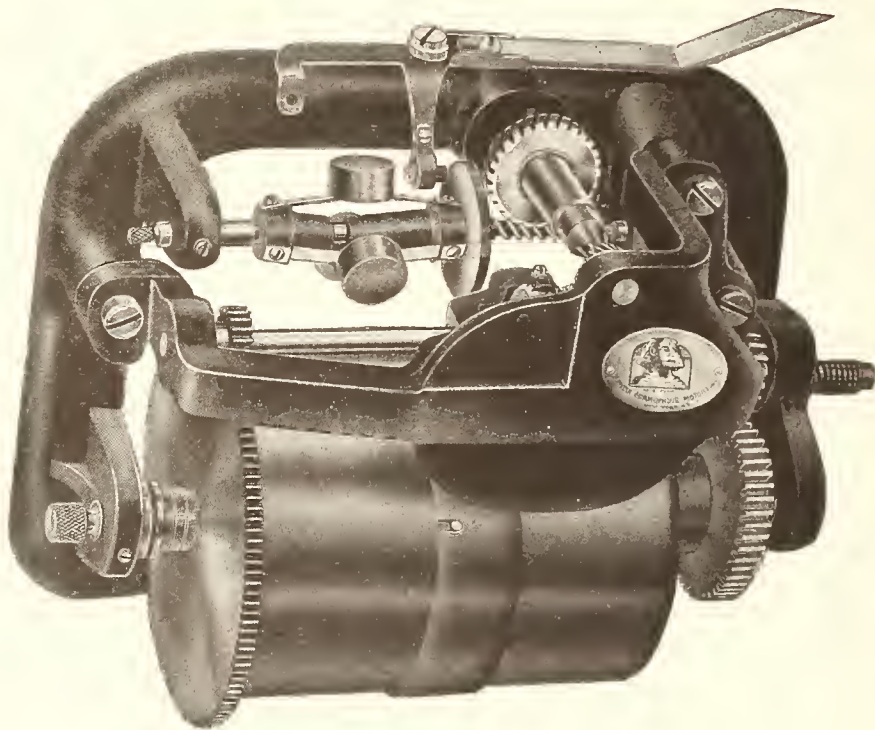
NICHOLS & FROST'S NEW HOME

Fitchburg Dealers Occupy Spacious Quarters on Main Street—Handle Victor and Columbia

FITCHBURG, MASS., November 2.—Nichols & Frost, which is a widely known establishment in this city, is now in a new location, having lately taken over the old B. L. Rich music store on Main street. The firm is specializing in the talking machine line and with the Brunswick and the Victor, which latter machine it has lately taken over, the house is doing a rapidly increasing business. G. Herbert White, who is a conspicuous factor in the business of the establishment, was one of those attending the New England Music Trade Association banquet in Boston a week or so ago. Fred Warren, the manager of the store, which also handles sheet music, is one of those keen business men who is constantly on the lookout for new ideas that will help to legitimately attract business.

The firm of A. J. Freiman, Ltd., Ottawa, Canada, retail talking machine dealer, was recently incorporated with a capital stock of \$1,500,000.

The SPHINX MOTOR



Motor Refinement

*Better Designed
Better Built
Better in Operation*

SPHINX GRAMOPHONE MOTORS, Inc.

21 EAST 40th STREET, NEW YORK

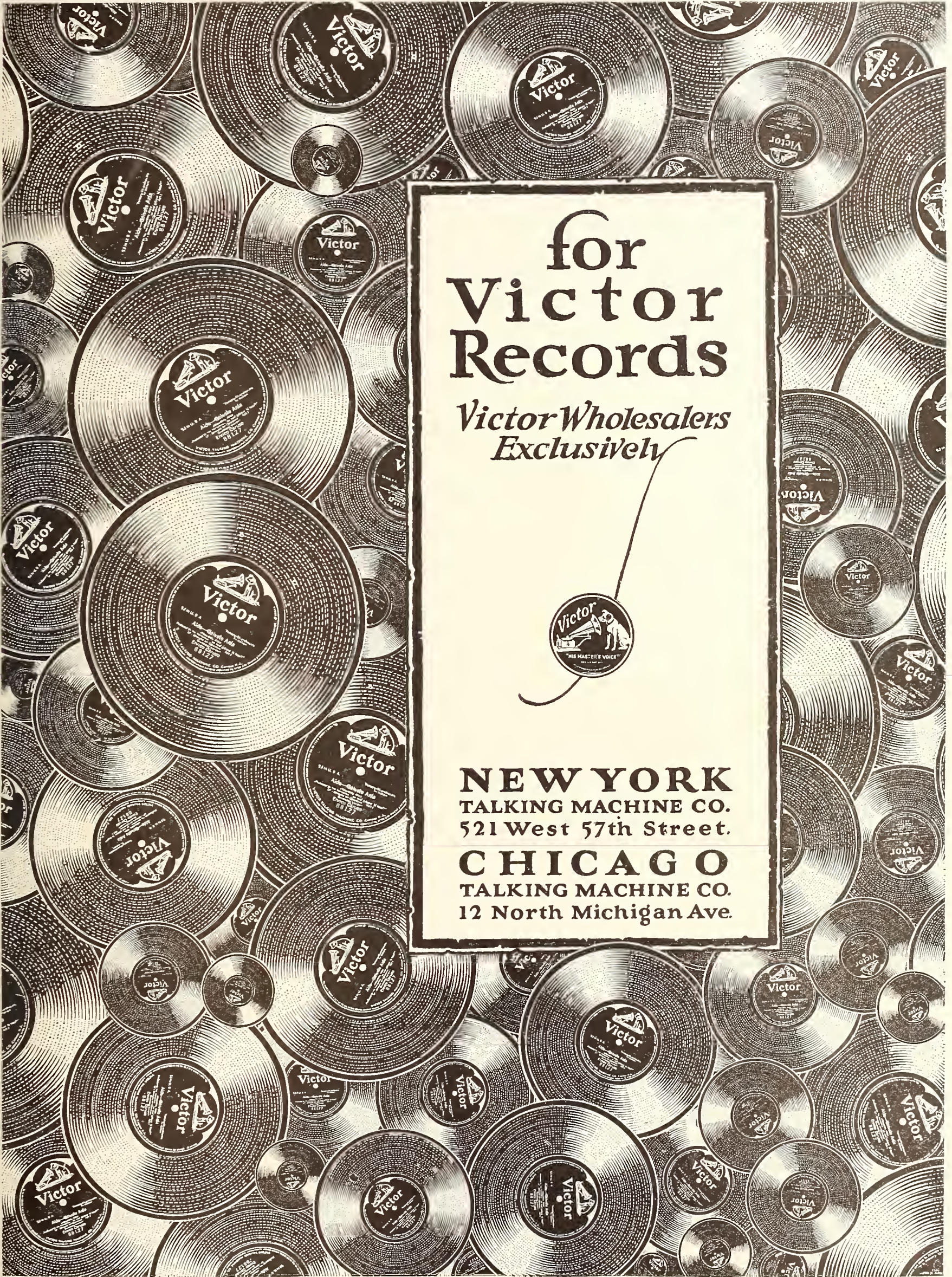
NEEDLES

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.



for Victor Records

*Victor Wholesalers
Exclusively*



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., Nov. 10, 1921. TRAVELING men, from North, South, East and West, are united in proclaiming that the talking machine business is decidedly on the mend. Of course, it may as well be admitted that the talking machine business never did know the extreme straits of depression, the Slough of Despond, to which some other industries found themselves reduced during the Spring of this year. But the conditions at times looked bad enough, and now that the clouds are really so plainly lifting that all can see the sun for themselves we naturally feel very much better about everything. From all sides come reports of improvement, reports which, allowing for any exaggeration, are nevertheless far too definite to admit of any misunderstanding as to their substantial accuracy. And among all the other possibilities of this state of affairs, which we perceive with so much pleasure, there is one which, in our opinion, stands up above all others. It is that the manufacturing, jobbing and retailing concerns which have come through the storm in safety—and this means the very great majority of them all—were principally the old-established houses, composed of men who know the business, have been in it for years and neither hope to get rich quick nor think of putting forth a product without merit. These houses are stronger to-day than they have ever been, and their present condition is a complete demonstration of the truth that the talking machine industry is neither temporary nor unstable, but rests upon the firm basis of natural and normal human desire for the most compact and comprehensive of all means to music. The talking machine industry has triumphantly demonstrated its right to survive.

The
Clouds
Lift

SOMETIMES one can give point to an argument by a single illustration better than by oceans of talk. When anyone wants an illustration of the power and prestige of the piano industry in the Middle West it is customary to refer to the Four Piano Corners of our city, to the four great buildings which guard the angles of the Jackson-Wabash crossing. The Cable Company, the W. W. Kimball Co., Lyon & Healy and the Steger & Sons Piano Mfg. Co., each housed in its own splendid temple, dominate this particular part of Chicago's Loop in a manner inescapably complete and impart to the music industry of the whole city a dignity which otherwise could never belong to it. And when we say "music industry" we wish to distinguish from merely the piano industry. For the great institutions which bear such witness to the commercial importance of music in Chicago and the mid-West owe no little of their power to the influence of the talking machine. The Victor business done in the retail stores of Lyon & Healy and the Cable Company alone would in itself be enough to satisfy the legitimate aspirations of many a jobber looking for a retail connection settled in repute and steadily growing in turnover. And the other two great houses we have mentioned, which face each other on the opposite side of Wabash avenue from Lyon & Healy and the Cable Company, they too have carved out a place for themselves in the talking machine industry, a place equally admirable. Each of them has gone forward and worked out an original product, bringing to bear upon the task the accumulated experiences of years of piano making, and each has made a talking machine which reflects the highest credit upon the art of sound reproduction. Now all these houses are increasing the amount and intensity of their interest in the talking machine business, which tells of its stability in the mid-West.

To these remarks may be added the further and equally pertinent remark that we have reached the end of the underfinanced phase of our industry. Those who undertake to-day to come into the manufacturing field must be equipped with ample capital resources and with ample experience. They must know the industry from every aspect. The time has gone past when amateurs could succeed. But this does not mean to say that newcomers are not to be welcomed.

Welcome:
To the
Fit Only

On the contrary, they are always welcome, but they should know the nature of the game they propose to play. We want to see new manufacturing corporations devoting themselves to talking machines, records and accessories, but we do not want to see groups of men coming into the industry beaten before they start.

It is a curious and very suggestive fact that when an industry has been going through a period of disturbance it is sure to blossom out with a whole crop of new ideas, new inventions, suggested improvements and novel styles. The reason is, of course, not far to seek. When times are very easy, when sales are coming in faster than they can be cared for, there is neither time nor inclination for changes in factory methods. The one great need is to get out the goods as fast as possible, leaving changes for some time later, when they can be attended to in a proper way. The later time usually comes in due course and then we see a totally different state of affairs. The task of selling ceases to be play and becomes hard work. The old game no longer attracts and something must be done to bring the people in. It is then the ingenious ones get to work. New sales methods are devised and new publicity methods thought up by sales managers. Just as powerfully, also, the brains of the inventors find themselves stimulated and we have a crop of new technical and mechanical, musical and constructional ideas, some of which always are found to possess elements of permanence. To a large extent the principle here set forth is in operation to-day. We find that the amount of real fundamental brainwork being done throughout the industry vastly overshadows anything thought of a short time ago. Not only are new ideas being put forth in salesmanship and merchandising, but there is everywhere an evidence that factory methods are being quickened and new notions canvassed with a pertinacity worthy of the highest praise. We hear constantly of better ways of making this or that thing, of better material put into a tone arm or a tone chamber, of more careful assembling, of closer attention being paid to accuracy in workmanship, of finer reproduction effects attained by some record process recently devised. It is all to the good. It all shows that the industry is proving itself worthy of the faith of those who have believed in it. We for our part believe in it now more confidently than ever.

'Tis
an Ill
Wind

THE general opinion of those record men who watch most carefully the signs of the times seems to be that the sentimental ballad is coming back and that the day of the inane words cannot much longer be carried to success through the sole agency of a catchy jazz tune. Of course, the catchy tunes are as much wanted as ever they were, which naturally leads to the thought that it would be a good idea to put less emphasis on the words and more on the music in most of these cases. So very often it happens that a tune is quite ideal for one of the popular dances and would be used in large quantities for this purpose if the tune itself were the prominent element in the reproduction. Now, most people like to buy a popular record for both the words and the music. They may laugh at the inane words because—well, because they like inane words, one supposes—but they want still more the tune. Now, when the accompaniment is killed to emphasize the words the record loses in value, and hence in popularity. Cannot some way be found of adjusting the balance?

Words
and
Tunes

FINAL note for November: There is every possibility of a definite shortage of machines and records before Christmas is many weeks nearer. Retail men may do worse than take note of this fact and act accordingly. They will oblige the manufacturers now and the manufacturers will then be able to oblige them later on. Which will make it mutual. This is a timely and important admonition which dealers should take to heart. If they fail to keep in touch with their jobbers, and through them with the manufacturers as to their needs, there is danger of their suffering later on.

Stop:
Look:
Listen

From our **CHICAGO HEADQUARTERS**
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 524

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., November 8.—In making our rounds throughout the trade in Chicago during the past two months we have been told by many dealers, and have seen the proof of it ourselves, that business is on the up-grade. Possibly, it is nothing yet to get excited over. Nevertheless, the improvement is there. Toward the latter part of October and the first part of November more activity than heretofore was noticeable. The dealers are almost universal in their assertions that they are getting rid of more goods and that their collections are easing up considerably. These dealers claim that the cool weather has been the means of ushering in this activity because it makes people stick closer to home. This has always been true in the past and is simply a case of history repeating itself.

With the wholesaler the story runs the same. They are putting on more help, especially in the traveling forces, and the travelers are doing good work, as may be judged from the orders they are sending back to headquarters. There is every reason to believe that there will be more or less of a shortage of many of the well-known makes of talking machines this year and this will be brought about by reason of the forced idleness of manufacturers for months past. In the other years, when business slowed up during the Summer months, the manufacturers went on building machines and prepared for any demand that might arise in the trade during the Fall and Winter months. But this year things were different. It was necessary for the manufacturers to curtail expenses in every way; then, again, the market for raw materials was so unsettled and prices were so topsy-turvy that the manufacturers were forced to sit back and wait. Hence, the posi-

tive possibility of a machine shortage this Fall.

For the above-stated reasons it would be well for the dealer to prepare for any emergency during the coming holidays by anticipating his wants early. In turn, the encouragement exhibited by the dealers at present should stimulate the manufacturer, who, in turn, must increase his output.

It seems that the better qualities of goods are selling here nowadays. The price question seems to be waning, insofar as the public is concerned, as there are very few purchasers who question whether there is a possibility or not of prices being lowered. The public seems to have taken it for granted that the bottom has been reached, and this is particularly true, with the exception of such items as certain foodstuffs, not forgetting rents. Clothing and furniture have found their levels. Buyers are satisfied and will, therefore, not wrangle over prices as they did at the beginning of the year.

The greatest demand has been for console types and portable machines, but the cabinet styles seem to be coming back. For a while there was practically no demand for cabinet styles.

In the record business the center of the stage is held by dance and popular song music, and this is also true with regard to sheet music and player-piano rolls which many of the dealers are now handling. The accessory business is still holding its own and, lately, more or less activity was added to the trade by the introduction of various mechanical novelties which are operated by being placed upon the record while the machine is played.

The Futility of Statistics

A young man came into The World office the other day in search of information regarding

talking machines—about the numbers produced, the relation of cost to selling price, the character of distribution, the number of instruments made and sold, and all that. He was a very fine chap. He took a real interest in his work. He knew what he wanted and The World office was only too glad to aid him. Now, there is seldom a vacancy in the Chicago World office. It is a matter of actual demonstration that it is hard to kill us off, but if any one of us should be suddenly transported to the blue some day this young chap, provided he is not engaged at the time, can get a job here.

But the very pleasant time we spent with him brought to our minds the futility of statistics. They represent so little. For instance, we have one very high-grade machine in mind whose influence in the trade cannot be gauged in any way by its actual sales. Lots of people have bought other machines because of the presence of this one machine in the market. They would prefer it, but cannot buy it because of its price, yet they have been educated to a desire for a talking machine by this very high-grade musical instrument. On the other hand, the reverse is also true. There have been any number of old-established machines sold because of the presence of new machines on the market. Before the business debacle came twenty salesmen, representing different retail concerns and different machines, would visit the people in a comparatively small city to talk machines, where formerly there were only three or four to do that. Consequently, people became educated to the talking machine proposition, but when they got ready to buy many of them would revert to

(Continued on page 117)

AT LAST—A PERFECT RECORD REPEATER

Now Ready for Delivery



Retail Price **\$2.50**

Patented in U. S.
Foreign Patents Pending

Some Remarkable Sales Records

Customer Buys Ten Repeaters

When the first Geer Record Repeaters were offered for sale a well-known Chicagoan purchased one for trial. A few weeks later this same man came to our factory and placed an order for ten more repeaters, saying he "wished them for his friends."

Sold Out in Five Days

The Fenton Music Company of Chicago, one of the first stores to handle the Geer Repeater, sold 24 repeaters, their first order, within five days.

At Pageant of Progress

At our booth at the Chicago Pageant of Progress small cards were handed out to visitors. Hundreds of orders were placed at that time and card orders are still drifting in from all parts of the country. This proves the very ready demand for Geer Repeaters.

Read this letter from the Wade Talking Machine Co., Chicago, Ill.

Walbert Mfg. Co.,
925 Wrightwood Ave.,
Chicago.

"We are pleased to advise you that after making a test of eight hours a day for two weeks, we decided to use your record repeater in our show windows as an attraction, with the result that it has kept large crowds before our windows continuously, resulting in sales of fifteen to twenty-five repeaters a day, and a very material increase in our sales of dance and instrumental records."

Very truly yours,
W. H. WADE, Pres.,
Wade Talking Machine Co.

The Wonderful New Geer Record Repeater

THIS repeater fits every type of phonograph with a free swinging tone arm. It repeats instantly and as often as desired. It protects the record, the needle and the instrument, and is as simple to use as a record.

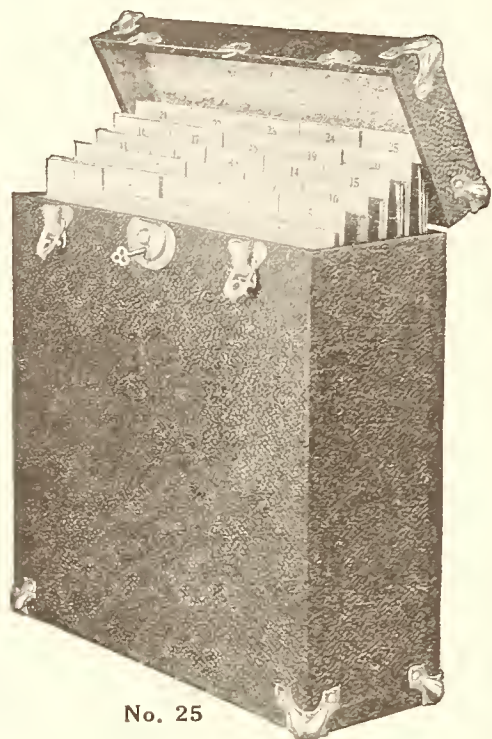
It is proving a remarkable seller owing to the enthusiastic praise given it by purchasers to their friends. It is also stimulating sales of records and phonographs.

Write for our package of three repeaters (Price \$4.75, post-paid) for demonstration purposes, giving name of your jobber.

WALBERT MFG. CO.

925 Wrightwood Avenue

Chicago, Ill.



No. 25

Record Cases

At New, Low Prices

Specifications

Strong but light in weight; nickel-plated corner protectors, lock and catches; covered with black leatherette cloth; equipped with card filing system and index; easily carried; handsome appearing.

We advertised these cases in one of the trade papers, and within two weeks every case was sold.

Because of this great volume of business, we have been able to secure a lower price on our new supply. We are passing this reduction on to the trade.

A Big Help to Merchants

Every talking machine dealer needs these cases to carry on his own business. The up-to-the-minute dealer no longer waits for customers to come to the store; he goes out to their homes—with his latest records. Carry them in one of these strong, light-weight cases. Get one for each of your outside salesmen; it prevents breakage of records. It is easy to carry, and it impresses the customer as business-like, because it is efficient.

Sell Them, Too

A great number of people must have the Record Carrying Case. Sell them to every owner of a portable talking machine. Just the thing for motorists, campers and picnickers. It is excellent, too, for school and recital work.

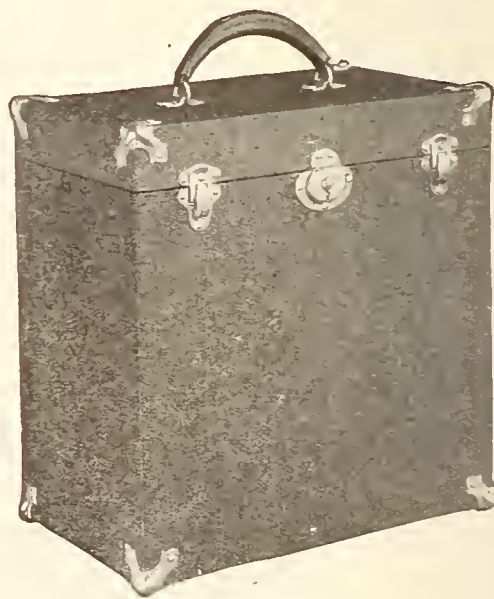
Two Sizes

Record Carrying Case No. 25 is a very handy size. It holds twenty-five records, the average number released each month.

Suggested list price \$ 2.50
Merchant's price . . . 1.50

Record Carrying Case No. 50—A larger case, with room for fifty records. Best for concerts and recital work.

Suggested list price \$ 4.00
Merchant's price . . . 2.40



No. 50

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

the old machines, whose names had become household words.

There is in all trade a moral factor which must be accounted for, but it cannot be gauged by statistics. The same thing is true of costs. One man with the same overhead may sell many more machines than another, but the first is perhaps only selling machines, while the other may be building up a prestige which will be an actual asset for many, many years. We are not disparaging the man who only sells machines, but he who puts money and effort into name and quality gets something that the other man does not get. It all comes back to the fact that there is no such thing as an average. That is, an average that means anything. The writer loves to recall a story once told to him by a distinguished Government official. The man told him of a friend of his in an Eastern city who had two sons. One was knock-kneed and the other bow-legged. One day a man consoled the parent of these twisted twins because of his affliction and that of his sons. The man simply straightened up and said: "Well, I guess my boys will average up as straight as any kid in town." And there you are.

Thank Heaven!

At last there seems to be a ray of light athwart the jazz gloom with which we have been covered. It looks as though we were going to have a return to the fine old topical songs of the years of yore, the songs with very popular, very humorous, but very musical tunes, with lyrics very popular, very humorous and really clever. These lyrics were often of a kindly satirical nature, like the classics with which the operettas of Gilbert and Sullivan were full. For example, "The Old Town Hall" and the "Old Swimmin' Hole" may not exemplify any high degree of refinement of lyric or technical accuracy of musical composition, but they mark the emergence from the jizz-jazz-juzzy flood of the past few years.

It is time something happened. They have been jazzing "Lead, Kindly Light." They did not call it that, they simply "marimba-ed" it. It may possibly be that somebody is able to get nearer to his God via the jazz route than via the old-time way. Maybe people have come to appreciate "Lead, Kindly Light" through a ting-ting-elized version when they would not have become familiar with it through the unadorned stately music to which it was originally written. It is very true that many people became familiar with "The Spring Song" and "Melody in F" through hearing them jazzed, but they probably gained the idea that Mendelssohn and Rubinstein were a firm of second-hand clothiers down on South Clark street. At the same time we believe that it would be better for us hereafter to have both our religion and our fun straight—not mixed. No one is saying anything against syncopation. It is a legitimate musical form. To its merry wiggle the world goes around, but let us have a time and a place for everything. Let us enjoy syncopation in its use—not its abuse. Let us enjoy our religious epics in their use—not their abuse.

Unquestionably the ballad is coming back. Furthermore, the abolition of the saloon has had a powerful influence on music. Many suggestive titles and vile lyrics would never have been perpetrated if it had not been that they were written primarily for the saloon and only leaked out into the street. Whatever may be our individual opinion on the total elimination of the cup that cheers and causes fears of snakes and pink-eyed lizards we certainly have nothing to lose, but everything to gain, when prohibition doth reign.

South Shore Shop Remodeled

The South Shore Music Shop, at 6853 Stony Island avenue, of this city, has just been completely remodeled. Alterations have been carried out throughout and three new demonstration booths have been built. This shop was started about a year ago by H. D. Buchanan, and in the short time it has been in existence has managed to build up an extensive clientele.

The location of this store is in that part of the South Shore district which a few years ago was nothing but prairie. To-day it has grown into one of the most thriving little business sections in the outskirts of Chicago. The South Shore Music Shop handles the Brunswick line exclusively.

Deckert Succeeds Williams

The Cable Piano Co. made the announcement this week that C. E. Williams, who has had charge of its Aurora, Ill., branch, has resigned. This position will be temporarily filled by H. K. Deckert, who goes to Aurora from the Chicago headquarters.

New Incorporation

A new concern which will manufacture and deal in talking machines and pianos in this city has just been incorporated. The news was

given out by Peter Tapper, who with his sons, E. F. R. and H. C., conducts a retail establishment at 2164 Lincoln avenue. According to Mr. Tapper, Sr., the new concern will make talking machines and pianos under his personal supervision. The amount stated in the incorporation papers was for \$50,000. Mr. Tapper, Sr., is well known in the piano world. For years he held a responsible factory executive position with one of the largest concerns in the West.

Enlarge and Decorate Store

Messrs. Nathan & Tobia, who conduct the University Brunswick Shop at 1203 East Fifty-fifth street, have recently enlarged their store and redecorated it throughout. They have installed six new sound-proof demonstration booths, which are treated in imitation ivory, and

(Continued on page 118)

The Oro-Tone

QUALITY FIRST

Just Say

"Send Samples On Approval"

For the Edison

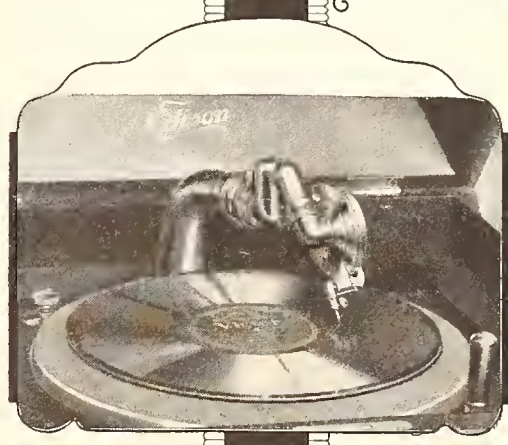
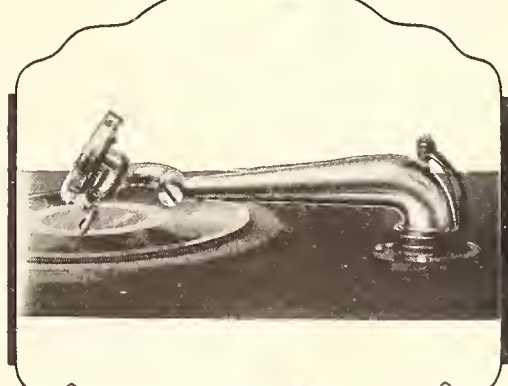
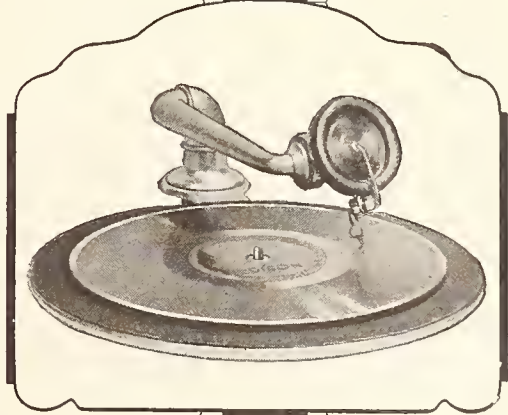
No. I-E ORO-TONE
For Playing All Records on the Edison
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.
Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plate, \$10.50.

For the Victor

No. LS-V ORO-TONE
For Playing All Records on the Victor
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in one second. Needle retains perfect center in playing either lateral or hill-and-dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.

For the Columbia

No. I-C ORO-TONE
For Playing All Records on the Columbia
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.

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 117)

are comfortably fitted up with furniture suggestive of home life. The lighting effects are so arranged that the customers may listen to records either by subdued indirect or bright direct lights, as they desire.

Wilson Broadway Music Shop Moves

The Wilson Broadway Music Shop recently moved from 1140 to 1142 Wilson avenue. This is one of the oldest concerns on the North Side of Chicago, and is located at the Wilson avenue terminal branch of the elevated railroad. The location is an extremely busy one, both night and day. The change of location gives this company about 66 2-3 per cent additional space and permits an increase in the number of demonstration booths. This concern handles various lines of talking machines and records in both a wholesale and retail way.

Business Increases

The retail business of the Central Music Co., at 608 West Chicago avenue, has grown to such an extent that, according to J. Fagerson, the proprietor, it has become necessary for him to take on more space. He accordingly set about to increase the effective size of his establishment and has added six new booths, each of which measures eight by nine feet. He has also redecorated the interior throughout. The color scheme is carried out in cream and old rose, with French paneling on the walls.

Mr. Fagerson has been conducting a talking machine business for the past four years and also conducts a retail shop at Forest Park, Ill., which is known as the Forest Park Brunswick Shop. Both are exclusively Brunswick.

Joins the Brunswick Sales Force

Arthur L. Fram, formerly connected with the talking machine department of Marshall Field & Co., is now associated with the general sales department at the Brunswick-Balke-Collender headquarters in Chicago.

Artistic Victor Calendar

The Reincke-Ellis Co. has just announced a 1922 calendar for Victor dealers that is meeting with considerable favor. In this calendar the picture (which may be chosen from several illustrations) is a home scene showing Victor products in use and combining human interest with intensive publicity value. The picture is reproduced by a new rotogravure process, giving an artistic sepia effect that makes the 1922 calendar especially attractive.

Attend House Warming

The Victor wholesale sales force of Lyon & Healy recently attended a housewarming, given in honor of Mr. and Mrs. L. C. Wiswell. Mr. Wiswell, who is manager of Lyon & Healy's Victor department, was recently married and the housewarming was a surprise by the sales staff.

New Brunswick Shop

The McKinley Park Music Shop is the name of the new exclusive Brunswick shop that was recently opened at 1956 West Thirty-fifth street, this city. A. O. Schaller, the proprietor, be-

Cherington Pressed Steel Turn-Table

No matter how excellent the sound reproduction of a phonograph may be, or how smoothly the motor may run, or how artistically the cabinet may be finished, the machine is not perfect *unless the turn-table runs true*. A wabby turn-table not only detracts from the appearance of a phonograph, but also appreciably affects the music and causes uneven wear of records.



Features of Cherington Turn-Table

1. Separate ring to hold covering. Prevents frayed edges, keeps covering from loosening and makes replacing easy.
2. Extra beading of ring stiffens turn-table.
3. Covering held in place snugly. Cannot come loose, can be easily replaced with any covering desired.
4. Hub is welded to turn-table.
5. Liberal beading of face of turn-table—3 parallel circular corrugations and 6 cross beads—stiffens table and absorbs contraction or expansion due to varying temperatures.

Cherington Turn-Tables run absolutely true. They are made from cold rolled, dead soft steel, stamped out on a 200-ton double-acting press, which insures accurate shaping.

Manufacturers can add the final *perfection touch* to their machines by buying motors without turn-tables, and equipping them with Cherington Pressed Steel Turn-Tables. Furnished with any covering desired and finished either in gold or nickel plating. Quotations on request.

CHERINGTON MFG. COMPANY

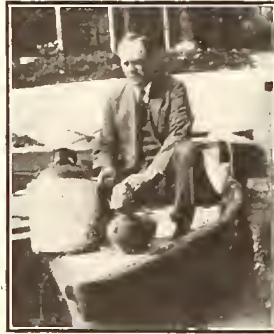
WAUKEGAN, ILLINOIS

Manufacturers of famous Cherington Enclosed Phonograph Motors

lieves in preparedness and when laying out his shop made provisions for future enlargements. The new shop has six demonstration booths, which are handsomely fitted and decorated.

Business and Pleasure

Manager John McKenna, together with his staff of Columbia territory representatives, held a monthly sales conference, in which business was combined with pleasure, on October 15, at Antioch, Ill. Regarding the business part of the conference we have no authentic information relating to its exact nature, other than it had to do with the disposing of more Grafonolas than records for the ensuing

**Manager John McKenna**

month, but the pictures we represent herewith tell their own story. Disciples of Izaak Walton will note, with outbursts of guffaws, the manner in which Manager McKenna grasps that particular implement known as a fishing pole, and will deduct therefrom that this gentleman is better versed in the art of selling Grafonolas than in the role of a fisherman. But Mr. McKenna is not alone in being inexpert in the fishing art. We understand that Messrs. Blimke and Reilly also went fishing in the early morning hours, but returned in the

middle of the day with a tale that there were no fish in the lake, after they had ridden through

**Columbia Out-of-town Travelers**

Standing, Reading from Left to Right—Messrs. Merrin, from Michigan; Tucker, from Southern Illinois; Binger, from Indiana, and Walley, from Milwaukee. Seated, Reading from Left to Right—Messrs. Leon, from Middle Illinois; McKenna, Mueller, from Iowa, and Wichthorst, from Northern Wisconsin

three lakes and exhausted all the supplies they took with them.

Allow the Travelers to Become Members

Originating in the West—whence most good things come—is the move for enlarging the National Association of Piano Travelers to include everybody in the allied industries, including travelers for talking machine and record concerns,

(Continued on page 120)

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

Let's Go—

and get the business; we have waited long enough—that's a new slogan adopted by a few progressive manufacturers and dealers.

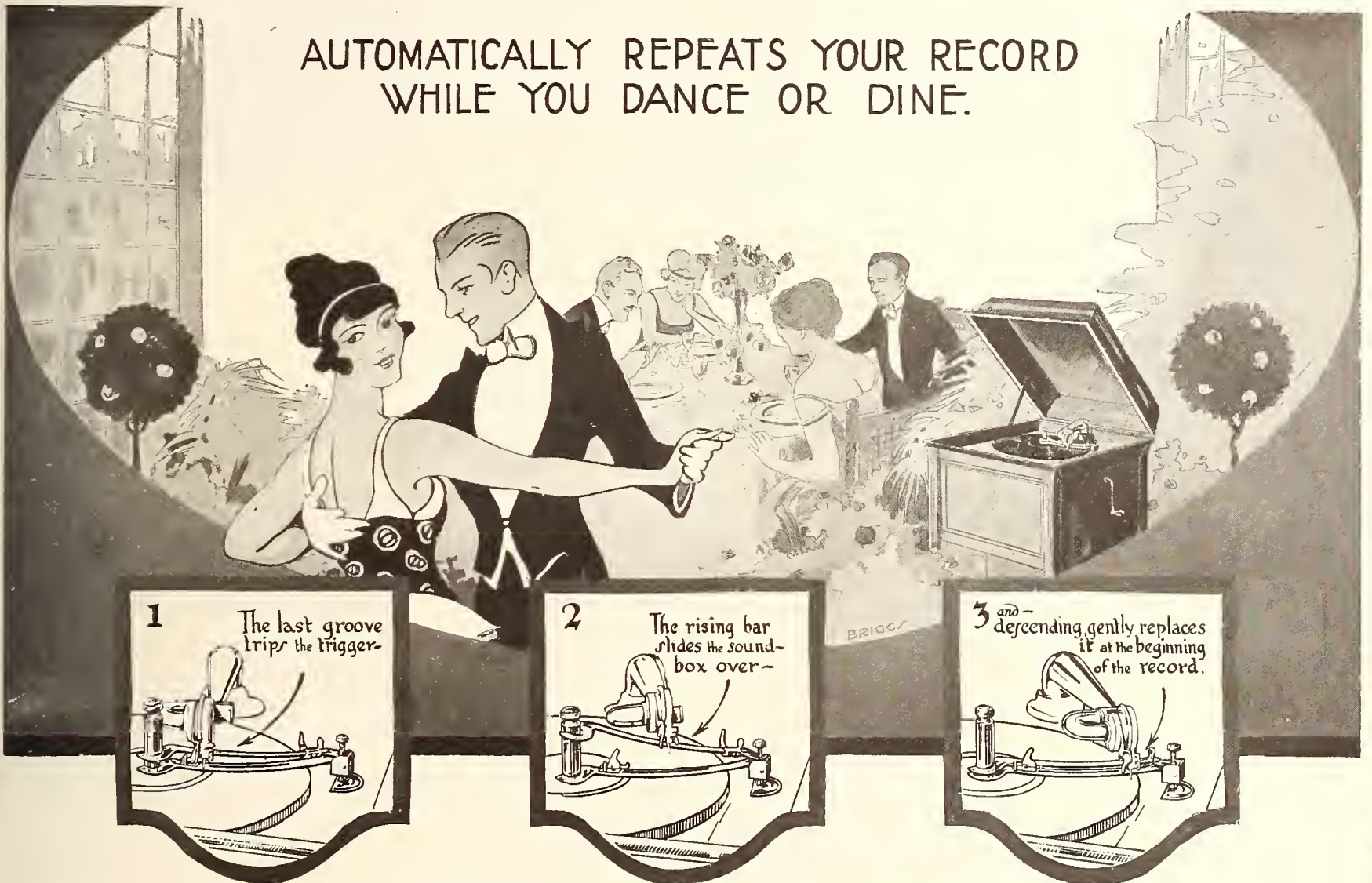
Cy Kology tells us—get a person interested and you have made a sale.

99% of the people who see a

REPEAT-O-STOP or REPEAT-O-GRAPH

are sold—There's large profit in it for you. Why not save your repair man's salary by selling one of these repeating devices? Put one in your window on a phonograph or in a conspicuous place on your show room floor and watch results.

AUTOMATICALLY REPEATS YOUR RECORD
WHILE YOU DANCE OR DINE.



THE NEW PRICES OF THE INSTRUMENTS

Repeat-O-Stop, nickel \$6.00; gold \$8.50
Repeat-O-Graph, " 5.00; " 7.50

ALWAYS STATE NAME OF MACHINE YOU ARE USING.

We will furnish literature, advertising matter and guarantee to show you how these can be sold in a big way and make you some money between now and Christmas.

Do not delay—send your order today

REPEATING DEVICES CORPORATION

CHICAGO

408-10 Sullivan Street
Phone: 8010 Diversey

NEW YORK

Van Alst and 14th Sts., Long Island City, N. Y. C.
Phone: Hunters Pt. 6000

PHILADELPHIA, PA.

422 Lafayette Bldg.
Phones: } Bell-Lombard 2553
 } Keystone-Main 3627

BOSTON, MASS.

200 Devonshire Street
Phone: Main 5122

PITTSBURGH, PA.

609 Chamber of Commerce Bldg.
Phone: Grant 8741

DETROIT, MICH., 1604 David Whitney Bldg.

Phone: Cadillac 6651



No. 16

Style—Adam.
Wood—Selected figured mahogany. All solid mahogany hand carvings.
Dimensions—Height, 36 inches. Width, 39½ inches. Depth, 23½ inches.
Finish—Red, brown and satin.
Trimmings and Equipment—Best quality gold plated.

Here is the big drop you have been looking for. Our special trade prices for all machines illustrated.

1 to 5 Machines, **\$80.00** each

5 to 10 Machines, **\$75.00** each

SHARP REDUCTIONS ON Federal Consoles



No. 18

Style—Sheraton inlaid on doors and legs.
Wood—Selected figured mahogany.
Dimensions—Height, 36 inches. Width 39½ inches. Depth, 23½ inches.
Finish—Red, brown and satin.
Trimmings and Equipment—Best quality gold plated.



No. 20

Style—Queen Anne.
Wood—Selected figured mahogany.
Dimensions—Height, 36 inches. Width, 39½ inches. Depth, 23½ inches.
Finish—Red, brown and satin.
Trimmings and Equipment—Best quality gold plated.

FEDERAL PHONOGRAPH CORPORATION

1458-1464 W. Kinzie Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

small goods people, supply goods men, etc. The men behind this move are Gordon Laughead, M. J. Kennedy and Kenneth Curtis, all of Chicago. If the idea goes through there might be 2,000 members in the N. A. P. T. instead of 300. In an organization of this kind a lot of things could be done. The move for a 5,000-mile, 2½-cents-per-mile mileage ticket could be pushed. The impertinent or exorbitant hotel proprietor could be shown exactly where he gets off. All sorts of things could be done for the interest of the trade, and a spirit of camaraderie and co-operation built up which would be potent in case of emergencies. There will unquestionably be a motion to amend the by-laws in this sense at the next meeting of the N. A. P. T. This could be done and new members accepted at their meeting. The annual convention will take place in New York in June of next year. Anyone interested in seeing this thing go through might write to M. J. Kennedy or Gordon Laughead, both of whom are at 532 Republic Building, Chicago, or Kenneth Curtis, whose address is 25 East Jackson boulevard.

The Uptown Exhibit

The business men of the North Side have come together for the purpose of boosting that part of Chicago. During the first week of November they held what they called the "Uptown Exhibit"

at the Broadway Armory, 5875 Broadway. This exhibit was composed of many interesting booths and practically every business on the North Side had a demonstration of some sort. The exhibit of Lyon & Healy attracted much attention at their booth, where they showed about everything known in the music line. Other Victor sections attracted many people by reason of the constant playing of popular Victor records, as well as several well-known artists who were on the bill. Small pocket mirrors were given away.

Change of Managers

A. T. Boland, of the Lyon & Healy wholesale Victor sales force, has been made manager of Lyon & Healy's Sheridan road branch. Mr. Boland succeeds Tom Chadwick, who looked after this branch for many months.

Congratulations!

The happiest kind of a smile now adorns the face of V. K. Tremblett, of the sales force of the Chicago Talking Machine Co., and he has every reason to smile. He was recently married to Miss Irene Esch, daughter of the Hon. J. J. Esch, a member of the Interstate Commerce Commission. The wedding took place at the Esch residence at LaCrosse, Wis.

Good Repeater Window

For the past week there has been a very clever little window display over at the Wade Talking

Machine Shop, which has been the means of attracting scores of people. The little exhibit is none other than a method of showing or demonstrating how the Geer record repeater works. This repeater is manufactured by the Walbert Mfg. Co., of this city. There is, in the foreground of the window, a large vase of transparent glass, and on it is an electric motor, on which rests a turntable and tone arm and sound box. The motor sits down in the vase and the turntable and tone arm support are of the regular Columbia graphophone type. There is a record on the turntable, which is kept going continuously, and the music of the record is picked up from the sound box by means of two very thin and cleverly concealed wires, which, in turn, lead to a Magnavox, situated under the window. The record is repeated continuously by the Geer repeater. The simplicity of the contrivance causes the people to wonder how they can hear the music through only the tone arm. They, of course, are not aware of the concealment of the Magnavox. The repeater works in the following manner: The adjusting arm is set for the size of the record and is held in place by the needle, which traverses the grooves in the record. When the needle travels out to the end of the adjusting arm of the repeater it slips from under the needle and the entire repeating device makes one-half revolution, scoops up the needle and, by means of a trough-like arrangement in the repeater, causes the sound box holding the needle to travel back to the starting point. The simplicity of the whole arrangement has proved exceptionally attractive to the passers-by, and this little stunt has been the means of bringing about a great number of sales of the Geer repeater in the Wade establishment.

Death of Joseph J. Walsh

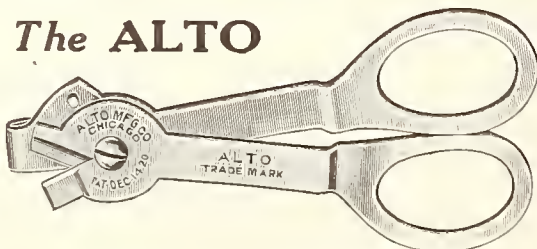
The sales force of the Chicago Talking Machine Co. was recently stunned by the sad death of one of their members, Joseph J. Walsh. Mr. Walsh for eight months had been in charge of the city desk at the headquarters of the Chicago

THE \$1.00 CUTTER—HERE IT IS

Retail Price

\$1.00

A better Fibre
Needle Cutter
for less money



Made Entirely
of High-Grade
Steel

ALTO MFG. CO. - 1801-1803 Cornelia Avenue, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

Talking Machine Co. He had stayed downtown one evening with a friend and on his return home was waylaid and slugged by some unknown thugs. He was picked up unconscious in a section of the city far removed from his home and was removed to the Cook County Hospital, where he died without regaining consciousness. Mr. Walsh is survived by a widow and boy four years old, who, with many friends, mourn his passing.

Piano Club Entertains Geo. P. Bent

On the evening of November 7, at the Drake Hotel, the Piano Club of Chicago put on an exceedingly elaborate testimonial in honor of George P. Bent, father of Chas. Bent, of the Bent Music Shop. Mr. Bent has just returned from a trip around the world, which lasted many months. It proved to be one of the biggest turnouts in the history of the local trade.

Western Condition

C. C. Slack, of the Melody National Sales Co., has just returned from a trip throughout the Central West and reports that the dealers in that section are very optimistic and encouraged by the present trend of the trade. "One of the things that is noticeable is that many of these dealers are now getting closer to their trade by means of daily conferences which they are holding with their salespeople," he remarked. "The owners and managers of these places are paying more attention to trade conditions than ever before. They are making a keener study of conditions and at these conferences they tell their salespeople exactly what they have found out pertaining to business in general. For the past few years it was necessary to do much salesmanship. A clever salesperson was not appreciated. All that was necessary was an order taker, but order takers are now fast disappearing and the real salesman is again being appreciated."

Wins Vocalion Prize

Manager H. B. Levy, of the Chicago division of the Aeolian Co., has just made the announcement that Carl Staufenbeil, an Aeolian dealer at

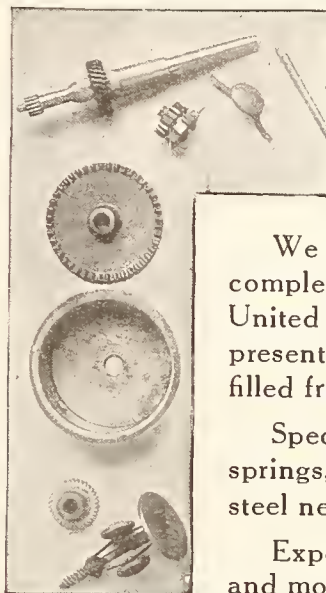


The Artistic Vocalion Window

Dubuque, Ia., has won first prize in the tri-State contest recently put on by the Aeolian Co. in Iowa, Illinois and Wisconsin for the best-dressed show window in which the Aeolian-Vocalion was featured. The prize was \$50. The idea for the window was originated by two Staufenbeil employes, the Misses Aurelia Scott and Martha Wagner, who themselves superintended the work of carrying out the window display.

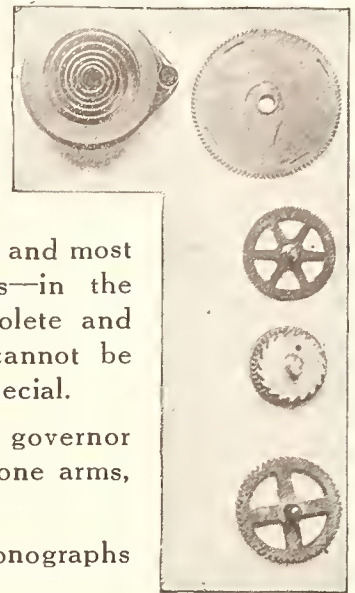
New Fullerton Avenue Columbia Store

A new and exclusive Columbia shop has just been opened at 3732 Fullerton avenue, and is being conducted by H. M. Hendricksen, who for several years has had a drug store in the same



Repair Parts

For All and Every Motor That Was Ever Manufactured

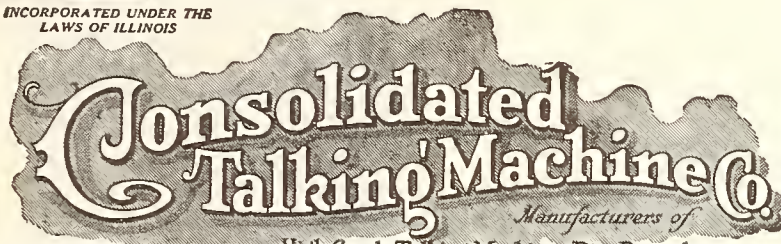


We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

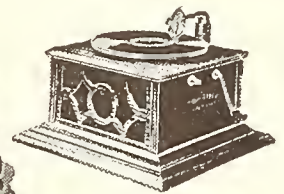
Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS



SUCCESSORS TO Standard Talking Machine Co. United Talking Machine Co. Harmony Talking Machine Co. O'Neill-James Co. Aretino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK "CONSOLA" CABLE ADDRESS "CONSOLA"

227-229 W. WASHINGTON ST., CHICAGO, ILL. Branch: 2957 Gratiot Ave., Detroit, Mich.

building. Although a newcomer in the talking machine business, Mr. Hendricksen gives every evidence of becoming a live wire. His new shop has only been open for a little more than a week, but he has already organized a canvassing force, which is out after all the business in that section. Mr. Hendricksen himself devotes his time in the morning towards the personal supervision of his canvassers, who have already succeeded in closing quite a number of new accounts.

Prepare for Concert

The Chicago retail Victor dealers met at a luncheon October 19 at the Illinois Athletic Club, and formulated plans for the coming concert of the Eight Famous Victor Artists. This concert will be given at Orchestra Hall, on November 28 and 29.

Welcome Back, Old Top

G. P. Ellis, secretary of the Chicago Talking

Machine Co., has again returned from a visit to the University Hospital at Philadelphia, Pa., where he has been receiving treatment for a frontal nerve affection. Mr. Ellis is looking in the prime of health and it is understood that the skill of the doctors who are treating him is fast clearing up his trouble.

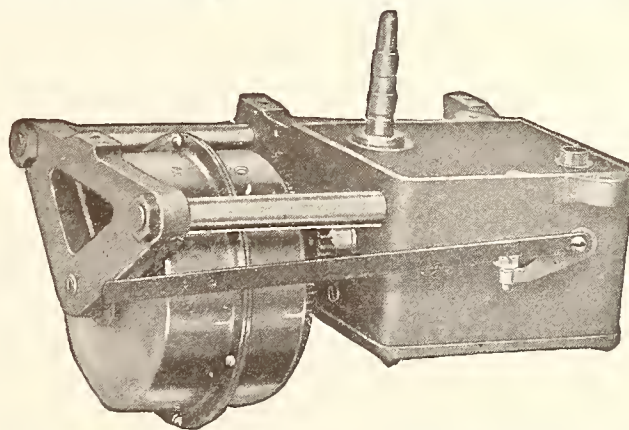
Bristol Tells of Rockford's Pageant

One of the recent visitors to the Chicago trade was E. S. Bristol, proprietor of Bristol's Brunswick Shop at Rockford, Ill. He said that during October the tradesmen of Rockford got together and had a Pageant of Progress which lasted for several days. The whole town was rigged up in gala attire and the event brought more visitors to Rockford during the three days than anything that ever happened there before.

"Chicago gave the idea of a Pageant of Progress to the world," said Mr. Bristol, "and I hear

(Continued on page 122)

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

Edison Diamond Amberolas--Plus Service

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

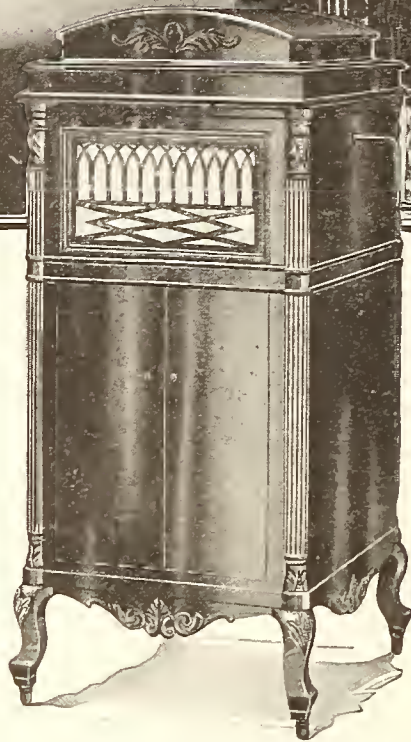
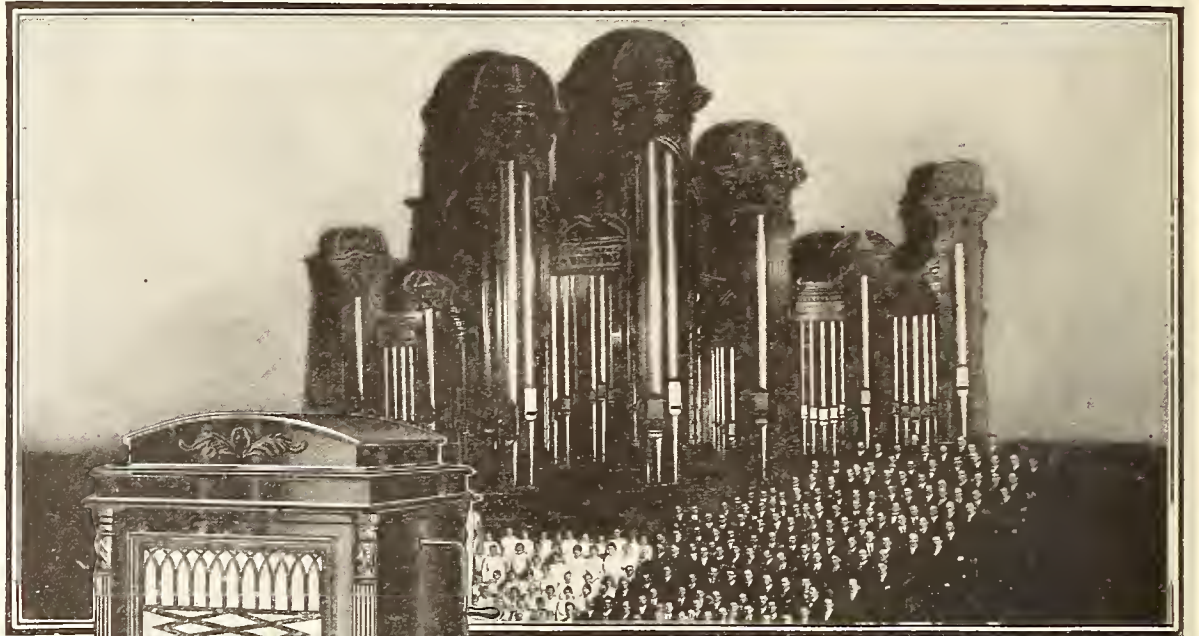
from trade friends of mine throughout the country that towns and cities everywhere now have the idea and have either pulled off a pageant or are contemplating one. I know that in our town the merchants profited greatly. In my own particular case the business the pageant brought me was phenomenal and the publicity I derived through it has brought me hosts of new customers. Every merchant had his stunt to attract the people.

"My attraction was Bert Ibberson, who is known throughout the country as 'the man who never smiles.' He proved himself a good drawing card and I made the announcement that he would be at my store at 8 o'clock every evening and that I would give a record to any one who made him smile. The crowd in and about my store at the specified time was tremendous and when one young lady finally made him smile by pulling his face down and kissing him I immediately gave her the prize—one Brunswick 'Ma' record. The young lady on receiving her prize gave the audience the benefit by playing it on a talking machine. After the record had been played I made the announcement that it was now on sale and my clerks were then in for a busy time until three hundred Brunswick records were disposed of." Mr. Bristol was formerly Illinois wholesale traveler for the Brunswick-Balke-Collender Co.

Dr. Lund's Tribute to the Steger Phonograph

Dr. Anthony C. Lund, conductor of the great Tabernacle Choir in Salt Lake City, is a great admirer of the Steger phonograph, made by the Steger & Sons Piano Mfg. Co., of this city. In a recent statement regarding this phonograph he says, among other things:

"Careful study and investigation have convinced me that the Steger is unquestionably the finest reproducing phonograph. In selecting it for my home I have been guided by the highest artistic and musical ideals. There are many reasons why the Steger ranks supreme, but I consider the following of greatest importance:



"1. Perfect reproduction. When you hear the voice of a singer or the music of an instrument reproduced by the Steger it is so natural and lifelike that you actually forget the pres-

ence of the phonograph and imagine that the artist is present in person. This distinctive fidelity of reproduction gives you the music in all its purity and beauty.

"2. All artists, all music, like the magic carpet of the Arabian nights, the Steger phonograph unfolds a world of beauty by bringing to the home all the best music as played and sung by the world's foremost artists. The Steger phonograph plays all makes of records correctly.

"3. The balanced tone arm. Every make of record requires a different pressure of the tone arm to insure perfect tone reproduction. The Steger plays all records correctly, because it is equipped with an adjustable tone arm, a feature I have seen on no other phonograph.

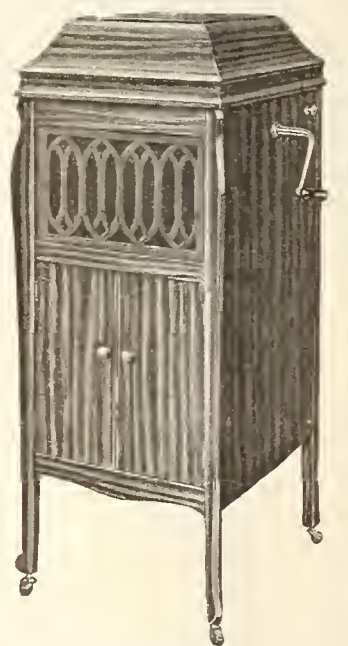
"4. The all-wood sound chamber produces a great volume of music without metallic sounds. 5. Beauty of design. 6. Excellence of construction. 7. Convenience of operation. 8.



MODEL No. 500

The Wolf
MADE BY THE WOLF MANUFACTURING INDUSTRIES
 QUINCY, ILLINOIS

Two New Models Available for the CHRISTMAS TRADE



MODEL No. 52

Here are two live, snappy, new models in our line made of the finest materials and moderately priced.

You can't go wrong on these!

Wire or write for samples and prices.

The Wolf Manufacturing Industries

Manufacturers of High Grade Phonographs

QUINCY

ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

The name 'Steger' is the strongest guarantee of this superb phonograph's excellence. It is a name known to thousands and thousands of musicians and music lovers the world over as the symbol of musical worth.

"In appreciation of the many pleasant hours when I have enjoyed my Steger phonograph



Dr. Anthony C. Lund

and in recognition of its superb qualities, I am delighted to add my endorsement to the long list of those who have acclaimed the Steger's musical excellence."

Hinged Cover Support & Balance Co. Meeting

In connection with the affairs of the Chicago Hinged Cover Support & Balance Co., adjudged bankrupt by the United States District Court, Sydney C. Eastman, referee in bankruptcy, has scheduled a meeting of the creditors on the 15th of this month, for the purpose of appointing a trustee and hearing the claims presented.

Fire at Baird & Roberts

Damage estimated at \$20,000 was suffered by the Baird & Roberts Phonograph Mfg. Co., of 21 South Hoyne avenue, by a fire which started on the top floor of the four-story structure occupied by the company. Firemen had a difficult time in checking the flames from spreading to surrounding buildings and additional fire apparatus had to be called before the flames were finally extinguished.

Fibre Needles and Bamboo

The story of bamboo as it enters into the making of fibre needles is decidedly interesting. In Science and Invention of some months back there appears on the front cover a colored reproduction of a fibre needle in the groove of a talking machine record, magnified many times. The picture strikingly illustrates the action of the forces which work ultimately to destroy any needle, whether of steel or fibre. It explains graphically why it is so necessary to use great care in the selection of proper bamboo for the fibre needle.

In an interview with F. D. Hall, president of the Hall Mfg. Co., some interesting side lights on this matter were brought out. In this gentleman's office is a gigantic piece of bamboo, part of the trunk of a perfect specimen, which



Quality vs. Business

Jobbers realize more than ever the value of a Quality Phonograph.

Hiawatha business in the past year has demonstrated that Quality will prevail.

Cabinet Construction guaranteed.

Piano Finish.

Equipment the very best Quality.

Hiawatha Tone a perfect reproduction.

Jobbers and Dealers can verify Hiawatha Quality.

Seven Models to select from.

HIAWATHA PHONOGRAPH CO.

209 South State Street

Chicago, Ill.

Mr. Hall brought back with him from Japan solely for exhibition purposes. Says Mr. Hall: "The ideal bamboo for making fibre needles is called ivory bamboo. Its surface resembles ivory in its smoothness. There are no ridges or imperfect streaks running through the wood which might make a soft point if the needle were cut along them. This particular kind of bamboo is very difficult to obtain." Mr. Hall went on to explain that the purpose of his recent trip to Japan was to make arrangements whereby the Chicago factory should be assured of steady shipments of the best bamboo obtainable. He brought back with him one of the finest works of Japanese art that it has ever been the privilege of the writer to view. It is a picture embroidered in silk showing a bamboo forest which Mr. Hall himself has seen in real life. It portrays some of the perfect bamboo of which we have spoken. Never did a painting in oil show more faithfully or vividly the lighting effects of an Oriental scene.

Rodeheaver Record Co. Activities

The Rodeheaver Record Co. has moved its Chicago headquarters from 440 South Dearborn street to the sixth floor of the McClurg Building at 218 South Wabash avenue. The new location gives the company practically the entire sixth floor of this well-known building, which has been fitted with new offices, stock rooms and one large reciting and recording room, which

measures about fifty by seventy-five feet. The manager of this branch is E. H. Forkel.

This concern was the scene of much activity for the past two weeks, during which time Thos. P. Ratcliff, general manager of the company, was here supervising the recording of several numbers by Homer Rodeheaver. Mr. Ratcliff, as is well known, is a song leader for Billy Sunday, the famous baseball evangelist, who is now touring the Central West. Mr. Rodeheaver recorded fifty new numbers, which will be placed on the market by the first of the year, besides the recording that was done for Mr. Rodeheaver. Mr. Ratcliff supervised the recording of fifty-six numbers for private individuals who wanted these records for Christmas gift purposes. Many of the friends of the Rodeheaver Co. were given a recital managed by Mr. Ratcliff. The recital consisted of some vocal numbers by Mr. Rodeheaver and a lecture by Mr. Ratcliff on the making of records. He showed the audience how a number was recorded and then let them hear the reproduction from the original wax record. He also illustrated the various processes of record making from start to finish.

One recording of vast importance which was supervised by Mr. Ratcliffe while he was here was a number of marches played by the Chicago Daily Newsboy's Band. This band is perhaps the oldest of Chicago's industrial bands. It was

(Continued on page 124)

48 HOUR SERVICE

Write for our big new Christmas bulletin. Just off the press. No matter what your needs are—either in the phonograph line or the small goods line—we can furnish your needs on any quantity and guarantee immediate delivery at lowest market prices.

COLE & DUNAS MUSIC COMPANY

560-5 WEST LAKE STREET

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

originally started in this city many years ago and is composed of newsboys only. The band to date is made up of sixty pieces. In the old days the Chicago Daily News organized this band for the purpose of encouraging music. Its organization stimulated music throughout the industrial field here and many of the old-timers in Chicago concede that this band was really the nucleus of industrial music here.

In commenting upon the music and its possibilities in Chicago Mr. Ratcliff stated that the musicians as a whole that he ran across during his short stay in Chicago showed a spirit of co-operation greater than he had ever seen in any other city. For example, he pointed out that in other cities there were some mighty clever musicians, but he had never found, in getting up a temporary orchestra for accompaniment purposes, any group of musicians, strangers to each other, that could co-operate in such short order.

A Live Secretary

It looks as if the new secretary of the Chicago

Piano Club were a highly charged live wire. We suspected this when we elected John McKenna to the position. Now that we have received two or three weekly notices from his pen we are convinced of the fact. Let it be understood by those who do not know that talking machine men in the Chicago Piano Club make up one of its liveliest elements, and John McKenna is their leader.

NEW "JEWEL" EXECUTIVES ELECTED

T. E. Davidson Elected President and A. B. Cornell Treasurer of Jewel Phono Parts Co.—Well Known in Trade and Familiar With Industry—Business Is Increasing Rapidly

CHICAGO, ILL., November 7.—The Jewel Phono Parts Co., of this city, manufacturer of Jewel tone-arms and Jewel attachments, has made important promotions in its executive personnel which reflect the signal success of this company and emphasize its progressiveness. At a

New North Side Manager

A. T. Boland has been appointed to succeed H. Chadwick as manager of the North Side branch store of Lyon & Healy. Mr. Boland brings to his new position a wide experience in musical instrument selling and plans to develop thoroughly the North Side territory. He expects to build up an even more profitable business than this store has yet enjoyed.

recent meeting of the stockholders and directorate, T. E. Davidson was elected president and production manager, Fred Schroeder was re-elected vice-president and A. B. Cornell was elected treasurer and sales director. Judge A. A. Rolf, who is the company's counsel, was elected secretary of the company. Practically all of the holdings controlled by the smaller stockholders were bought out, and the stock is now controlled by Messrs. Davidson, Schroeder and Cornell, who, with Judge Rolf, constitute the directorate of the company.

This important move was made so that the executive personnel of the Jewel Phono Parts Co., which has been instrumental and responsible for this company's success, will be in direct charge of the business in the future. On January 1 of this year Messrs. Davidson and Cornell took active hold of the Jewel business, and during this year they spent considerable time in developing new merchandise and perfecting the various products that comprise the Jewel line. The results of their efforts have been recognized by their recent election as officers of the company. Mr. Schroeder is a retired capitalist who gives the greater part of his time to various business interests, leaving the Jewel activities to his associate executives.

Mr. Davidson is a practical mechanical engineer who has held important executive posts in some of the country's greatest industrial concerns, and who has been identified with the talking machine industry for many years in executive and advisory capacities. During the war Mr. Davidson was the inventor and general engineer in charge of an altitude and speed machine of the most complex construction that is now used as a standard in the United States Government airplane service.

Mr. Cornell has been connected with the talking machine industry for a great many years in various capacities. He is thoroughly familiar

(Continued on page 126)

Here Is the Difference

Only the Trained Expert Can Identify a Criminal by His Finger Print

ANYBODY Can Identify

THE AMBASSADOR PHONOGRAPH

By Its Superior Tone Quality

Not Just a Machine—a Musical Instrument THAT'S THE AMBASSADOR

Mr. Dealer

Order one machine. Prove our claim. You'll end by handling our line. So why delay?



Mr. Jobber

Maybe your territory is still open—find out—you can't afford to pass this up.

Where Discriminating Purchasers Appreciate Value, Quality and Tone Perfection, You ALWAYS Find THE AMBASSADOR

AMBASSADOR PHONOGRAPH CO.

EXECUTIVE OFFICES: Suite 201 312 SO. CLARK STREET PHONE WABASH 6827

CHICAGO ILL.

SALES OFFICE: Suite 300 19 W. JACKSON BLVD. PHONE HARRISON 9530

A High-Class Cutter

Sharpens the Fibre Needle without removing it from the Tonearm.

THE LIDSEEN Fibre Needle Cutter

CONVENIENT



FAST SELLER

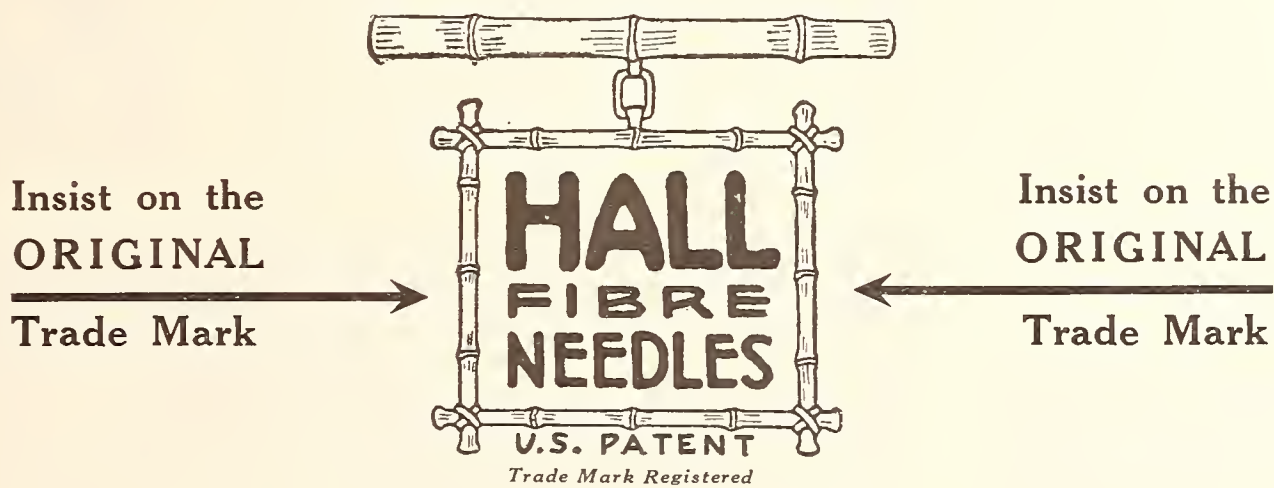
GOOD PROFITS

MECHANICALLY RIGHT

Jobbers—Line up on this live one and get ready for the season.

LIDSEEN

832-840 So. Central Ave., CHICAGO



Prestige

Just as the far-sighted talking machine merchant selects his lines of phonographs and records with an eye to the sort of quality and reputation best calculated to maintain prestige in his locality—

So does the fore-sighted talking machine merchant select the HALL FIBRE NEEDLE as the one best calculated to attract a quality trade to his store.

HALL MANUFACTURING CO.

Successor to the B & H Fibre Needle Co.

33-35 W. Kinzie St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

with every phase of the trade, and as sales director of the Jewel Phono Parts Co. has won the esteem and friendship of the jobbers and dealers throughout the country. In addition to his sales experience, Mr. Cornell has devoted considerable time to the technical and experimental phases of the industry, and his knowledge has proven invaluable in the development of Jewel products.

It is interesting to note that in spite of the general business depression during the past year, the Jewel Phono Parts Co. has shown a profit month after month. For the past two months its sales have been at high-water mark, with every indication that its activities will increase steadily during 1922.

Three New Windsor Models

The Windsor Furniture Co., through its president, J. W. Lyons, makes the announcement to



No. 31, Windsor Phonograph

the trade this month that it has placed on the market three new models of the artistic console type, which are known as the No. 28, Queen Anne, No. 31, Italian Renaissance, and No. 32



No. 32, Windsor Phonograph

Chippendale. These instruments are furnished in solid mahogany with finishes ranging from old ivory to ebony, as well as a variety of polychrome enamels. The solid oak machines put



No. 28, Windsor Phonograph

LAKESIDE PHONOGRAPH PRODUCTS

Number your records and you have a non-set stop.

The best automatic stop on the market.
Sample \$1.40

Send for a sample electric motor
Complete \$19.50

The best electric phonograph motor on the market. Made for use on voltages from 32 to 250.

Send for our parts catalogue

LAKESIDE SUPPLY CO.
416 S. Dearborn St.
CHICAGO, ILL.
Telephone Harrison 3840

out by this company range from silver gray to fumed and cathedral. The figure work and festooning on Nos. 31 and 32 are in solid mahogany and hand-carved, and there is absolutely no compo on any part of these machines. The sizes of these instruments are as follows: The No. 28 is thirty-four inches wide, thirty-six inches high and 21 inches in depth. The Nos. 31 and 32 approximate forty inches high, thirty-two inches wide and twenty-one inches deep.

The Windsor Furniture Co. is now showing these new models in both its new downtown salesroom, at 1411 South Michigan avenue, Chicago, and in the warerooms of its Eastern distributors, Hyman Bros. & Co., 47 West Thirty-fourth street, New York City. These new instruments, together with the balance of its new line, will be on exhibit during the January and July furniture expositions in the Blodgett Building, Grand Rapids, Mich.

A Splendid Record

The Hiawatha Phonograph Co., with factory at Geneva, Ill., and offices in the Republic Building, this city, has run continuously since 1916, closing down its plant only a week to ten days each year for the purpose of taking inventory. During the most trying period of this year the Hiawatha business proceeded along its usual way, and General Manager Moynihan says that it has been clearly demonstrated that a quality article will overcome the most adverse

conditions. Right now Hiawatha business is increasing and Mr. Moynihan and his associates feel that at the close of the present year they will be able to point to a great record of achievement.

Productive Mailing Lists
Compiled by the Man Who Knows How

You want your trade mailing list to be the best it can be—of course. A poor list—incomplete, inaccurate and badly arranged—means constant trouble, loss of business and heavy expense.

It has been my observation, after years of experience and exhaustive study, that a large majority of mailing lists in use are less than 60 per cent efficient—which means enormous waste.

I HAVE NOTHING "CANNED" OR "READY MADE" TO SELL, BUT I SPECIALIZE IN COMPILING AND ARRANGING TRADE MAILING LISTS AS NEARLY 100 PER CENT EFFICIENT AS SUCH LISTS CAN BE MADE.

Let me know what territory you wish to cover and I will build you a real business-getting, time-saving, waste-preventing list adapted to your particular business that will add an invaluable asset to your selling equipment.

Get my proposition before making another mailing—it will surprise you.

DORCHESTER MAPES

10314 So. Hamilton Avenue, Chicago

Melody Portable Phonograph

Equipped With

Double Spring Motor

Blood Tone Arm and Reproducer

Removable Tone Arm and Winding Key

Durably Constructed. Mahogany Water-proof Finish. Brass Trimmings. Carries 10 Records. Wonderful Tone—equal to that of a \$200 machine. Plays all records—soft, medium or loud as desired. Portable—Weights only 18 pounds.

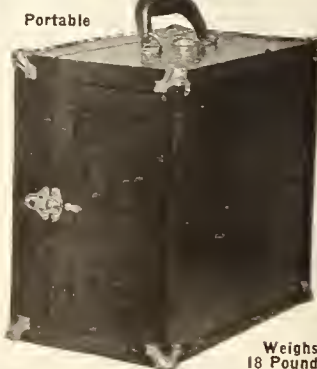
PROMPT DELIVERY

Here's a Winner for You!

Write for Sample and Terms Today.



Size 8x13x15



Portable

Weights 18 Pounds

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.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

BENSON ORCHESTRA PLAYING AT MARIGOLD GARDENS

Famous Chicago Organization Winning Success at Popular Resort—What Edgar A. Benson Has Accomplished in Orchestra Work During a Quarter of a Century

CHICAGO, ILL., November 9.—The Benson Orchestra, which is recording exclusively for the Victor record library, has been achieving phenomenal success at Chicago's popular amusement place, "Marigold Gardens." This orchestra is recognized as one of the foremost musical organizations of its kind in the country, and Victor deal-

mand, it is not difficult to understand why the Benson Orchestra of Chicago, which is selected from the many Benson dance orchestras, is pleasing not only the people of Chicago but the music and dance lovers of the whole country through the medium of Victor records.

The recording orchestra was formed some time



The Famous Benson Orchestra of Chicago

ers everywhere, particularly in the Middle West, are featuring to excellent advantage the fact that Benson's Orchestra records for the Victor library exclusively.

Twenty-five years ago Edgar A. Benson began organizing orchestras and other musical combinations for the entertainment of Chicagoans. Now, with hundreds of musicians at his com-

ago from members of various Benson musical organizations, among them being nine organized brass bands, five symphony orchestras, thirty organized dance orchestras, six jazz bands and ten novelty orchestras. Each man is the best Mr. Benson could procure—a man of originality, individuality and exceptional ability.

In selecting Roy Bargy, pianist, as director,

Mr. Benson has injected the touch of real talent which makes the orchestra perfectly balanced.

Among the members of this orchestra are found such experienced musicians as Arthur Layfield, drums, who has been with the Symphony Orchestra of the Chicago Grand Opera Co. for the past four seasons; Rick Adkins, cornet, and Guy Cary, trombone, for many years in the highest class vaudeville; Albert Walthall, violin, who wrote the music of the "Sultan of Sulu," to which George Ade wrote the lyrics; Mathew Amaturo, saxophone, for many years one of Chicago's most brilliant saxophone players and for two years with the Six Brown Brothers; and Joseph Baun, violin, Marvin Thatthcr, saxophone, Joe Mueller, banjo, and William Foeste, bass and bass saxophone, who have been with various Benson entertainers for from five to fifteen years.

Benson dance orchestras are playing regularly at the following Chicago hotels: Drake, Sherman, Sisson, Chicago Beach, Edgewater Beach, Blackstone, Morrison, Del Prado, Sheridan Plaza, Sovereign, La Salle, Auditorium, Cooper Carlton, Randolph, Great Northern, Congress, Ambassador, Stratford, Hyde Park and Virginia.

Clubs: Chicago Athletic Club, South Shore Country Club, Evanston Golf Club, Lake Shore Club, Illinois Athletic Club, Standard Club, Midlothian Country Club, Chicago Club, Union League Club, Saddle & Cycle Club, Ravisloe Country Club, University Club, Casino Club, Ontwensia Country Club, Glenview Country Club and Chicago Lincoln Club.

Miscellaneous: Senate Theatre, Rainbo Gardens, Marigold Gardens, Stevens Restaurant, LaSalle Hotel Roof Garden, boats of the Goodrich Steamship Co., Detroit Athletic Club, Detroit, Mich.; Cleveland Yacht Club and Carlton Terrace, Cleveland, O., and Brandeis Café, Omaha, Neb.

The Melodia Phonograph Co., of Chicago, has increased its capital stock from \$20,000 to \$40,000.



STERLING

Reproducer with Edison Attachment

PLAYS ALL RECORDS



Write for New Prices on Sterling Tone Arms and Reproducers.

Sterling Devices Co.

Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-Set Automatic Stop, the Sterling No. 41 Ball-bearing Tone Arm, and the Sterling Reproducer fitted with Edison, Victor, or Columbia attachments.

534 Lake Shore Drive

Chicago, Illinois.

Just as the Proof of the Pudding Is in the Eating so the Proof of the Sterling Is in the Playing

The Sterling plays all records.

It is operated and entirely controlled by the lever same as the Edison.

The Sterling looks as though it were a part of the machine and not an attachment.

The Sterling Reproducer never needs be touched except to change the needle or to adjust from lateral to hill and dale and vice versa.

The Edison machine automatically moves the reproducer 150 threads to the inch and sufficient free motion is allowed by the Sterling for the difference between 150 and 80 threads. Upon the completion of the record, when the lever is operated to release the reproducer from the record, the reproducer automatically returns to its original or starting position.

The Sterling is the only reproducer that absolutely synchronizes when playing both hill and dale and lateral records.

BUSINESS IN MILWAUKEE SHOWS INCREASING ACTIVITY

Demand for Machines and Records Steadily Expanding—Dealers Placing Larger Orders and Tendency Now Is for a Shortage of Machines Around the Holidays—The Situation Reviewed

MILWAUKEE, Wis., November 5.—Business in musical instruments generally, and talking machines particularly, has made such good progress since the middle of October that earlier hopes for an active and profitable holiday season are now more substantially grounded than a month ago. In November, so far, the call for instruments has been especially good, compared with the last six or eight months, while the demand for records is exceeding expectations. Record trade has been good right along so its present active state is no surprise, but the manner in which machines have been selling in the last few weeks is notable. Ordinarily this is not the most active season for instrument merchandising, so the surprise is even greater.

The wholesale and manufacturing trade here finds a good deal of satisfaction in the attitude of the retail trade throughout Wisconsin and

upper Michigan, which usually is the territorial unit under their jurisdiction. Merchants have begun to anticipate their holiday needs in a broader way than a year ago and a fair movement of stocks from jobbers' floors is already under way. Dealers apparently have been waiting for signs of holiday activity before committing themselves and, now that it seems pretty well established that November and December trade is going to be active, they are coming into the market.

Dealers Stopping Hand-to-mouth Policy

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, said that, while Victor dealers in the State and upper peninsular territory have been placing some good orders for the last three or four months, it is only in recent weeks that the real demand for the holiday trade has opened up actively. The de-

mand is much better than a year ago and promises to be well sustained until early January. Stocks in the hands of retailers are unusually light, but the trade is rapidly getting away from the hand-to-mouth buying policy of the past and is more inclined to order ahead because dealers see good business ahead and do not want to get caught short when the holiday call becomes lively.

"Business in Brunswick records has kept up so well and is increasing so rapidly that we no longer regard this as a feature," said Thomas I. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co. "It is the way Brunswick phonographs are selling that makes us feel better every day. The console, as well as cabinet, styles are moving well and we are accumulating holiday orders faster than we can make deliveries. I am inclined to believe that we are going to have the best holiday season since the Brunswick line first was placed on the market in this territory."

Reports Excellent Edison Business
The Phonograph Co., Edison distributor, re-

Two New Period Models Added to Player-Tone Line



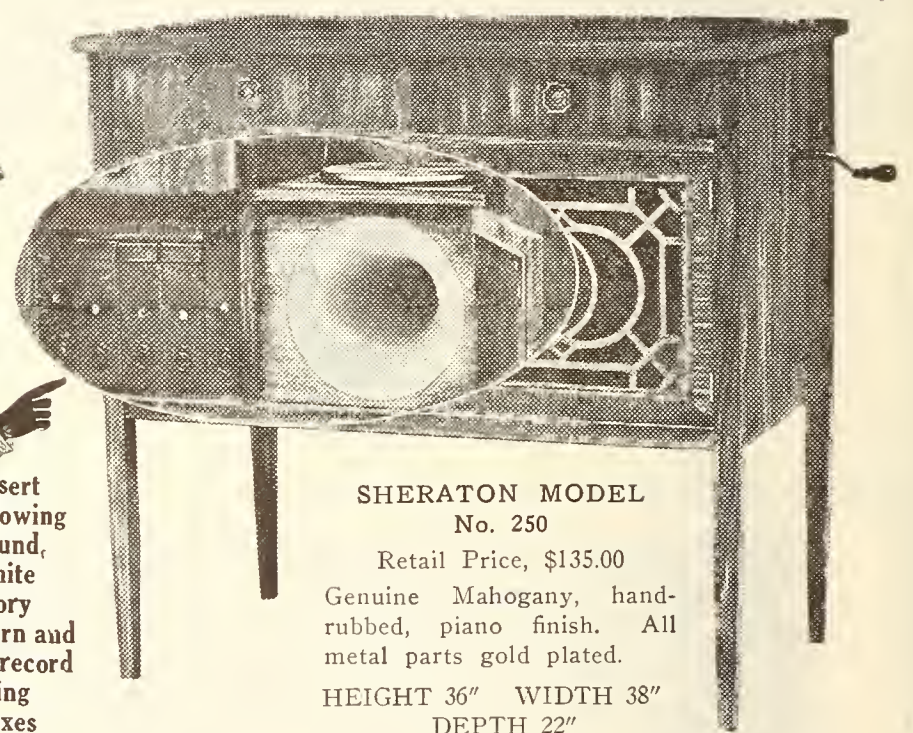
QUEEN ANNE MODEL
No. 300

Retail Price, \$150.00

Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.

HEIGHT 36" WIDTH 38"
DEPTH 22"

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 36" WIDTH 38"
DEPTH 22"



HEIGHT, 51½"
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.

ports an excellent business on an early holiday season basis and looks for one of the best December sales months in its history.

Increase Dalion Production

The Milwaukee Talking Machine Mfg. Co., manufacturing the Dalion, has made further enlargement of its production program for the last quarter in order to meet the demands from its trade in all sections of the country. The Auto-File, a distinct feature of the Dalion, has come to be appreciated to such an extent by owners that a great many sales are attributable to word-of-mouth commendation, due to the unusual convenience of this method of keeping records in good shape and at hand.

Displays at Local Exposition

The Yahr & Lange Drug Co., exclusive distributor of the Sonora, earned much favorable comment in the dealer trade, as well as among the people, for its vigorous promotion work at the third annual Food, Household and Electrical Exposition at the Milwaukee Auditorium, October 25 to 31. Co-operating with local dealers, the Yahr Co. staged numerous exhibits of great beauty and charm. It also co-operated with the General Phonograph Corp., of New York, in pushing the Okeh record, for which the Yahr-Lange musical merchandise division is the territorial distributor.

Larger Bradford Business

The J. B. Bradford Piano Co. is meeting with excellent success in merchandising the Aeolian-Vocalion instruments and Vocalion records. It also handles the Sonora and Victor lines and both stores have exceeded all past records for volume in the talking machine departments in recent months.

Pushing the Kimball and Okeh Lines

The Lyric Music Co., 88 Wisconsin street, is pushing the Kimball phonograph and the Okeh record and its unusual window displays, featuring the two lines, continue to arouse a great deal of interest and are building up a sales volume of surprising proportions.

Install New Demonstrating Booths

Charles J. Orth, Inc., 504 Grand avenue, has recently installed several new demonstrating booths, in order to take care of its growing patronage. The Orth house is now featuring the Brunswick in a retail way locally. In selling Brunswick records Orth's has gained an enviable reputation. Every record comes to the customer in a sealed package with the legend that this insures its never having been played, and this feature is making a distinct "hit" in the consumer trade. An unusually artistic showing of Brunswick console styles was made recently at the Hotel Astor during the annual Fall Fashion Show.

Handling the Pathé in Green Bay

The Green Bay Hardware Co., Green Bay, Wis., has recently been appointed district representative of the Pathé line and announced the new connection in large advertisements which featured its well-known slogan, "We can't sell all lines, so we handle only the best." The Actuelle feature of the Pathé is being stressed in all literature.

Wind Up Affairs of J. H. Ellis

The affairs of J. H. Ellis, formerly manufacturing the Ellis reproducer in this city, were wound up recently. Mr. Ellis filed a voluntary petition in July, scheduling liabilities at \$19,936.63 and claiming assets of \$231.85, with exemptions of \$110. Most of the creditors are noteholders. Oscar Schwemer, trustee, in his final report,



Superior Universal Reproducer on the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepaid to Dealer, \$4.75 Nickel—\$6.25 Gold
Retail Prices, \$7.50 Nickel—\$10.00 Gold
Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

showed receipts of \$111.47, all of which was disbursed in expenses, attorney's fees and other costs, so that creditors receive nothing from the proceeds of the sale.

Columbia Activities

Columbia records continue to make new high-water marks for volume of business, according to Robert H. Walley, representing the Chicago branch of the Columbia in Milwaukee and eastern Wisconsin. The Grafonola, likewise, is making excellent headway, due to the good work which has been done in educating the retail sales organization in this territory and the stimulation given the dealers.

Branch Factory for Lampagraph

The American National Mfg. Co., of St. Louis, a large maker of combination parlor lamps and phonographs, has recently purchased the foundry and machine shops of Slater & Tuck, at Beloit, Wis., for \$60,000 and will use it for a branch plant. The "Lampagraph" will be featured in a bigger and broader campaign than heretofore since a much greater production has thus been effected. Martin Wiegand is manager of the new Beloit plant.

After Fake Sales and Advertising

The Better Business Bureau of the Milwaukee Association of Commerce, which is under the vigorous direction of Oscar H. Morris, member of the State Senate of Wisconsin, reported, in a special bulletin, a few days ago: "Strenuous efforts are being made to prohibit 'fake' talking machine advertisements. Stores and manufacturers are complaining that 'gyp' artists are using private homes and downtown offices to get rid of instruments, some of which are misrepresented in the advertising. The police and the newspapers are co-operating with this Bureau to prevent such practices."

Helping to Boost Mitchell Street

Mitchell street, the "Grand avenue" of Milwaukee's south side district, is to be given a new and higher dignity and its business houses projected prominently into view through a campaign inaugurated by the Mitchell Street Business Men's Association, which includes a great many dealers in talking machines and other musical instruments. Among others are the J. B. Bradford Piano Co., Kunzelman-Esser Co., Edward Schuster & Co.'s south side department store,

Peter F. Piasecki & Co., and numerous others. Joseph T. Esser is president. One of the plans under way is to adorn all highways leading into the south side with signboards boosting Mitchell street as a trade center.

NEW CABINET COMPANY CHARTERED

United Cabinet Co., Chicago, to Make and Deal in Pianos, Talking Machines and Cabinets

CHICAGO, ILL., November 8.—The United Cabinet Co. has been incorporated here with capital stock of \$50,000, to engage in manufacturing and dealing in pianos, talking machines and cabinets. The incorporators are Nicholas Keaslering, John Lay and Carl Knittle. The factory of the company will be at 780 Milwaukee avenue. Carl Knittle, one of the incorporators, is a high-grade cabinet man and woodworker, and was for years with the Knittle Co. in Quincy. The others are also skilled mechanics prominent in this city.

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

Free—Individual advertising "helps" constitute but a part of the "Badger Service"

Badger Talking Machine Co.

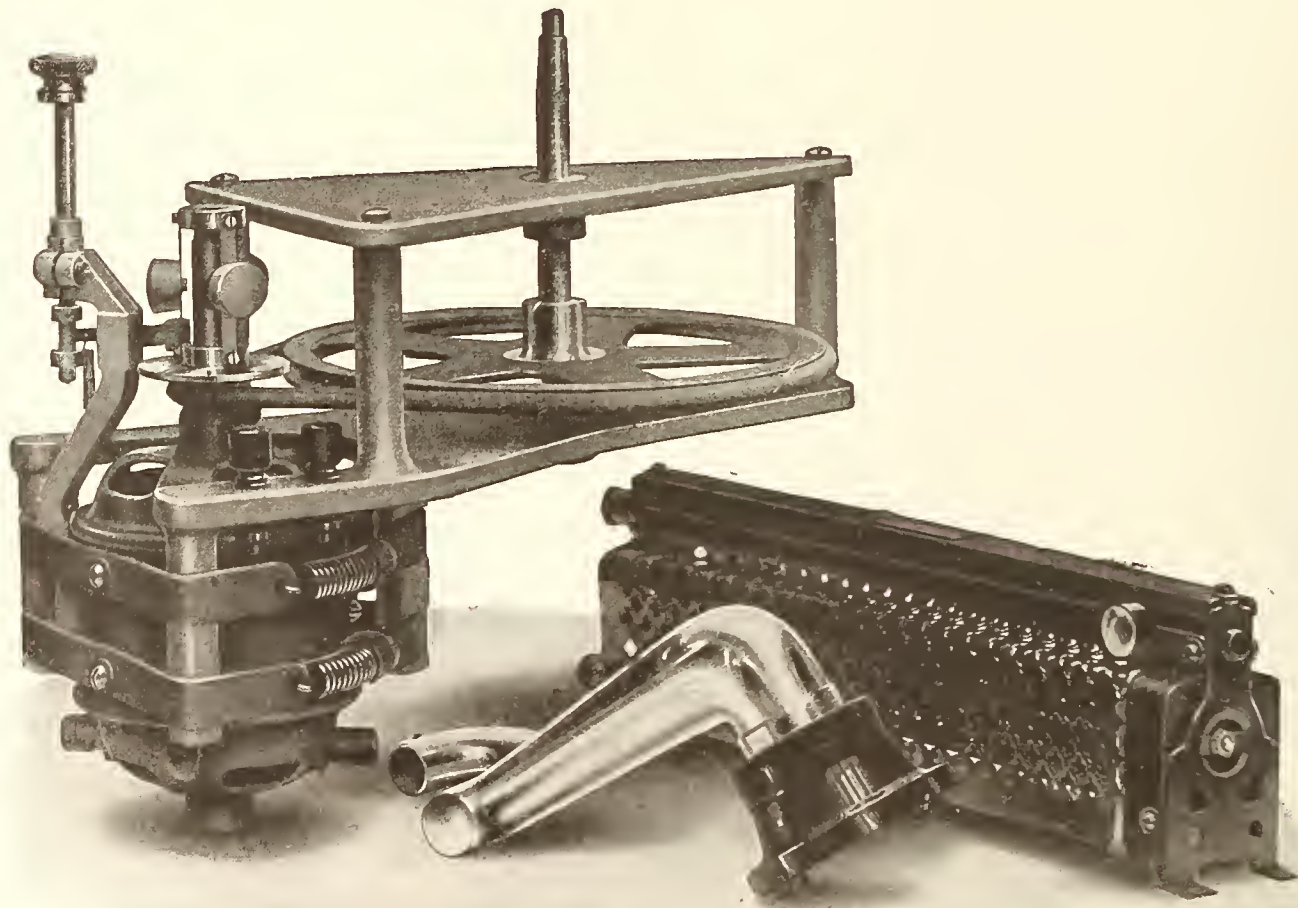
Victor Distributors for
Wisconsin and Upper Michigan

135—2nd Street

Milwaukee, Wis.

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

The bluest blues Marion Harris ever put over are "The Memphis Blues" and "Beale Street Blues." Your customers will play them fast and frequent—and their friends won't rest till they get the record, too. A-3474.



Columbia Graphophone Co.
NEW YORK

JOBBER'S ASSOCIATION COMMITTEES

President Buehn Announces Personnel of Committees to Act During Current Year

Louis Buehn, president of the National Association of Talking Machine Jobbers, has just announced his appointments of committees to serve that organization during the coming year, the appointments being as follows:

Arrangement committee: Thomas F. Green, chairman; Floyd Spencer, Fred P. Oliver, Albert Weymann and Victor Moody.

Legislative committee: J. N. Blackman, chairman; L. C. Wiswell and E. H. Droop.



Thos. F. Green, Chairman, Arrangement Com.

Membership committee: W. F. Davison, chairman; John Elliott Clark and E. W. Rewbridge.

Press Committee: Dan Creed, chairman; Fred P. Oliver and T. W. Barnhill.

Resolution and referendum committee: French Nestor, chairman; W. P. Dierks and Fred Putnam.

Traffic committee: E. C. Rauth, chairman; W. H. Reynolds and Charles North.

Golf committee: J. C. Roush, chairman.

CHAMBERLAIN BOOKS MANY ORDERS

BOSTON, MASS., November 7.—A. W. Chamberlain, factory representative for New England, with headquarters at 26 Broad street, is finding an increasing call for his line of specialties, which include record albums as manufactured by the New York Album & Card Co., delivery record envelopes as made by the Record Envelope Factory of Rumford, Me.; also record cabinets as made by Schloss Bros., of New York. Mr. Chamberlain is spending considerable time in the New England territory just now and orders for a good Fall business are accumulating fast, he says.

VICTORITES HONOR WHITEMAN

Nearly 200 New York Wholesalers and Dealers Make Up Theatre Party at the Palace as Tribute to Paul Whiteman and His Orchestra

Nearly 200 Victor wholesalers and dealers of New York and vicinity, with members of their staffs, attended the performance at the Palace Theatre on Friday evening, October 27, in honor of Paul Whiteman and his Palais Royal Orchestra, who are just completing their fourth consecutive week at that leading vaudeville playhouse.

Through the efforts of Hugh C. Ernst, sales manager of the New York Talking Machine Co., several of the boxes and a number of front orchestra chairs were filled with Victor enthusiasts, who thoroughly enjoyed the preliminary show, but saved a big welcome and applause for Whiteman and his men when they appeared, at about 10:30.

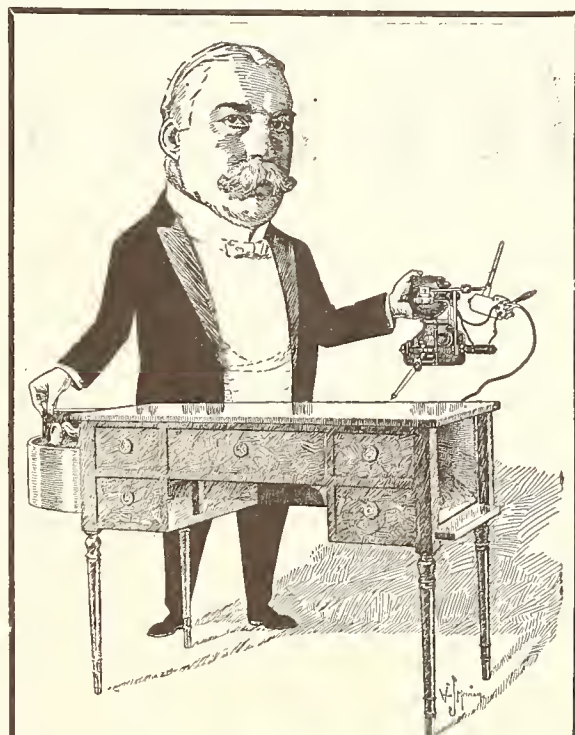
The orchestra rendered its regular program, typically Whiteman, and after an encore or so the curtain was dropped. The audience would not accept the finish, however, and finally forced the raising of the curtain and still another encore from the orchestra. As a last desperate effort, to enable the show to proceed, Whiteman himself stepped out before the drop and thanked his friends, and particularly the "Victor people," for the very enthusiastic reception. He called it a speech and thus made good on a promise he had made to Mr. Ernst early in the week. Whiteman also took occasion to announce that he had been booked for the following week, making the fifth week of his engagement at the Palace—a most unusual record.

After the show a goodly number of the talking machine men and their ladies, who still hungered for the Whiteman melodies, adjourned to the Palais Royal and spent several hours in enjoyment of the entertainment provided at that Broadway resort. It was a big night from every point of view.

CARDINAL PHONOGRAPH CO. MOVES

General Sales Headquarters Moved From Zanesville to Cincinnati—F. F. Dawson, of the Sterling Roll & Record Co., in Charge

CINCINNATI, O., November 3.—The Cardinal Phonograph Co., of Newark and Zanesville, O., has transferred its general sales headquarters from Zanesville, O., to this city, where offices have been opened at 137 West Fourth street. These offices are under the excellent supervision of F. F. Dawson, president of the Sterling Roll & Record Co., who was formerly branch manager of the Columbia Graphophone Co. It is announced that Mr. Dawson will continue his direction of the Sterling Roll & Record Co., of this city and Pittsburgh. Mr. Dawson is well known and liked throughout the trade in his territory. The arrangements were concluded between F. F. Dawson and George Hayden, president, and George Hayden, Jr., secretary and treasurer, of the Cardinal Phonograph Co.



We Challenge Comparison

Exclusive Patented Features, Attractive Library Table and Phonograph Combined.

The exquisite tone of this new patented Clayola Phonograph distinguishes it from all other phonographs.

The foundation of artistic worth in a phonograph is mechanical excellence. Painstaking care to secure perfection in every detail of construction. The most artistic, the most useful of all phonographs. We have added to the cost of this table money which might have been added to our profits.

My idea of introducing the new style Clayola is not to make the most profit but to make the best phonograph.

We are more than sure of your approval of the exclusive patented features of major importance, features other phonographs do not have.

We can furnish these library table machines in the William and Mary period if you desire.

Attractive prices to dealers forwarded on application.

THE PHONOMOTOR

The standard electric phonograph motor for seven years. Universal motor, A. C. or D. C. current, 110 volts, with current consumption of less than a twenty watt lamp. Automatic stop.

Always true to pitch. Silent, durable and dependable. Write for our new prices.

GEO. CLAY COX

Manufacturer

Offices: 73 State St.
ROCHESTER, N. Y.

BIG HOLIDAY TRADE EXPECTED BY DEALERS IN BUFFALO

Every Indication Points to This Conclusion—Talking Machine Men Attend Festival at Sharon—Association Banquet November 16—New Stores and Changes—Trade Situation Analyzed

BUFFALO, N. Y., November 9.—A good holiday business is anticipated by Buffalo talking machine men. All signs point toward it, they say. The way trade has picked up recently fills them with optimism over the future. Throughout the Fall business conditions in Buffalo have been steadily improving. The volume of sales has constantly been on the up-grade. The employment situation here is very much improved, and the chances are that it will be still better as Christmastime draws near. Big plants are increasing their forces in large numbers. Dealers report that collections are better and that the demand for records has picked up. C. N. Andrews reported large advance orders for Victor records of various popular numbers, including "Ma," "Wabash Blues," "My Sunny Tennessee," "Tuck Me to Sleep in My Old 'Tucky Home" and "Second-hand Rose." The Columbia branch here tells of

big sales of "Sunny Tennessee," "Ma," "Say It With Music" and "All by Myself," Ted Lewis' rendering of the last-named making an especial hit. The Brunswick dealers state that there is a strong demand for "Wabash Blues" and "Ma."

Victor dealers here report a big demand for the new "300" type of machine. They state that they are not able to supply this style fast enough, so strong is this demand.

The manager of the local Brunswick branch informs *The World* that the three new console types are proving very popular in Buffalo.

An interesting music festival was held the week of November 7 at the store of W. C. De Forest & Sons, Sharon, Pa. This is the third festival of this kind, an annual affair, which has been held at the store. There were special days for various nearby cities in which the concern has stores—Warren, Sharon and Greenville, Pa., and Niles,

O. Managers of the stores in these towns brought large delegations to the festival on these days. Some splendid Victrola concerts were among the features of the week. Mr. and Mrs. C. N. Andrews and C. M. Logan, traveling representative of the Victor Co., were visitors at this festival.

The Kurtzmann music store, now located at Main and Goodell streets, will be moved into the Pierce Building as soon as that structure, now being erected, is completed. The new store will be a spacious one and much attention will be devoted to making it one of the finest talking machine departments in the city. This move gives the store a location further downtown. The Pierce Building is located in Main street, near Chippewa street, in a rapidly developing section.

The Buffalo Talking Machine Dealers' Association will hold a banquet November 16 at the Ellicott Club. Final preparations are being made to have the dinner a monumental success and a large attendance is expected. At this dinner the name of the organization will be changed to the Victor Talking Machine Dealers' Association of Western New York.

Another of the Landau music stores has been opened at Pittston, Pa. This is one of the finest stores in that section of the country. It is an exclusive Victor store. There are a large number of record booths.

Charles Heinike, manager of the Victrola department of Denton, Cottier & Daniels, has been passing out cigars and receiving congratulations from his many friends. He is the proud father of a fine young son, his second.

George F. Crossmire, of the Kane Furniture Co., of Kane, Pa., well known also as a talking machine dealer, died recently. He had been ill for about two years. He had many friends in the trade.

The Stramburg Music House, at Jamestown, is being remodeled and enlarged. Elwin Glantz, formerly of Danielson's Music House, at Jamestown, will have charge of the Victrola department.

Robert Porter, field sales manager of the Columbia Graphophone Co., was the principal speaker at an interesting sales conference, which was held at the Columbia branch in this city on November 1.

When Mary Garden and Geraldine Farrar visited Buffalo recently many of the dealers found new business by featuring their records. A Columbia artist, Cyrena Van Gordon, was among those here during the week of the American Music Festival, which was held October 3-8. Fritz Zimmerman, Swiss yodler, another Columbia artist, has been giving a number of concerts in the Buffalo territory recently.

With the assistance of one of the company's educational representatives and Assistant Manager Peace, a Buffalo Columbia dealer was successful in securing a contract to place a good-sized number of Pushmobiles and Grafonolas in the Buffalo public schools for educational purposes.

William Spalding & Co., Columbia dealers at Syracuse, have just completed the remodeling of their store, which includes a complete and up-to-the-minute Van Veen installation of hearing rooms and equipment.

AT AMERICAN LEGION CONVENTION

PHILADELPHIA, PA., November 3.—L. Hammond Crabtree, assistant sales manager of the diaphragm department of the International Mica Co., of this city, attended the convention of the American Legion at Kansas City, Mo., held during the early part of this month. At the close of the convention Mr. Crabtree went to Chicago and worked his way back to headquarters in this city, calling upon the Middle Western talking machine manufacturers, and others, en route. Mr. Crabtree is taking up with the various manufacturers their requirements for 1922, in order that his company may know exactly how to approximate next year's possibilities in advance on account of importation from India.

If your nose is on the grindstone of your own business it isn't in other folks', anyhow.

It's not too late—

Last minute orders on Bubble Books get express service!

Dealers whose stocks have run low—dealers who haven't a Bubble Book in the house—can order now and have a complete selling display for the buying weeks.

BUBBLE BOOKS "that Sing"

nationally advertised—well made—a new low price. 3 big features, colored pictures, fairy stories and 3 phonograph records which sing the songs in the books.

Your order today means a big Christmas sale that will continue throughout the year.

"When You Sell One You Sell A Habit."

Order now.

HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street

New York

TRADE OPTIMISTIC IN CANTON, O.

**Opening of Steel Plants Helps Sales Campaign
—Rhines Edison Shop Opens—Need of Association Activity—Some Interesting Reports**

CANTON, O., November 4.—With the steel industry decidedly on the up grade, there is a better tone in business and more confidence among music dealers of this and nearby towns. Steel plants in the Canton-Massillon district, with but few exceptions, are humming again and hundreds of the unemployed are being absorbed. Money is becoming freer and merchants in downtown Canton say business as a whole looks brighter. Music dealers, like merchants of other lines, believe normalcy is near and that the depression is gone for good.

Right at this time few dealers can definitely say just how they will be fixed for Spring, but the majority of the leading stores are planning to purchase more liberally than a year ago, claiming that the business is in sight and that they were perfectly willing now to tie up capital, since there is a change to realize from it.

Invasion of the Cleveland avenue Northwest retailing center this week by the Rhines Edison Shop is one of the most important developments in the music industry locally. This shop, while small, is one of the most attractive in the city. It is the first in Cleveland avenue, but according to information available at this writing there will be others soon, as the North Market street rentals, where several of the old stores are located, are not being lowered as store proprietors have requested, and several are contemplating moving to Cleveland avenue as soon as store quarters are available.

C. M. Alford, head of the Alford-Fryar Piano Co., which firm sells perhaps more talking machines than any other piano shop in the city, reports that he is unable to get a sufficient number of Cheney talking machines. His books show at least a score of sales that have been made, but the machines to date have not been

forthcoming. Mr. Alford says the talking machine business is spirited and that record sales are holding up well. Collections are slow in many instances, but with industrial conditions gradually improving he looks for betterment in this respect in months to come.

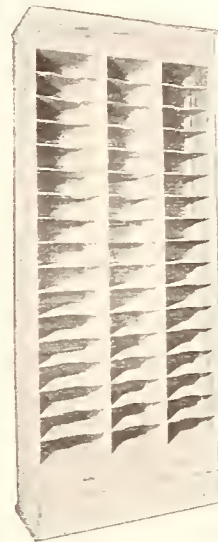
The revival of the Canton Music Trades Association is looked for in the near future. S. S. VanFossen, of the VanFossen-Smilely Piano Co., says that there has never been a time when the co-operation of the music dealer was more needed than at present. He says if some of the other dealers do not soon start something he will take the initiative in reorganizing the association of music men in Canton. Mr. VanFossen was prominently identified with the Akron Music Trade Association prior to his coming to Canton from Akron. "It is the only way to keep in touch with the music trade situation locally, and the exchange of ideas and the good fellowship obtained from the meetings will do more toward making the music trades fraternity progressive than any other one thing of which I know," said Mr. VanFossen.

The D. W. Lerch Piano Co. is now featuring Brunswick records, a line which formerly was carried by the Canton Phonograph Shop, in Market avenue South, which was owned by George C. Wille. The Lerch Co., which also specializes in Columbia and Vocalion records, reports sales very good for October and that indications point to better sales in this department in November, as there are more real hits among November record lists.

"The dealer who does a satisfactory talking machine business at this season of the year must have a hustling sales organization," says George C. Wille, head of the George C. Wille Co. "What business is available must be gotten through the efforts of the salesmen and this means that a live organization is essential if the house is to benefit." Collections are better this month, Mr. Wille says, and, while he believes there will be a decided change in the trend of business later in the Winter he feels that Novem-

A RECORD RACK

Particularly for [] **DEALERS IN WARM CLIMATES**



Vertical racks cause warped records.

Warped records are a dead loss.

This handsome horizontal rack holds 400 twelve inch, and 800 ten inch records, in addition to drawer space, occupies an area only 1 foot by 3

feet, 8 feet high, solid dustproof back, enamel or mahogany finish; ready for shipment; write for price.

VAN VEEN & COMPANY

Hearing Rooms, Record Racks and Counters

47 West 34th Street, New York City
1711 Chestnut St., Philadelphia, Pa.

ber will be a better month. He reports business with his Massillon, O., store continues to be very satisfactory.

A great many salesmen seem to be quite voluble in the way of ideas, but, strange to say, they do not always put them in practice in the stores where they are employed. We wonder why!

A Quality Record—Made for Quick Sales



SOME OF THE NEW RELEASES

- "Song of Love"
- "Salomay"
- "Wabash Blues"
- "Everybody Step"
- "I Want My Mammy"
- "Birds of a Feather"
- "I Got the Red, White and Blues"
- "April Flowers"
- "That's How I Believe in You"

Popular hits mean sales—continued sales where the record is one of quality. Clarion gives you the latest songs at once—you cash in regularly with every release because it is a record giving your customers satisfaction.

Build up a steady record trade by arranging now for a Clarion agency. We will be pleased to show you how.

*Clarion Offers Immediate Deliveries.
Jobbers and Dealers, Write.*

CLARION RECORD COMPANY

56 BLEECKER STREET

NEW YORK CITY

COLUMBIA ADVERTISING CONTEST

Columbia Graphophone Co. Announces Unique Contest for Columbia Dealers—Prizes Will Be Awarded for Most Effective Advertisements

The Columbia Graphophone Co. has just announced a dealers' advertising contest that is one of the most unique and interesting contests introduced in the talking machine trade for some time past. The contest, which started on November 1 and will run until December 1, is open to every Columbia dealer in the United States. The provisions of the plan state that all advertisements entered in the contest must be exclusively Columbia and must carry the Columbia trademark. In order to enter this advertising contest a dealer must place in his local paper at least four advertisements during the month of November 1 to December 1.

Every advertisement of any size which any Columbia dealer places in any paper in the United States as part of such a four-or-more advertising campaigns between November 1 and December 1 is eligible for one of the prizes. In order to enter his advertising in this contest a dealer must tear out the complete pages containing each advertisement in the month's campaign and mail them all to the advertising contest committee of the Columbia Graphophone Co. at the Gotham National Bank Building, New York.

These advertisements must be received on or before Wednesday, December 7, and the advertisements should not be torn or clipped from the newspaper page, as only complete pages showing the advertisements will be accepted as entries. The advertisements entered in the contest will be judged by one point only and that is "selling punch." The judges of the contest will be Frank E. Fehlman, president of the Advertising Club of New York; James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, and V. Burnett, associate editor of Advertising and Selling.

The prizes to be awarded in this contest are

BE PREPARED for the HOLIDAY RUSH

A good, serviceable table machine at a moderate price is the greatest value on the market today.

Our "Fulton" Model 35 Phonograph is just what you have been looking for.

Lower Than Pre-War Prices

Samples now \$13.50, Three or more \$12.50



Highest grade domestic steel needles at 30c per M. Discount in large quantities.

Phonograph records, accessories and repair parts for all makes at lowest prices. Ask for catalog on our Floor Cabinet machines.

Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn

SEND in your order today and make sure of immediate deliveries before the big Christmas rush starts.

Terms: Cash or deposit with order, balance C. O. D.

FULTON TALKING MACHINE CO.

253 Third Avenue,

New York

as follows: First prize, free advertising space in the winning Columbia dealers' local newspapers totaling six times the space of the winning advertisement. This space must be used between December 14 and December 25, 1921. Second prize: free advertising space totaling five times the space of the winning advertisement; third prize: free advertising space totaling four times the space of the winning advertisement; fourth prize: free advertising space totaling three times the space of the winning advertisement; fifth prize: free advertising space totaling twice the space of the winning advertisement; sixth prize: free advertising space totaling the same size as the winning advertisement.

The names of the winning dealers and the newspapers in which the winning advertisements appeared will be announced on Friday, December 9. Notification will immediately be sent to all prize-winners so as to give them ample opportunity to use the free advertising space they have won between December 14 and December 25.

The Columbia Graphophone reserves the right to use the prize-winning advertisement, with proper credit to the winners, in its monthly portfolio of advertising for Columbia dealers and its house organ, Columbia Record.

REORGANIZE EBERHARDT-HAYS CO.

Frank D. Hays Retires From Old Wichita Music House—Three Former Employes Buy Interest and Assume Executive Positions

WICHITA, KAN., November 1.—The interest of Frank D. Hays, of the Eberhardt-Hays Music Co., 132 North Main street, this city, the oldest concern in this vicinity, will be taken over in the near future by Carl Miltner, W. A. Forgey and W. W. Cunningham, all of whom have been with the company for a number of years.

Mr. Hays, who has been in the music business here for the past eighteen years as a member of the Eberhardt-Hays Music Co., is forced to give up the business on account of ill health, which makes it necessary for him to enter some enterprise where the greater part of his time will be spent outdoors.

Immediately following the retirement of Mr. Hays the business will be entirely reorganized. The name of the company will remain unchanged. Under the reorganization plan Mr. Eberhardt will continue as general manager. Mr. Cunningham, who is now in charge of the company's store in Winfield, Kan., will act in the capacity of assistant manager; Mr. Forgey will assume management of the Winfield store and Mr. Miltner will have charge of the sales and tuning and repair departments.

E. C. HOWARD IN OAKLAND

OAKLAND, CAL., November 10.—E. C. Howard, formerly with the Granby Phonograph Corp., of Norfolk, Va., arrived in this city to-day, where he plans to sojourn for a period with Mrs. Howard and daughter, Janet. Mr. Howard's future plans are as yet unsettled, but, after a brief rest in his native State, it is expected Mr. Howard will again place his remarkable organizing ability at the disposal of the industry.

Your mailing list is worthless until you sow the seeds of sales and cultivate follow-ups.

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.

GLEANINGS *from the* WORLD *of* MUSIC

DISTRIBUTORS' SERVICE FOR TALKING MACHINE DEALERS

Simplified Plans Arranged to Aid Talking Machine Dealers Operating or Intending to Operate Sheet Music Departments—Kronberg Offers Numerous Suggestions of Distinct Value

Various sheet music distributors in the country have recently arranged plans to give particular service to talking machine dealers operating or intending to operate sheet music departments. These are simplified plans which help to induce dealers to stock such goods which prove most inviting.

Several hundred dealers in the New York district, within the last eighteen months have equipped their stores with music racks for the display and sale of sheet music and in practically every instance they have found such goods a profitable adjunct to their business.

At the October meeting of the Talking Machine Men, Inc., the well-known organization of talking machine dealers of the metropolitan district, Sol Kronberg, of the Plaza Music Co., outlined a plan for opening such departments in a most simplified form and involving an investment of as low as \$100.

In his address Mr. Kronberg offered many reasons to show that the average talking machine store was the logical place for the sale of sheet music, which in no wise detracted from the exclusiveness of the establishment.

He made it very clear that with the present wholesale and retail prices there is a 25 to 30 per cent net profit on such goods—averaging 50 per cent on cost. This is, indeed, a substantial revenue when it is considered that such departments in no wise interfere with the sale of

other goods—require little or no attention—and with up-to-date music racks practically act as silent salesmen.

Among other things, he impressed the dealers with the advertising value which accrues to the store operating such racks, his argument being that sheet music is, after all, a magnet and, irrespective of the profits, which are quite substantial, has value to the dealer that can not be lightly overlooked. Mr. Kronberg further pointed out that the dealers conducting popular music departments in talking machine stores were doing so without increasing their overhead; for the music makes for larger business, requires little or no space and, being a cash business and a rapid turnover proposition with hits released at frequent periods, creates activity in any store.

One point of particular interest brought out in the discussion was the advisability of dealers who are located near theatres watching the current programs at the playhouses. This enables the dealer to arrange window displays of records and sheet music of selections that are being featured at the theatre each week, and thus encourage direct sales to members of the audience. By this method, too, it is possible frequently to move records and music that might otherwise remain on the shelves indefinitely.

There is some question regarding just how much the orchestras and vaudeville people contribute to the popularity and salability of rec-

ords, but it is the general opinion that the exploitation of the sheet music itself has a strong effect on record sales. Thus it seems logical for the talking machine dealer to turn to sheet music in his efforts to increase business.

Practically all dealers and distributors of sheet music, in encouraging talking machine dealers to open popular sheet music departments, make it a point to suggest the purchasing of such goods through a central source. Thus purchases from some thirty music publishers can be made by a single order and depleted stocks can be replenished, generally over night.

Among the leading music jobbers are: Plaza Music Co., New York; Crown Music Co., New York; F. J. A. Forster, Chicago; McKinley Music Co., Chicago; J. W. Jenkins' Sons Music Co., Kansas City, Mo.; Sherman, Clay & Co., San Francisco, Cal.

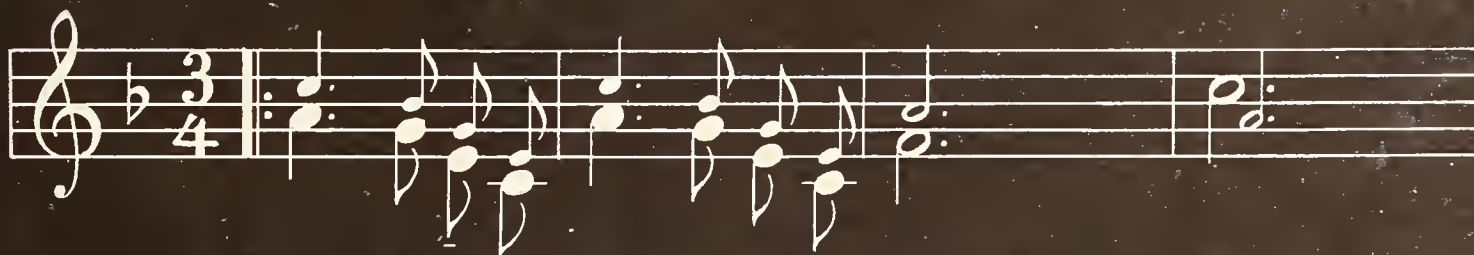
SONG HITS IN "UP IN THE CLOUDS"

New Musical Comedy Soon to Complete Tour and Make Broadway Debut

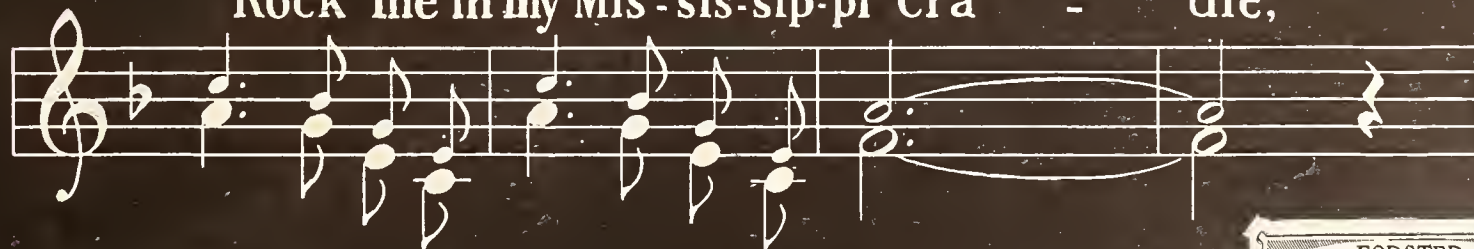
"Up in the Clouds" is the title of a new musical comedy produced by the Shuberts, which has played successful engagements in Chicago, Cincinnati, Indianapolis and Detroit. It is also to play engagements in Cleveland and Pittsburgh, shortly after which it will have its Broadway premiere. The leading songs of the show are "Up in the Clouds," "Happiness" and "I See Your Face in Every Nook and Corner." The Crown Music Co. is the sole selling agent for the music.

The Most Talked-About Song since "MISSOURI WALTZ"

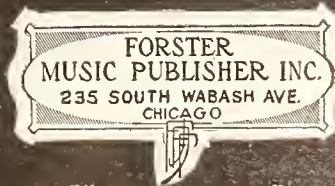
"MISSISSIPPI CRADLE"



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"

FOUR HITS from the GREATEST MUSICAL SHOW EVER PRODUCED
IRVING BERLIN'S "MUSIC BOX REVUE"

"SAY IT WITH MUSIC"

"THEY CALL IT DANCING"

"EVERYBODY STEP"

"THE SCHOOLHOUSE BLUES"

FOUR HITS FROM THIS SEASON'S MOST ACTIVE CATALOG

"BIRDS OF A FEATHER"

"SWEET COOKIE"

"TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME"

"WHEN THE SUN GOES DOWN"

IRVING BERLIN, Inc., 1607 Broadway, New York

TRUST FUND FROM RECORD SALES

Ethel Lee Buxton, Soprano, Evolves New and Clever Method for Raising Money for Benefit of the Veterans of the World War

KANSAS CITY, Mo., November 4.—A trust fund of \$100,000 for the benefit of disabled soldiers and the survivors of those who have died has been created by Ethel Lee Buxton, well-known soprano of this city. The fund, it is said, will be made up of the proceeds of the sale of Columbia phonograph records made in New York recently by Miss Buxton, the selections being "Leave It With Him," "Let's Have a Moment's Silence for the Boys Who Died for You" and "Can't You Hear Me Calling, Caroline?"

Miss Buxton sang and assisted in hospitals in France for over eighteen months and is said to have been the first woman to sing "The Star Spangled Banner" on the Rhine. She is a member of the William T. Fitzsimons Post of the American Legion, which has been made trustee of the fund, with Hugh F. Reilly, a local attorney, as chairman of the trustee committee. The records are to be sold for \$2, of which \$1.50 goes to the fund.

Paul Althouse, who is considered by some to be the foremost American tenor, is singing with success the Sam Fox Publishing Co.'s song, "I Love You More," the work of Dorothy Lee, composer of "One Fleeting Hour," and other ballads of the better class.

ORCHESTRA WINS CONTEST

Charles de Hart Orchestra Wins Atlantic City Contest, Using "Frankie"

Herewith is reproduced a photograph of the Charles de Hart orchestra which won this sea-



The Charles de Hart Orchestra son's contest held at Strickland's Million Dollar Pier, Atlantic City, N. J., in competition with a large number of orchestras. The prize cup shown in the photograph was won by playing

the successful fox-trot "Frankie," published by the Jack Snyder Music Co., New York City.

The Charles de Hart orchestra is composed of nine young men who have not as yet gained a national reputation, but with the success the organization has met with during the past season it bids fair to become quite prominent.

"SHIP O' DREAMS"

Concert Artists Using New Song From the Sam Fox Catalog With Success

"Ship o' Dreams," from the catalog of the Sam Fox Publishing Co., New York and Cleveland, O., has been received so well by concert artists everywhere that the publisher, in addition to the publicity already issued in behalf of the song, will inaugurate a special campaign during the coming months. This number, which appeared in the November releases of the Victor Talking Machine Co., a record by Merle Alcock, seems to be most favorable material for the better class artists.

People buy where they get courteous service.

THE COUNTRY'S QUICKEST "BLUES" HIT

EVERYWHERE IS HEARD THE

Ta De Da Da De Dum



Already obtainable for player-piano and any talking machine

Publishers **J. W. JENKINS SONS MUSIC CO., Kansas City, Mo.**
 Also Publishers of "12th Street Rag," "Sweet Love," "Colleen O'Mine"



TON RECORD SALE PROVES SUCCESS

Columbia Dealer in Florida Features "Nobody's Baby" to Advantage—Window Display Produces Results—A Successful Campaign

JACKSONVILLE, FLA., November 7.—The Forsythe Graphophone Hall, of this city, a successful retail establishment handling Columbia products, recently introduced a ton record sale, featuring "Nobody's Baby," which was a tremen-



Forsythe's Special Window

dous success. Through a fortunate coincidence a representative of Leo Feist, Inc., the well-known music publisher, was in Jacksonville during the sale, co-operating with Manager Fiske, of the Forsythe Hall, in making the sale a success. A piano player hired by the publisher's representative played the song day and night and a Magnavox placed on top of the piano added to the volume of the playing.

The window display was appropriate to a de-

gree, as in one part of the window a beautiful doll was seated on a large chair with a card announcing that she was "Nobody's Baby." At the right of the window was a baby carriage,



How Public Was Interested

with another doll gazing at the public, and a large tag identified this doll as "Nobody's Baby." The owners of the Forsythe Graphophone Hall were highly pleased with the results of the sale and heartily endorsed the idea as an advertising plan and effective business producer.

AD FEATURES "DANGEROUS BLUES"

The J. W. Jenkins' Sons Music Co., Kansas City, Mo., inserted early this month an advertisement in the New York Times, the copy of which featured the song and instrumental success, "Dangerous Blues." The Victor record of this song, made by the original Dixieland Jazz Band, was given special prominence and the Brunswick, Columbia, Okeh and Arto records, with descriptive material, were mentioned.

When in doubt, let the other fellow talk. He may tell the truth, y' know!

"THE ROSE GIRL" OPENS IN BOSTON

Musical Numbers Published by M. Witmark & Sons Prove Popular With Audiences

"The Rose Girl," the musical play which was quite a success at the Ambassador Theatre, New York, last season, recently had its first opening of the second season at the Wilbur Theatre, Boston, Mass., where it is scheduled for an extended run. This is the work of William Cary Duncan and Anselm Goetzl and has some musical numbers that are making a marked impression. These include "There Comes a Some Day," "Dear Little Rose Girl," "Down Where the Mortgages Grow" and "In the Heart of My Crimson Rose." This latter is from the pen of Shep Camp. The music of "The Rose Girl" is published by M. Witmark & Sons.

WRITES A NEW IRISH SONG

"Kitty O'Hare" is the title of a new Irish melody by Werner Janssen set to a characteristic lyric by Francis DeWitt. Mr. Janssen is very much in the limelight at the present time through his tuneful music in "Love Dreams," a Morosco production now running at the Apollo Theatre, New York. "Kitty O'Hare" is described as a musical Irish gem by Tom Burke, one of the foremost Irish singers, who is to program the number at his next Hippodrome concert. He has also recorded it for the Columbia Graphophone Co., which, it is understood, is going to release it as a special record. It is published by the Edward B. Marks Music Co., of New York.

THE YEAR'S CALENDER
 OF THE NEW HOUSE OF HITS
 One Every Month And Live Forever

JANUARY: LOVE IN LILAC TIME (INTERNATIONAL WALTZ HIT)
 FEBRUARY: PINING (FOX-TROT)
 MARCH: MOONBEAMS (NOVELTY FOX)
 APRIL: JAZZ ME BLUES (SENSATIONAL FOX-TROT SONG)
 MAY: IN A BABY'S HANDS (BALLAD)
 JUNE: WHO'LL BE THE NEXT ONE (TO CRY OVER YOU) (SENSATION BY WRITER OF DARDANELLA)
 JULY: SWIMMIN' HOLE (SUNG BY EVERY TORLINER)
 AUGUST: BABY FACE (JOE HOWARD'S FOX-TROT SONG HIT)
 SEPTEMBER: SAL-O-MAY (SALOME) (INTERNATIONAL FOX-TROT HIT)
 OCTOBER: DADDY YOUR MAMAS LONESOME FOR YOU (FOX-TROT SONG ALL TOP-LINERS)
 NOVEMBER: HONOLULU HONEY (\$5000. FRISCO HAWAIIAN PRIZE WINNER)
 DECEMBER: WAIT UNTIL YOU SEE ME SUNDAY (HETTY KING'S SENSATION-WINTER GARDEN)

SEND FOR LIST OF SIX RUDY WIEBOEFT SAXOPHONE SOLOS

EDW. B. MARKS MUSIC CO. 102-104 WEST 38TH ST. NEW YORK N.Y.

Every Number Released by Leading Record and Roll Companies or in Preparation

"PRESENTED BY THE ORIGINATOR"

FRANKIE

DON'T BE LED ASTRAY



FOX-TROT
WRITTEN and PUBLISHED BY
JACK SNYDER
1658 BROADWAY, NEW YORK



SINGLE, DOUBLE, QUARTETTE, & COMEDY VERSION, NOW READY

FEIST PRODUCTION NUMBERS

Leo Feist, Inc., Publishing the Scores of Many of the Season's Theatrical Successes

Among the musical shows of which Leo Feist, Inc., publishes the music, and which would seem to demonstrate that that firm is becoming one of the most active publishers of music for such shows, are: "Tangerine," now playing an indefinite engagement in New York, the principal songs of which are "Sweet Lady," "Isle of Tangerine," "Listen to Me" and "In Our Mountain Bower"; the "Broadway Whirl," which is now on the road, of which "Oh, Dearie!" "Caring" and "Black-eyed Susans" are published by Feist; "Love Dreams," which recently opened up at the Times Square Theatre, New York, the song numbers of which are "Love Dreams," "Lonesome Boy" and "The World Owes You This"; "Blossom Time," now playing a New York engagement, the feature numbers of which are "Song of Love," "Serenade" and "Only One Love Ever Fills the Heart"; "Lily Dale," which will shortly play a New York engagement, the principal songs being "Mother's Wedding Dress," "The Little White House" and "Saw Mill River Road." Feist also publishes the songs "Snow Flake," "When Dreams Come True" and "Three o'Clock in the Morning," from this season's "Greenwich Village Follies," as well as the songs "Why Don't You?" "I Want Love" and "Julie," from "Afgar," now on the road, and, of course, the music for the four road shows of "Irene," the songs of which include "Alice Blue Gown," "Irene" and "Castle of Dreams."

MARKS NUMBER WINS SONG CONTEST

The Edward B. Marks Music Co.'s new number, "Down at the Old Swimming Hole," recently won a song test in competition with songs from the catalogs of a number of publishing houses. The contest was held at the Prospect Theatre, Brooklyn, N. Y.

AMERICAN MUSIC IN CHINA

Earl Curren's Orchestra Meeting With Great Success in Shanghai, China

It isn't generally known that American popular publications are played persistently and re-

these music missionaries, showing Earl Curren at the piano, and we are informed that they are rendering, or about to render, the Feist song success "Wabash Blues," having received one of the original manuscripts. Of course, they play other popular American publications and it would seem timely for those publishers who



Earl Curren's Famous Dance Orchestra in Action

ceive wide publicity in China. Offhand one would labor under the impression that American publications had little or no place in that country. The playing of a typical American song on a typical Chinese instrument would hardly be successful, but The World frequently receives programs showing that, despite all thoughts to the contrary, American publications are being played in China regularly.

This situation comes about by the fact that Shanghai, China, is, in many respects, quite Occidental, and it remains for the Astor House Hotel, of that Chinese city, to care for the musical taste of such people.

At the present time Earl Curren, who was formerly a piano player in the San Francisco house of Leo Feist, Inc., is the director of Earl Curren's Famous Dance Orchestra in the above hotel. We herewith reproduce a photograph of

have not already communicated with Mr. Curren to do so at once.

LOPEZ AT PENNSYLVANIA HOTEL

Vincent Lopez, well known as a director of orchestras and whose organization appeared throughout the Summer at the Ross-Fenton Farm, Asbury Park, N. J., recently signed a contract with the Pennsylvania Hotel, New York, whereby his enlarged orchestra will play there this season. The orchestra will be known as "Vincent Lopez and His Pennsylvania Orchestra."

Burns & Moreland have opened an attractive music establishment at Cameron, Mo. A complete line of Starr phonographs, records and pianos are handled. The store presents an attractive appearance.

ETHEL WATERS' Latest Record Is Now On Sale

It's Truly Great | **2021** { THERE'LL BE SOME CHANGES MADE | Full of Pep
ONE MAN NAN

THE Black Swan Troubadours, with Ethel Waters and her Jazz Masters, are now on tour through the East, South and Middle West. Her personal appearance in all the cities means an increased sale of Black Swan Records for the Dealer who is prepared to meet this demand. Ethel Waters will sing the above songs as well as Number 2010—*Down Home Blues*, the only hit of the season.



Place Your Order NOW and anticipate the demand. Immediate Delivery Assured.

PACE PHONOGRAPH CORPORATION
2289 Seventh Avenue New York, N. Y.

"SAY IT WITH MUSIC" BIGGEST HIT OF MANY YEARS

New Irving Berlin Number From the "Music Box Revue" to Be Released Simultaneously by Every Player Roll and Talking Machine Record Concern in the Country—Big Campaign Planned

The fact that every talking machine record and player roll manufacturing company has made mechanical reproductions of Irving Berlin's song, "Say It With Music," from the "Music Box Revue," and made a simultaneous release of this number on November 1, probably marks the first time in the history of the music business when a song was so universally released at a precise period.

Of course, at the same time the sales and band and orchestra departments of the publisher will also make a campaign on the number and the unusual publicity that it will receive in a short space of time will, without doubt, make it one of the most successful numbers of many seasons. The bands and orchestras are already assuring the publishers of their support.

In order to give the trade its best co-operation

Irving Berlin, Inc., has issued much advertising material in the way of show cards, hangers, pamphlets and a thirty-six-by-twelve window strip, a reproduction of which appears herewith.

"Say It With Music" is already recognized as one of the most active sellers of the present season and under the present plans and arrangements this most meritorious number, with the slogan of exceptional value to the music trade in general, will long continue in popularity.

The sales drive in behalf of the number will cover all the usual channels of publicity and in addition there have been inaugurated some unique sales methods which will add to the song's popularity. The trade is giving most unusual co-operation and well it should, as "Say It With Music" carries a message which will benefit the trade in ways other than the mere sale of the goods.

NEW SHERMAN, CLAY OFFICES

Richard Powers in Charge of New Headquarters in New York City

Sherman, Clay & Co. have just acquired a suite of studio rooms on the seventh floor of 56 West Forty-fifth street, New York, which, after some elaborate alterations, were opened as the New York offices of the company on November first.

Richard Powers, the Eastern representative of the above organization, will manage the new quarters and will have on his staff several assistants.

Sherman, Clay & Co. for several months have been trying to locate Eastern offices, but the high-class space which they desired, seemingly, was not available. The closing by Mr. Powers of a long lease at the above address marks the permanent entry of the organization into the New York field in both a professional and sales way.

The company is at present carrying on a campaign on the song "Have You Forgotten?" which is fast becoming a national hit. In addition, the number "Smilin'," as well as "Tio San" and "Tomorrow Land," is showing up actively.

Maurice Rosen, who for a number of years was manager of the Pittsburgh office of Jerome H. Remick & Co., is now Eastern sales manager of the concern and is also in charge of the mechanical reproduction department.

"TAKE HOME A RECORD"

Chicago Music Publisher Hooks Up That Slogan With Publicity Matter for the Talking Machine Dealers—Value of Direct Appeal

With a view to co-operating with talking machine dealers and stimulating the demand for records of various numbers, the Frances Clifford Music Co., Chicago, has introduced the slogan in its publicity matter, "Take Home a Record." The company has issued a number of slips for window display purposes upon which the slogan is prominently featured over the titles of the various numbers.

The new idea has met with favor from talking machine record dealers who have come in touch with it. The idea of featuring the descriptive matter issued by the publisher in talking machine stores to promote record sales is not new in any sense, but the idea of connecting with such matter the direct appeal to "take home a record" has an element of originality that should make it effective.

The Belwin, Inc., number, "I Want My Mammy," has been frequently used as the musical theme in the showing of the motion picture, "The Old Nest." The number is particularly adapted for the music to accompany the picture and, as in many cases it has been sung in conjunction with the showing, this has given the song some unusual publicity.

Business Is Good

There must be a special significance in the fact that throughout the Summer and Fall, and today, the lithograph plant of Einson Litho. has been running to capacity, with space and working force almost doubled over last year. Why?

The reasons undoubtedly are many, but we find that in these times of intensive selling effort the manufacturer considering window display and dealer helps insists on Ideas that will sell his goods.

Dignity, prestige, good-will are for days of an easier time. Today it is the Ideas that sell that make good.

So they come to the organization that has through years of experience learnt to catch the vital point about a piece of merchandise and embody it in a display or other dealer help that has a selling idea.

Call us in for ideas on your display material and dealer helps.

**EINSON LITHO
INCORPORATED**

Executive Offices, Art Studios and Manufacturing Plant

327 East 29th Street

New York City



"Arkansas Blues"
Classic Blues
A Down Home Chant
Snappy Toodle
Player Rolls, Sheet Music & Records

KIMBALL HALL

FRANCES CLIFFORD MUSIC CO.

"Publishers of Real Songs"

CHICAGO, ILL.

See Advance Bulletin
 FOR
RELEASES
 ON THIS
Big Selling Blues Hit
 and Order on Your Favorite RECORD

IN MAYTIME

(I LEARNED TO LOVE)

By **JACK SNYDER**



BAND
OR
ORCHESTRA
25¢

*Pronounced by
critics to be
The MOST
BEAUTIFUL
WALTZ
BALLAD
EVER
WRITTEN*

Published by **THE HOUSE OF MASTER COMPOSITIONS**
JACK SNYDER INC.
1658 BROADWAY, NEW YORK.

VICTOR HERBERT POPULAR

Composer Appearing at Leading Picture Houses
—Uses Witmark Selections

Victor Herbert, the well-known composer, is appearing in a novel role this season—that of "Guest Conductor" at some of the leading motion

picture houses. He is generally scheduled for a week's appearance and his programs are, of course, selected from his own repertoire of operatic and orchestral successes. He is proving a tremendous drawing card, which is substantiated by his recent appearance in Washington, which was the signal for a record-breaking attendance. Recently he appeared at the Strand Theatre,

New York. Among his selections are some from "Mlle. Modiste," "Eileen," "Babes in Toyland," "The Red Mill" and other Herbert light opera successes, the beautiful songs "Kiss Me Again," "Gypsy Love Song," etc., also such typical bits of Herbert melody and scoring as are to be found in "Panamericana," "Al Fresco," "Whispering Willows," etc., of which M. Witmark & Sons are the publishers.

GETS GOOD PUBLICITY

New Richmond Hit Featured Through Collaboration With Newspaper

Harry Engel, Chicago manager of Maurice Richmond, Inc., recently made a trip to Milwaukee, Wis., where, in collaboration with "Mr. X," of the Milwaukee Journal, he was successful in getting some unusual publicity for the firm's song, "Yoo Hoo." Previously "Mr. X," who is also connected with the Chicago Evening Post, through the assistance of Harry Singer, who is Chicago manager of the Orpheum Circuit, carried out a publicity stunt in favor of the same song, with the aid and assistance of a number of acts playing at the State Lake Theatre. A series of photographs and a large-size story on the unusual "stunt" appeared in both papers.

"STOP! REST AWHILE!"

Novel Publicity Being Used by L. Wolfe Gilbert Corp. to Feature This Number

From indications it would seem that "Stop! Rest Awhile!" described as a blues novelty fox-trot song, and published by the L. Wolfe Gilbert Music Corp., will be among the biggest successes of that type of number before many months. The professional and sales departments of this publishing house think so well of its value that they have made a special advertising appropriation in order to exploit it.

Some particularly novel and attractive material has been issued in order to give the number publicity. This includes the reproduction of a "traffic cop" with appropriate copy which most readily carries the message of "Stop! Rest Awhile!" This special idea is being used in many forms. Among these is a life-sized cut-out, in wood, which has been placed in the front of the publisher's offices.

From the present plans this particular "traffic cop" promises to become well known in the musical world.

SECURES NOTED ENGLISH BALLAD

Chappell-Harms, Inc., has secured the American rights of the successful English ballad, "There's Silver in Your Hair." The lyric of the number is by Warton David and the music is by Lawrence Wright and was originally published by the Lawrence Wright Music Co., of London. The American publishers will exploit the number in a large way.

A SOLID, SMASHING, SURE-FIRE HIT!

STOP! REST AWHILE
Blues Novelty Fox-Trot-Song

L. WOLFE GILBERT MUSIC CORP., 165 West 47th St., N. Y.



"Birds of a Feather"

There is an old and true saying that "Birds of a feather flock together." Have you ever applied this, Mr. Victor Dealer, to the Talking Machine Business? If not, you should do so. It can and should be applied profitably in business.

The Victor Talking Machine Company, with courage of forethought and persistency in practice, reached a standard commonly referred to as "Victor Supremacy." Victor Supremacy, however, could not have been accomplished without high-class wholesalers and retailers.

The World War has upset pre-war standards, broken up business organizations, disrupted policies, shaken loyalty and even created disloyalty. During the present reconstruction period, however, it is inevitable that "Birds of a feather flock together."

We believe that we represent to-day the best manufacturer of talking machines, and we are striving to be the best Victor distributor. Likewise, we seek the business and support of the best Victor dealers. The Victor Policy and Blackman Policy were established to stand the test of time and conserve "good-will."

We are refusing thousands of dollars' worth of business because it would not square with the "Blackman Policy." We have refused many accounts who wanted to become Victor dealers and who were later on established by others. The same applies to our refusal to do business with some Victor dealers already established.

It is not the Blackman Policy to take all the business we can get, and we do not say that our Policy is perfect or the only one that should be supported. We want to know frankly, Mr. Victor Dealer, what you think of the Blackman Policy. If you do not know it, let's get acquainted. If it is wrong, we want to change it—if right, we want the support of many more Victor dealers of the better type, for "Birds of a feather flock together."

There is going to be nothing reasonable left undone to take care of the requirements of Blackman-Victor dealers for the coming holiday season, but we will be obliged to give support in proportion to our obligations through support received.

Think it over, Mr. Victor Dealer, and let us hear from you.

J. NEWCOMB BLACKMAN.

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

NEW OKEH RECORD ARTISTS

Virginia Female Jubilee Singers Added to Okeh Library—Sing Negro Spirituals in True Spirit

The General Phonograph Corp. has just announced a series of Okeh records by a new combination of singers known as the Virginia Female Jubilee Singers. For months the company's representatives had been touring the South in



Virginia Female Jubilee Singers

search of artists who were capable of interpreting realistically the old-fashioned negro spirituals and they recently discovered this quartet of singers in the country regions of Virginia and engaged them for the Okeh library. These four young girls are so filled with the true religious spirit that they have an extensive knowledge of all the spirituals which have attained any degree of popularity, and which have been handed down in folk-song fashion from one generation to another. They sing without any accompaniment and their first Okeh records have been praised enthusiastically.

The company is releasing these records as standard numbers, and not as novelty selections.

A permanent demand for these Okeh spirituals is anticipated, and considerable care and attention were devoted to the recordings.

INAUGURATES SELLING CAMPAIGN

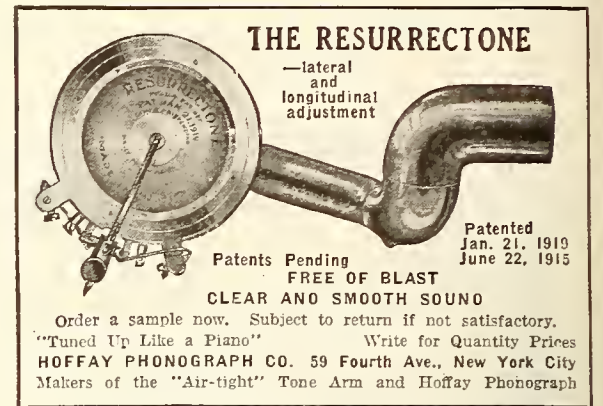
Jones-Motrola, Inc., Expands Line of Distributors and Representation for Well-known Motrola—Latest Product Wins Praise

Jones-Motrola, Inc., New York City, manufacturer of the "Motrola," an electric phonograph winding device, has put an extensive selling campaign behind the "New Motrola" with Universal motor. The sales organization of the company has been materially expanded within the last few months and a representative list of prominent distributors has been secured for this well-known device throughout the country. The price of the new Motrola, \$19.50, in comparison with the former price, has proved very popular, and at the present time the factory of the company is working at full capacity to take care of the large volume of orders being received. This considerable reduction in price has been made possible through the lower cost of production and the reduction in price of raw materials. Also the estimated increased volume of business at the lower price was taken into consideration.

The "New Motrola" has a universal motor operating on electric currents from 105 to 125 volts, and special types are produced for the 32-volt farm lighting currents and localities where 200 to 250 volts are used. All the distributors who have taken on the Jones-Motrola line are enthusiastic over the product and are featuring it in their respective territories in an energetic way.

TONE-MODIFYING DEVICE POPULAR

A. P. Frangipane, of the Mutual Phono Parts Co., New York City, reports that the new tone-modifying device, which was announced to the trade last month, has proved popular and that orders are being received in a satisfactory volume for this newest phonopart produced by the company.



GRIFFIN'S RECORDS POPULAR

Gerald Griffin's Okeh Records Well Received—Artist Is Well Known Here and Abroad

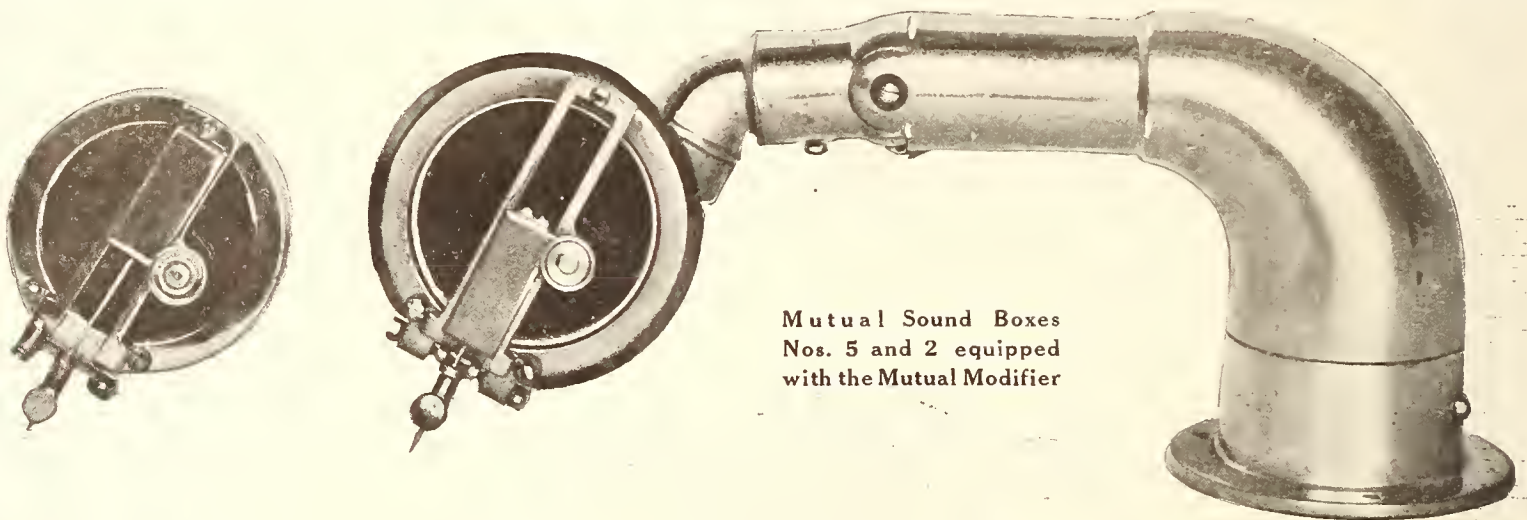
The Okeh records recently made by Gerald Griffin, well known to the musical world as one of Ireland's sweetest tenors, have met with a cordial reception from Okeh dealers everywhere. Mr. Griffin is gifted with an exceptionally pure tenor voice, and the selections he sings for Okeh records are all of Irish character.



Gerald Griffin

Gerald Griffin is not only a singer of note but is also a producer of Irish plays with a large following here and abroad. He has visited, practically every country in the world, and his rollicking Irish wit has helped to cheer thousands of soldiers and sailors throughout the world. He is an active member of every prominent Irish organization in this country, and popular in the circles of the Knights of Columbus.

A fire which recently broke out in the plant of the Labella Phonograph Mfg. Co., at 387 South First street, Brooklyn, N. Y., was extinguished before much damage was done. The prompt arrival of the firemen prevented the company from suffering serious damage.



THE MUTUAL TONE MODIFIER

Does not muffle but decreases the sound, leaving all the original shading.

By the simple process of controlling this new device upon the sound-box will shade the tone produced to any desired degree.

It is simple and indestructible and its performance is accurately correct. It effects considerable saving in comparison with other forms of modifiers and is particularly appropriate for the portable machine. This modifier is adaptable to every known make of sound box.

Manufacturers, Jobbers, Dealers, write for our proposition TODAY

The Mutual Phono Parts Mfg. Co.

Manufacturers of Mutual Tone Arms and Reproducers

149-151 Lafayette Street

NEW YORK

EMANUEL BLOUT'S WINDOW DISPLAY OF VICTOR RELEASES

"Shuffle Along," the lively musical show, with a cast made up entirely of colored people, continues to draw capacity audiences at the Sixty-third Street Theatre, New York, from the fact

the Victor dance releases from "Shuffle Along," namely, "Bandanna Days," introducing "Wild About Harry," and "Baltimore Buzz," introducing "In Honeysuckle Time." The score of the

THE BRUNSWICK RECORD DIGEST

Attractive Little Booklet Issued Monthly for Distribution to the Public

For distribution among prospects and owners of Brunswick phonographs the Brunswick-Balke-Collender Co. is issuing a timely little monthly illustrated booklet containing general musical news of interest and value, together with pertinent comments regarding new Brunswick records, particularly the growing list of noted artists who are making them. The Record Digest is of medium size and is sufficiently interesting to make the recipient stop and read it.

NEW VICTOR STORE IN LAFAYETTE

LAFAYETTE, IND., November 7.—A deal has just been consummated between the Claypool & Miller Music Co., of this city, and the wholesale Victor division of Lyon & Healy, whereby the former company becomes an exclusive Victor representative. The Claypool & Miller Music Co., which is one of the oldest music establishments in Lafayette, for many years has been representing several well-known piano manufacturing houses.

BURNS & MORELAND OPEN STORE

CAMERON, Mo., November 4.—Burns & Moreland, well-known music dealers of Kansas City, have opened a fine music business on South Chestnut street, this city. A full line of pianos, musical instruments, supplies, talking machines and records is handled.

ESCAPED WITH SMALL FIRE DAMAGE

In attempting to extinguish a fire in the basement beneath the establishment of the Columbia Music Shop, Amsterdam, N. Y., the stock of talking machines and records was damaged by water to the extent of \$600.



How the Hits From "Shuffle Along" Were Presented in Blout's Window

that it is distinctly different from the average run of Broadway musical shows and is full of the sort of melodies that appeal.

The talking machine records of the various numbers in "Shuffle Along" have been in great demand and have been strongly featured by dealers. The accompanying illustration shows one of the show windows in the store of Emanuel Blout, Victor wholesaler and dealer on upper Broadway, New York. The window was decorated by H. Gold, and was devoted entirely to

piece is published by M. Witmark & Sons, the prominent New York publishers.

REGISTERED IN NEW YORK STATE

The Olympic Disc Record Corp., New York City, which is a Maryland corporation, was recently registered to do business in New York State. The designation gave 2,500 shares of preferred stock at \$100 each and 250 shares of common stock at no par value.

Order NOW for Xmas Trade

The Lundstrom Converto Cabinet is ideally adapted to conditions existing today. The fact that a person can have—by purchasing a small Victrola or Columbia and a Converto Cabinet—a reliable cabinet or console type machine AT A LOW PRICE will make sales possible for many dealers this Xmas that they would otherwise lose.



Converts a small Victrola into a beautiful Cabinet type all inclosed. Protects machine and records.

Lundstrom
CONVERTO
PATENTED DEC. 11, 1917
Talking Machine CABINET



Victrola is set into right hand compartment to play through door in front; winding handle is replaced through side.

Be sure you have enough stock. Push its sale this season and you attract trade that otherwise wouldn't come.

Run some local advertising for the combination and mention price, as many large stores are doing.

We'll send cuts and circulars free to any Converto dealer.

Order cabinets from your regular distributor.

THE C. J. LUNDSTROM MFG. CO.

LITTLE FALLS, N. Y.

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



A store whose equipment is cheerfully inviting! The Krause Furniture Co., Chicago, Ill.

Where Would You Buy?

With product and price the same, you would unquestionably select the attractive store—so would your customers.

Why not follow the profitable example set by leading dealers throughout the world and have attractive Unico Equipment increase your profits?

There is a definite trend upward in the talking machine industry. Now is the time to take full advantage of Unico Service.

A rush order today will still give you Unico Equipment in time for "peak" business.

Speed Does Not Interfere With Unico Quality.

Our factory has been steadily at work preparing equipment to meet the demand of business revival. You get the benefit of increased quality and lowered costs possible only through standardization of product and the unit principle.

CUSTOM BUILT EQUIPMENT and STANDARDIZED QUALITY—that is the unique accomplishment of the Unico System.

Mr. Krause is proud of his Unico Equipment—a glance at the illustration will show why. He says, "I want to thank you for giving me what I believe to be the finest Victor store in Chicago."

You, too, can have a distinctive Unico-equipped store. Complete departments, room, racks and counter from \$450.00 upwards. Terms if desired.



We'd like to demonstrate what Unico Equipment can do for your store. A rough floor plan with dimensions is all we need.

UNIT CONSTRUCTION COMPANY

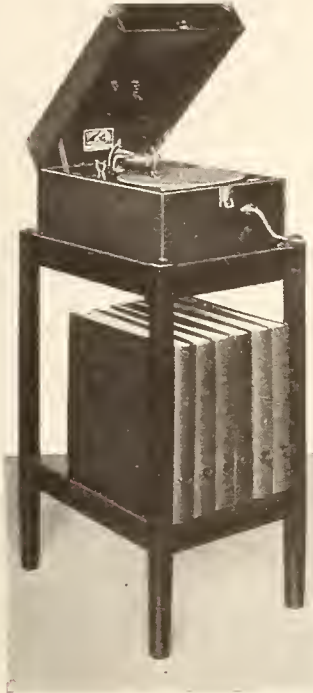
NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
30 N. Michigan
Boulevard

Three New Opportunities

Portable Cabinet Stand for Victrola 50



**Have You Profited
by This Opportunity?**

RETAIL PRICE, \$15.00
DEALERS' PRICE, \$9.00

**Solid Mahogany and
Quartered Oak**

Dealers who secured even a sample of the first production know it is a business getter.

Their customers appreciate the cabinet stand because of its obvious quality—such a fitting companion for the portable Victrola with which it is used.

Quality counts—your trade, too, will appreciate Unico excellence of quality and you will benefit by the profit and good will of your customers.

Unico Sale Stimulator



**Speed Up Each Sale
Make More of Them**

The Unico Sales Stimulator accomplishes that mission—it is an invaluable aid to your salesman in record selling.

**A Few of Its Important
Points**

Placed on wall of demonstrating room; does not occupy floor space needed for table; affords convenient shelf for records to be demonstrated.

Displays two records in each demonstrating room.

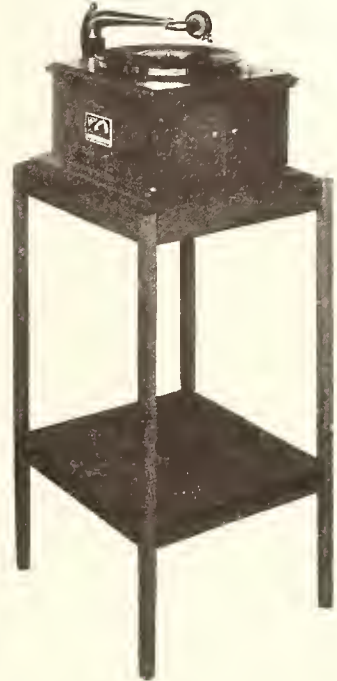
Space under each record for descriptive card.

Two labeled pockets (see illustration) urge the customer to select upon hearing each record.

Order today—it will increase holiday record sales.

Dealers' Price \$12.00.

The Four-Six Stand for Victrolas 4 and 6



**You Will Need
This Stand**

RETAIL PRICE, \$8.00
DEALERS' PRICE, \$4.80

Just the right thing for the Victrola 4 and 6 because it has been especially designed to meet the need of a moderate-priced product of real dependability.

Sectional construction, 6 parts, assembled in five minutes.

Accommodates, with perfect fit, Victrola 4 or 6; harmonizes with them in design and exactly matches in finish.

Constructed of selected oak or birch.

Same high quality as Unico No. 50 Cabinet Stand. At its moderate price the four-six stand promises to be the big seller of the year.

Order thru your jobber.

THESE DISTRIBUTORS CAN SUPPLY YOU

Order from distributor or direct from us. We will supply you and bill thru your distributor.

- Atlanta, Ga. Elvea Talking Machine Co.
- Baltimore, Md. Cohen & Hughes
- E. F. Droop & Sons Co.
- H. R. Eisenbrandt Sons, Inc.
- Birmingham, Ala... Talking Machine Co.
- Boston, Mass. Oliver Ditson Co.
- Eastern Talking Machine Co.
- The M. Steinert & Sons Co.
- Brooklyn, N. Y. G. T. Williams Co., Inc.
- Buffalo, N. Y. Buffalo Talking Machine Co., Inc.
- Chicago, Ill. Chicago Talking Machine Co.
- Rudolph Wurlitzer Co.
- Cleveland, O. The Cleveland Talking Mach. Co.
- The Eclipse Musical Co.
- Dallas, Tex. Sanger Bros.
- Des Moines, Ia. Mickel Bros. Co.
- Detroit, Mich. Grinnell Bros.
- Elmira, N. Y. Elmira Arms Co.
- Honolulu, T. H. Bergstrom Music Co., Ltd.
- Indianapolis, Ind. Stewart Talking Machine Co.
- Kansas City, Mo. The Schmelzer Co.
- Milwaukee, Wis. Badger Talking Machine Co.
- Mobile, Ala. Wm. H. Reynolds
- Minneapolis, Minn. Beckwith O'Neill Co.
- New York, N. Y. Blackman Talking Mach. Co.
- Emanuel Blout
- C. Bruno & Son, Inc.
- Charles H. Ditson & Co.
- Knickerbocker Talking Machine Co., Inc.
- Musical Instrument Sales Co.
- New York Talking Machine Co.
- Ormes, Inc.
- Silas E. Pearsall Co.
- Newark, N. J. Collings & Co.
- New Haven, Conn. The Horton-Gallo-Creamer Co.
- New Orleans, La. Philip Werlein, Ltd.
- Philadelphia, Pa. Louis Buehn Co., Inc.
- C. J. Hepp & Son
- Penn Phonograph Co., Inc.
- The Talking Machine Co.
- H. A. Weymann & Son, Inc.
- Pittsburgh, Pa. W. F. Frederick Plano Co.
- C. C. Mellor Co.
- Standard Talking Machine Co.
- Portland, Me. Cressey & Allen
- Salt Lake City, Utah The John Elliott Clark Co.
- St. Paul, Minn. W. J. Dyer & Bro.
- Toledo, O. The Toledo Talking Machine Co.
- Washington, D. C. Cohen & Hughes, Inc.
- E. F. Droop & Sons Co.

New distributors are being added daily. If yours is not listed send your order direct to us. Do not miss this opportunity.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Cor. 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
30 N. Michigan
Boulevard

HAPPENINGS IN THE DOMINION OF CANADA

CANADIAN MANUFACTURERS HOLD MEETING IN TORONTO

Discuss Accommodation for Phonograph Exhibitors at Canadian National Exhibition—Other Subjects Discussed—Death of Samuel J. Cox, General Manager of the Brunswick Interests in Canada

TORONTO, ONT., November 8.—At a luncheon meeting of phonograph manufacturers held at the Ontario Club recently a committee was appointed to confer with the Canadian National Exhibition re accommodation for the phonograph exhibitors at the fair. A large number were present at this gathering, including Messrs. W. B. Puckett, president Canadian Phonograph Association, Musical Mdse. Sales Co., Brunswick distributor; A. E. Landon, manager Columbia Graphophone Co.; S. J. Cook, McLagan Phonograph Corp.; I. Montagnes and Gordon Bender, of I. Montagnes & Co., Sonora and Magnavox representatives; R. H. Murray, Berliner Gramophone Co., Ltd.; F. A. Trestrail, Musical Merchandise Sales Co.; E. C. Scythes, Scythes-Vocalion Co., Ltd.; J. D. Ford and John Fullerton, acting secretary in the absence of Mr. Merrick. The chair was occupied by President W. B. Puckett, who asked the secretary to read the minutes of the last meeting of the Association. Before proceeding with the business of the meeting Mr. Trestrail referred to the finances of the Canadian Bureau for the Advancement of Music. The list of subscriptions he considered a reflection on the phonograph division of the music industries and that in comparison with the piano division it had not nearly done its part. He urged a more generous support of the valuable work of the Bureau. A discussion anent the projected "Music Temple" at the Canadian National Exhibition resulted in a resolution that the phonograph trade go on record as being favorable to its erection.

Harry Bolton, long connected with the Nordheimer Piano & Music Co., Ltd., Hamilton, Ont., as phonograph expert, has left that firm's employ to go into the auto export business in that city.

H. G. Stanton, vice-president and general manager of R. S. Williams & Sons Co., Ltd., Toronto, Edison jobbers, has been appointed to act as chairman of the Organization Committee, which will have charge of raising funds in the big Federation Community Service Drive now under way in this city.

The Nordheimer Piano & Music Co.'s store in Hamilton, Ont., recently took on "His Master's Voice" agency.

Samuel J. Cox, general manager of the Brunswick-Balke-Collender Co., of Canada, passed away recently at his residence in Toronto. He was in his sixty-seventh year and was born in Brownsville, Pa. He had been in the service of the company for the past thirty-five years, having been in Chicago, Buffalo, Syracuse, Albany and New York, before coming to Toronto fifteen years ago as manager of the company's Canadian business.

The late appearance of Eddie Johnson, the Canadian Victor artist, in his native town of Guelph, Ont., proved a big stimulus to the sale of his records.

J. Russell Croden, of the Starr Co. of Canada, London, Ont., was recently married to Miss Agnes Barron, daughter of Caven Barron, formerly head of the London Conservatory of Music.

Rothier, both members of this operatic organization, are exclusive Columbia artists." A full list of their recordings followed, together with the names of the various dealers handling Columbia records and machines.

Phinney's, Ltd., Halifax, N. S., is bringing to that city Edison tone-test recital artists, including Miss Leola Lucy, Adrien Freiche and Raymond Barry. It has always been the custom of this firm to issue invitations for these annual events, but this year they are doing away with this and are inviting the public through the press, all that is necessary being to apply at their store for tickets.

TRADE HAPPENINGS IN WINNIPEG

Talking Machine Dealers Active in Promoting Business Throughout Manitoba

WINNIPEG, MAN., November 4.—In Robinson's department store the showrooms have been placed near the dining room, and open partitions between the two departments allow diners to hear all the latest music as they dine. The management reports a large increase in sales since Mr. Moore has taken charge.

Alex Sanderson, for the past three years Edison record salesman at the Winnipeg Piano Co., has resigned to take up his permanent residence in Los Angeles. Before leaving, the staff of the Winnipeg Piano Co. gave him a farewell party and presented him with a beautiful tie pin.

M. Frankland, manager of the phonograph department of the Winnipeg Piano Co., is back at work after an illness that confined him to the house for some time.

The recent death of the great Victor artist Caruso has augmented the demand for his records very considerably. Edward Johnson, the Canadian tenor, also a Victor artist, is likewise a great favorite with buyers. Florence Macbeth, Clara Butt, Kathleen Parlow and Percy Grainger are all booked for Winnipeg this Fall and Winter and should swell the record receipts of the local dealers.

The talking machine department of James Ramsey's department store has been enlarged. Mrs. Vance is in charge and is satisfied that the added demonstrating rooms will insure an increased volume of record sales.

The Edison dealers and salesmen of the Province of Manitoba recently held a conference in the Royal Alexander Hotel, this city. Mr. Wagner, of Toronto, James Arthur, George Paul and Mr. Burns, of Winnipeg, gave a series of talks on selling and general points for increasing business.

The past week, at the Third Avenue Methodist Church, in Saskatoon, Sask., before a large audience, the New Edison scored a convincing triumph. Helen Newitt, soprano, sang in direct comparison with the re-creation of her voice. Virginia Powell made the same test of comparison with the re-creations of her readings and as a result Collard & Collard, local representatives, stated that this re-creation recital will result in many sales during the next few weeks.

INCREASING DEMAND FOR CARUSO RECORDS IN TORONTO

Dealers State It Is Difficult to Supply the Demand for Great Artist's Recordings—Layton Bros.' Attractive Windows—Scotti Grand Opera Co. Helps Sales of High-class Records—Other Items

MONTREAL, CAN., November 3.—All dealers in this city 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 local dealer.

Many stationers are beginning to discover the profit possibilities inherent in a good stock of phonographs and records. Especially is this true where the dealer is situated in a residential district.

Previous to the appearance in this city of the Scotti Opera Co., Solomon's, "His Master's Voice" dealers in a recent advertisement drew attention to and recommended the purchase of certain selections from the various operas to be produced by this operatic company.

During McGill University Centenary week, Layton Bros. had one of their show windows appropriately decorated in University colors (red and white) together with trophies won by McGill. In the center of the same conspicuously arranged was an Edison machine. The window attracted considerable attention and the publicity gained was not lost on the Edison phonograph so prominently displayed. This concern, by the way, is advertising that it will pay the fare of all Eastern Townships customers to Montreal who purchase from them a new phonograph, either Edison, Brunswick or Columbia Grafonola.

The home of Gilbert Layton, of Layton Bros., was favored the past week by a visit from the stork, who left a miniature edition of the head of the house. "A sure enough phonograph man," agreed Gilbert on being introduced to his son,

but he thought the young man's voice sufficient in itself for some time to come without the necessity of undergoing re-creation. *

H. Yates & Co., Cornwall, Ont., have added additional demonstration booths to take care of increased business in "His Master's Voice" products.

The parlor coach of a Canadian National Railway train has been equipped with a New Edison phonograph by R. S. Williams & Sons Co., Ltd., Toronto.

The Starr Co. of Canada, London, Ont., announces the reduction of the price of Starr (Genett) ten-inch records from \$1 to 65 cents retail.

During Music Week in Montreal various "His Master's Voice" dealers united in using a full page in the leading local English and French dailies featuring "His Master's Voice" records and machines.

The Columbia Graphophone Co. used large-sized copy in cities where the Scotti Opera Co. is appearing, announcing that "Stracciari and

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

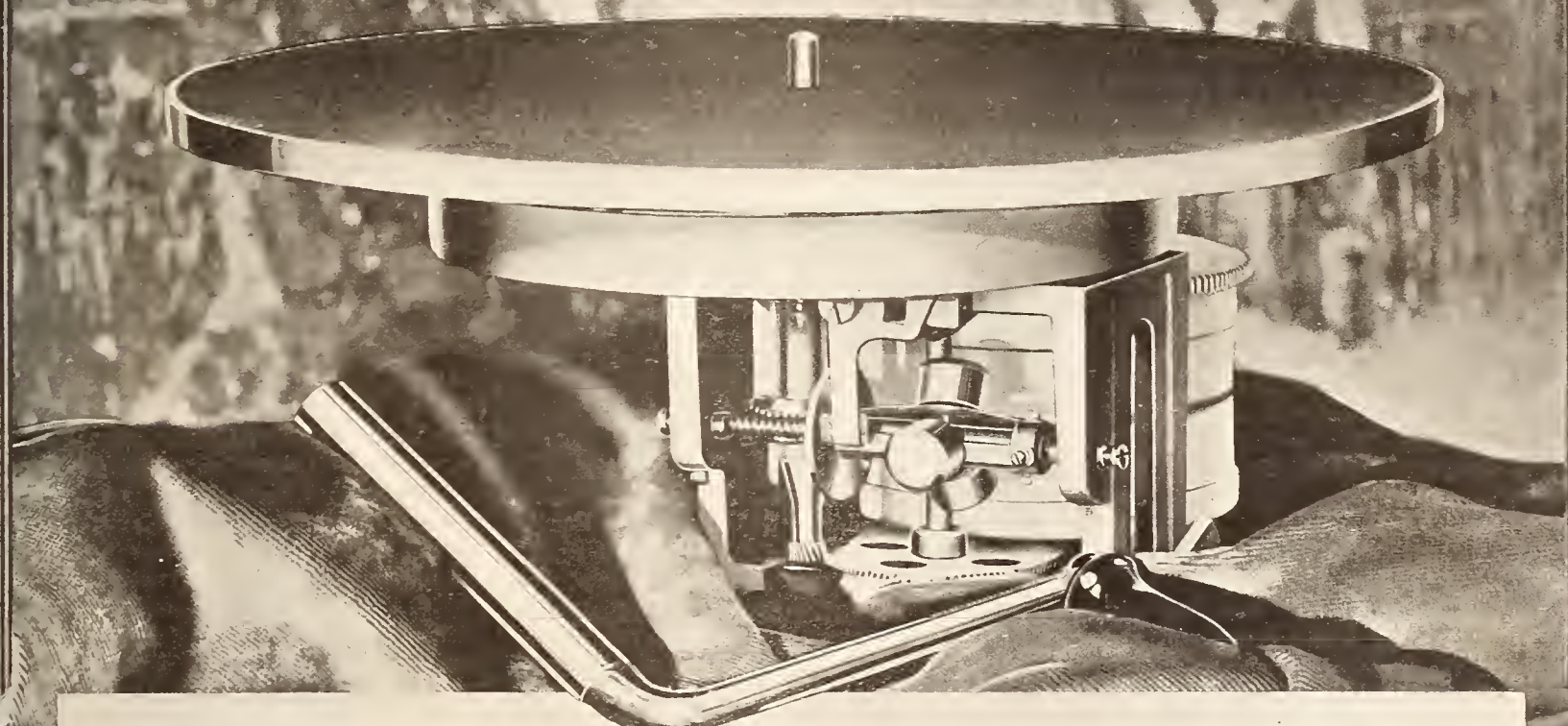
THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 66

THE STEPHENSON MOVEMENT

Sturdiness



In the design of a phonograph motor, there must be strength where strength is necessary; and a proper co-ordination of all moving parts. For unnecessary strength makes awkward design, and lack of co-ordination, unnecessary wear.

¶ The one piece casting of the Stephenson Movement* is rugged and strong

and of compact design; and the moving parts—the interchangeable spring-drums, the triple thread worm, the turn-table shaft and the intermediate gears—are designed with proper relation

one to another and to their proper place in the casting.

¶ The Stephenson Movement* is sturdy and Precision-Made.

STEPHENSON

DIVISION
DE CAMP & SLOAN INC.

One Hundred and Seventy Pennington Street
Newark, New Jersey



*Trade Mark

CHANGES IN CARDINAL EXECUTIVES

F. F. Dawson, General Sales Manager; I. F. Manning in Charge in New York, With R. E. Kubie, Office Manager; Robt. Clifford Manager of Recording and Production

Following a visit of George Hayden, Jr., general manager, secretary and treasurer of the Cardinal Phonograph Co., of Newark and Zanesville, O., to the New York offices of the company, a reorganization of the policies in several of the executive offices of the company was announced.

F. F. Dawson has been appointed general sales manager of the company and the sales offices have been moved to Cincinnati, O., under his jurisdiction.

Ira F. Manning, vice-president of the company, has been placed in charge of the New York offices and Robert E. Kubie has been made office manager of these same offices.

Robert Clifford has been appointed manager of recording and production. The record department of the Cardinal Phonograph Co., although only one year old, has had rapid growth. It was recently announced that the Cardinal Phonograph Co. had made new recording and pressing arrangements which are now visualized in the quality of the Cardinal record. Mr. Clifford has given much of his attention to this particular phase of the work and even larger growth is expected as he devotes his entire time to the recording and production of records. It is his plan to build up a catalog of wide variety and each succeeding month will contain a list of releases that will show material progress toward this end.

Two new distributing agencies have been appointed. In Cleveland, O., the Tiffany Phonograph Sales Co. will distribute Cardinal records in northern Ohio, and the Sterling Roll & Record Co. in Cincinnati will distribute Cardinal machines in that same State.

George Hayden, Jr., general manager of the company, reports that the new line of Cardinal machines is now ready for delivery. The new line includes many improvements and refinements and the samples which have been shown within the last few months have developed many orders from dealers.

STEADMAN OPENS BRANCH STORE

The Steadman Music House, Warburton avenue, Yonkers, N. Y., has opened a branch store in the southern section of that city, at 440 South Broadway, for the convenience of purchasers in that section of the city. The new establishment will carry a complete stock of Edison phonographs and Re-creations.

INCORPORATED

A charter of incorporation was recently granted to the Recording Mechanism Corp., under the laws of the State of Delaware, with a capital of \$300,000.



THE QUAKER MAIN SPRING

Deserves a Fitting Cover

You'll say so the moment you lay your eyes on this clean-cut, well-finished spring.

Of carbon steel specially heat treated, highly tempered and with a glass hardened surface, the Quaker is really different from other springs.

A Convenient Package

numbered so you can pick out the desired size in a jiffy, saves you time and temper. And it protects this extra fine spring from dust and rust.

Write for it

The Quaker Main Spring Chart is the most complete chart ever compiled.

EVERYBODY'S

Talking Machine Company

38 N. 8th Street

Philadelphia

JOBBER: WRITE FOR OUR EXCLUSIVE PROPOSITION

OKEH FAIR EXHIBIT A SUCCESS

Progressive Okeh Dealer Maintains Attractive Exhibit at Suffolk County Fair—Closes Profitable Record and Machine Business

At the Suffolk County Fair held recently at Riverhead, L. I., Okeh records were exhibited by Sylvester L. Cavanaro, a progressive Okeh



Cavanaro's Exhibit at Suffolk County Fair dealer of Riverhead. The exhibit was a signal success, as the average daily attendance at the fair was in the neighborhood of 15,000 people.

Mr. Cavanaro states that the Okeh exhibit attracted considerable attention and that his booth was visited by more than 15,000. They listened

to Okeh records attentively, examined the various phonograph lines handled by Mr. Cavanaro and took away books, catalogs, circulars, etc. Out of this number of visitors this live-wire dealer secured some excellent prospects which were immediately followed up by canvassers. Mr. Cavanaro has a canvassing truck and as a result of his energy twelve phonographs, with good-sized libraries of Okeh records, were sold to visitors to the fair before the exhibit closed.

It has been generally believed by retailers that an exhibit at a county fair should be charged off to publicity, with no possible chance of making expenses. Mr. Cavanaro, however, not only made up all his expenses incidental to the exhibit, but showed a handsome profit, and in addition secured a great many new prospects for Okeh records and phonographs that he handles.

VISITORS AT PEARSALL OFFICES

Among the recent visitors at the offices of the Silas E. Pearsall Co., 10 East Thirtieth street, New York, Victor wholesaler, were Wm. F. Larkin, manager of the music department of Forbes & Wallace, Springfield, Mass., and Max Lichtner, of the Loomis Temple of Music, New Haven, Conn. Both of these visitors were optimistic and predicted a healthy and active holiday trade.

The Fenton Mfg. Co., of Detroit, Mich., has been granted a charter of incorporation, under the laws of that State, with a capital of \$10,000.

Are You Sure You're Getting All the Business Possible in Your Neighborhood?

If You Don't Sell

Okeh Records
You Are Not

EVERHART & BROWN

::

1705 E. Broad St., Richmond, Va.

CINCINNATI DEALERS WAGE CAMPAIGNS THAT EDUCATE

Public Realizes That Talking Machine Is a Necessity—Trade Growing in Volume—F. F. Dawson Plans Cardinal Sales Campaign—Sales Force Being Educated—Chubb-Steinberg Publicity Stunt

CINCINNATI, O., November 9.—Recent campaigns waged in the city by the music shops have not only been effective but they have instilled in the minds of the public that the talking machine is as much a necessity to each and every home as a stove or table. In anticipation of a record holiday trade, the various shops throughout the city are beginning to stock up to their utmost capacity. Spirits of the dealers have risen sky-high with the closing of a very satisfactory month and the promising outlook of a banner holiday trade.

Dealers have watched with much satisfaction the increasing return of the office trade, commonly called the "white collar" brigade. This trade, which includes bank clerks, office help and moderate salaried men, is, during normal times, considered the very backbone of the purchasing public. Due to the comparatively small increase in their salaries as compared with the high prices of the past few years they have been unable to purchase anything but necessities. The gap was readily filled by the laborer and mechanic for a time, but since the laborers have been unemployed and have ceased to have money the absence of the office trade has been felt more keenly. Their return to the trade is an assurance that normal times are in sight, according

to men in the music world, and has had an immediate effect, for they are the cash customers.

F. F. Dawson in Charge

F. F. Dawson, general sales manager of the Cardinal Phonograph Co., is planning an extensive sales campaign which he is rapidly whipping into shape. Mr. Dawson, who is president of the Sterling Roll & Record Co., recently assumed the responsibilities of his new venture. George Schultz, formerly with the Columbia Co. at Indianapolis, has been placed in charge of the Pittsburgh office of the Sterling Co. Fred Reid, of the Pittsburgh office, is now city sales manager. A new addition to the local Sterling office is Miss Virginia Kirkpatrick, who has been made secretary to Mr. Dawson.

School for Sales Force

E. M. Abbott, proprietor of three stores in Cincinnati, opened a school under his personal direction for his sales force. Each morning before they begin their regular work they assemble in the office of Mr. Abbott and talk over the prospective sales for the day. Ideas are exchanged and experiences are related. Suggestions are offered and each man outlines his plans for the day. The meeting covers one hour and closes with a talk on "pep" by Mr. Abbott. As a result each salesman starts the day fresh. In the evening the men are again assembled and they discuss their success and failures. In this way each salesman gets the benefit of the other's mistakes. The results have been astonishing, according to Mr. Abbott. He has ten outside men and expects to take on five more shortly. "Business is plentiful, but it is twice as hard to get as it was a few years ago," he says. "Our men are following an entirely new course. We try to educate people to the necessity of music first and then we take a chance on giving them the best proposition." Mr. Abbott added the Brunswick line to his stock last month.

Iowa Columbia Sales Force

Widener's Columbia Shop has added Harry Folger and Henry Brookbank to its sales force. Business for the past month has been good, reports Morris Fantle, manager. Robert C. Clark, who handles the Granby line, continues to meet with success.

The Alms & Doepke Co. has adopted a catchy slogan in connection with its phonograph department, which reads: "Give a dance at our expense. If you are planning a dance we will loan you a Pathé phonograph and the assortment of records entirely without charge or obligation. When the dance is over we call for the phonograph and the records." The company is now the sole distributor in the State of Ohio for Pathé and Actuelle lines.

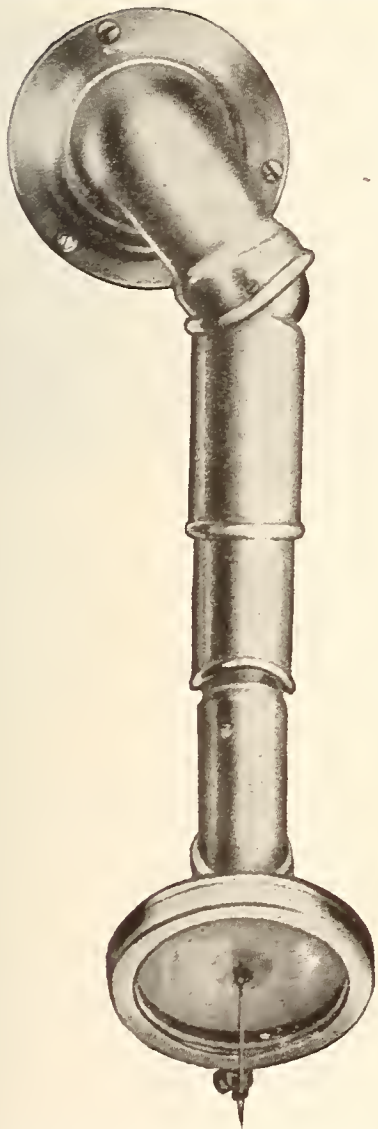
Bubble Book Party

The "Bubble Book Party," being arranged by F. X. Donovan, manager of the Victrola department of the John Shillito Co. for November 23, promises to be a great success. The party is to be staged in the large music department of the store and an especially arranged children's playlet is to be staged with a number of story-book characters, all played to the strains of appropriate music from children's records. Business for the past month has been fair, reports Mr. Donovan, with the prospects getting brighter each week.

Great Publicity Stunt

The Chubb-Steinberg Music Shop put over one of the neatest publicity stunts of the season during the recent Health Exposition at Music Hall, during which it carried on a competition, the winner of which was given a talking machine. On the last night of the performance it arranged with the directors of the show to hold a drawing for the machine on the stage in Music Hall. Therefore, following the regular show and entertainment and before the audience, which numbered over 5,000 persons, had time to leave the auditorium, Chubb-Steinberg workers with a

(Continued on page 150)



**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.

PLAZA

BUY YOUR ACCESSORIES
"All From One Source"

PLAZA MUSIC CO. TRADE MARK

REPAIR PARTS
NEEDLES
CLEANERS
ENVELOPES
SAPPHIRES
ALBUMS
RECORDS

**SPECIAL ON
CLOTH-BOUND
RECORD ALBUMS**

6 doz. orders	Less
10-inch	50c 55c
12-inch	60c 65c

HEADQUARTERS FOR

- RECORD DELIVERY ENVELOPES
- ALBUM SETS FOR NO. 80 VICTROLA
- ALBUM SETS, ALPHABETICALLY STAMPED
- REPAIR PARTS
- KENT ADAPTERS
- NOVELTY TOY RECORDS
- MIRRORLIKE POLISH
- CONVERTO CABINETS
- BRILLIANTONE STEEL NEEDLES
- MAGNEDO MULTI-PLAYING NEEDLES
- SUPERTONE STEEL NEEDLES
- SHEET MUSIC
- RECORDS
- MUSIC ROLLS
- RECORD CLEANERS
- PHONOGRAPH DELIVERY COVERS
- BUBBLE BOOKS
- FIBRE NEEDLES
- FIBRE NEEDLE CUTTERS
- RECORD FLASHERS
- REPEATOGRAPH
- TONOPHONE NEEDLES
- REFLEXO NEEDLES
- DANCING "SHIMANDY"
- DANCING RASTUS
- PLAYER-PIANO VACUUM CLEANER
- SUPPLEMENT MAILING ENVELOPES
- SAPPHIRE BALL NEEDLES
- SAPPHIRE POINT NEEDLES
- DIAMOND POINT NEEDLES
- UNIVERSAL DISPLAY RACKS
- SHEET MUSIC RACKS
- NYOIL
- BOBOLINK RECORDS AND PHONOGRAPHS
- PHONO MOVIES
- STOCK ENVELOPES
- "NULIFE" MUSIC ROLL ATTACHMENT
- SPRING LUBRICANT
- VICTOR AND COLUMBIA ATTACHMENTS
- TONE-ARMS AND SOUND-BOXES
- STEEL NEEDLES IN ENVELOPES WITH SPECIAL IMPRINT

Watch for our next month's specials

PLAZA MUSIC CO.
18 WEST 20TH STREET
NEW YORK



When Francis Dances With Me

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

ASK TO HEAR IT! INSTANTLY POPULAR IN VAUDEVILLE and for DANCING

GOOD WORK OF CINCINNATI DEALERS

(Continued from page 149)

flourish of trumpets and headed by a man carrying a large Victor dog paraded down the center aisle and marched up on the stage, where was spread a streamer announcing what the Chubb-Steinberg people planned. Other firms with booths at the exposition who had given thousands of dollars' worth of goods looked on and gasped, but it was too late to follow suit, for it was the last night and the show was over. Mr. Chubb stated that 23,000 coupons were given out during the contest. Business could not be better, he says.

Columbia Gives Music Course

A five-day course in "Music Appreciation" and "Measures of Musical Talent" was recently conducted by Nell I. Sharpe, educational representative of the Columbia Graphophone Co., in the Cincinnati Conservatory of Music. The course was intended primarily for public school teachers, but dealers, salesmen and representatives of the local Columbia branch attended most of the sessions. The course is expected to be of value in promoting the sale of Grafonolas.

Gives Credit to the Talking Machine

Nothing else but the talking machine is accountable for the rapid growth of appreciation of good music in this country, according to Mme. Doree, directress of her miniature opera troupe at Keith's.

"The advent of the phonograph placed in thousands of American homes records by good

singers. This has developed and advanced America's musical taste by leaps and bounds," she says. "A few years back it would have been folly to attempt to present in vaudeville an operatic act. To-day opera in vaudeville not only is appreciated but is genuinely liked. In short, Americans have discovered that there is nothing in opera to terrify them and that opera is good music and enjoyable."

Oelman Pleased With Outlook

P. H. Oelman, manager of the New Edison Co., reports a good month. The settlement of the railroad strike opened up the West Virginia and Columbus territory which had been quiet for some time, he said. Joe McKee, Charleston, W. Va., is leading in the sweepstakes contest being carried on by the Edison Co. among its salesmen. Other contestants are close on his heels, says Mr. Oelman. The contest has worked wonders among the force. Winners in the contest are to be given special courses in schools to be opened in the future by the Edison laboratories.

DUPIES TO OPEN NEW STORE

FOND DU LAC, WIS., November 1.—Roy Dupies, well known in local business circles, is planning to open a music store in the Koepnick Building on Harrison street, this city. The store, which is being remodeled to house the new business, will soon be opened to the public with a complete line of pianos, musical instruments, accessories, Victrolas and records.

NEW EDISON CHRISTMAS WINDOW

Display Arranged for Use of Edison Dealers Most Elaborate in Every Particular

The window display set going out this Christmas to Edison dealers is the most elaborate display ever issued by the Dealer Service department of Thomas A. Edison, Inc.

The display illustrates a charming home scene on Christmas morn with the kiddies dancing for joy at the Christmas gift of a New Edison deliv-



Attractively Arranged Edison Window
ered by Santa Claus, seen looking in at the window. The display consists of seven units, the centerpiece of which is an elaborate two-plane display, all done in the ten-color photo lithographic process, and makes a blaze of refined color such as is seldom seen in a talking machine shop window. The display is being shipped to Edison dealers in ample time for advance holiday showing.

MUSIC STORE REMODELED

Sterling Music House Much Improved by Alterations—Carries Complete Line of Talkers

PATERSON, N. J., November 7.—The Sterling Music House, 133 Ellison street, this city, has completely remodeled its establishment, greatly enhancing its attractiveness and adding many comforts and conveniences for patrons. The store, which is operated by Thomas J. Corkrey, now contains five demonstration booths and in addition to a complete line of James & Holmstrom, Jacob Bros. and other well-known makes of pianos, music rolls, sheet music, talking machines and records are handled.

NEW POST FOR RICHARD H. LEE

Richard H. Lee, for five years the outstanding figure in the truth-in-advertising movement of the Associated Advertising Clubs of the World, will, on December 1, become chairman of the National Vigilance Committee of the Association, retiring from the active direction of the movement to become vice-president of the Lord & Thomas advertising agency. In his new connection with the truth movement he will, of course, continue to supervise the activities of the committee.

The SHELTON MOTOR ELECTRIFIES

Victor, Edison or Columbia in one minute

There are 20,000 Satisfied Owners of
Shelton Motors in the United States

Write for Descriptive Literature and Dealer's Prices

The Shelton Sales Company

EDW. C. BOYKIN, General Manager
Eastern Distributors

299 Madison Avenue

New York City

See Advertisement on page 78.

COOLER WEATHER BOOSTS SALES IN DETROIT TERRITORY

Trade Helped by Concerted Advertising Campaign Looking to Christmas Orders—Music Week Benefits Evident—Jewett Prosperity—Dupraw Music Store in New Quarters—Other Removals, Etc.

DETROIT, MICH., November 9.—The combination of outside solicitations, from door to door, and a concerted advertising campaign, with more display space and novelties than ever before, are being used by Detroit talking machine and record dealers as the two chief means of getting business during the Fall months.

The coming of cooler weather has materially boosted sales in both talking machines and records, but it is a case of hustle at all times, and no dealer can afford to sit down and wait for the trade to come in. In practically every instance salesmen are being organized to call personally at each house in certain districts to solicit business and demonstrate machines and records. A good many of the dealers find that this has been an excellent method, in the face of the backward times, to keep business somewhere near normal for them. Special Christmas campaigns are already being talked of by most of the dealers and efforts are being made in every direction to have the year 1921 go down as a real "talking machine and record Christmas."

Columbia Dealers Reduce Stocks

Big Columbia advertisements announcing reduced prices have stimulated sales in great shape, according to reports. Most Columbia dealers report that in the last few months they have materially reduced their stocks in both machines and records. The dealers are very hopeful of a good Fall and holiday trade and, like other dealers in these wares, are preparing to go out and hustle for this business by personal solicitations.

Goldberg Opens Branch

The opening of a new branch talking machine agency at 2813 Hastings street is announced by the Goldberg Phonograph Store, 331 Gratiot avenue. It will carry a full line of Victrolas and Victor records. In the Hastings street branch it is planned to carry a full line of Jewish records that are familiar and dear to all lovers of Jewish music. A full line of Cantor Rosenblatt's records has been added.

New Victor Agents

There are several new Victor dealers in Detroit, the first time in more than five years that a new Victor agency has been granted in the automobile city. Among the new agencies for Victor machines and records are the Noble Piano Co. and the Sidney J. Guest Music Co.

Music Week Echoes

Music Week echoes are still being heard in and about Detroit and wherever dealers gather nowadays the success of the week and the prospects for another one soon seem to be the main topics of discussion. There is no question in the minds of everyone connected with the industry in this section that the week will eventually prove to be the greatest thing of its kind ever attempted.

"It may take months and it may take years and years," said one dealer in discussing the benefits of the week, "but the benefits of Music Week are assured. We may not be able to put our fingers on just how much business it will bring into the stores, but for the general good of everyone concerned nothing better could have been attempted. It will act as a general stimulant, with no one line of musical equipment getting a better share of the new business than the next.

High-class Records Favored

Detroit dealers say they are enjoying an excellent sale of high-class records by famous artists, which is an indication, they say, of the people taking a greater interest in the higher class of music. Detroit is experiencing the finest season of recitals in the history of the city, with many of the most noted artists in the country scheduled for recitals. Farrar and Galli-Curci, who have already been here, have played to capacity audiences and their records are in great demand at practically every store.

Detroit Piano Co. to Remove

The Detroit Piano Co., in seeking better quar-

ters, will move from its present location to one block further north on Woodward avenue. The move will be made on November 15. The new quarters will furnish better facilities for display and sales.

New Quarters for Dupraw Music Store

The Dupraw Music Store, 1448 Broadway, will move November 15 to 1510 Broadway, where new quarters have been provided which will add to room and display purposes. Rou Dupraw is planning to go after business in special campaigns from the new store. The Dupraws handle the Manophone, manufactured by Clough and Warren at Adrian, Mich. Rou Dupraw has been connected with the piano and talking machine business for fifteen years.

Prosperous Times With Jewett Phonograph Co.

A. A. Fair, sales manager of the Jewett Phonograph Co., reports the addition of many new dealers throughout the United States from day

to day. The factory at the present time is over-sold on product, but increasing facilities for more production are expected to take care of the orders within a few months. Mr. Fair and the entire organization are delighted with the reception accorded the Jewett all over the United States and the number of reorders that have been coming in from the dealers. It is quite evident from the demand that the Jewett will be a big favorite during the holidays.

GENNETT RECORD PRICES REDUCED

A reduction in the price of Gennett records, manufactured by the Starr Piano Co., has been announced by R. C. Mayer, manager of the recording laboratories of that concern on East Thirty-seventh street, New York City. Popular and dance records which formerly were priced at 85 cents have been reduced to 75 cents; standard selections have been reduced from \$1.00 to 90 cents, and recordings of classics have been reduced from \$1.25 to \$1.15.

Mere lung power is not selling ability.

Don't Let the Christmas Demand For Victrolas and Records Find You Unprepared

—No reason why it should. You've but to avail yourself of our stock; our service; our transportation facilities NOW—and you will be ready to profit to the utmost through the big Christmas business we can absolutely depend upon this year. It is already commencing.

Ample stock of Victrolas and Records, at this season particularly, will go far toward greatly increasing your year's business. Be prepared!

We make it a rule to fill all orders same day received.

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 obligate you in the least—and it will aid you in making up your order.

Grinnell Bros.

Wholesale Distributors
of Victrolas and Records

First and State Streets, Detroit

JAS. A. HEARN TO HANDLE TALKERS

Van Veen & Co., Inc., Equip Handsome Talking Machine Department in That Establishment—Some Other Concerns Recently Furnished

Jas. A. Hearn & Son, Inc., large New York department store, will shortly open a new and entirely complete talking machine department situated in the new building now being constructed as an addition to the large group now being used. It is predicted that the new department will contain the newest developments in equipment and will consist of nine hearing rooms, a sheet music and a record department. The department is being designed and constructed by Van Veen & Co., Inc., of New York City.

This same company also installed the equipment in the handsome new headquarters of Ormes, Inc., Victor wholesaler of New York City.

Considerable work outside of the metropolis has also been contracted for and completed. In

Philadelphia a complete interior with rooms was installed in the headquarters of Starr & Moss. Arthur L. Van Veen, president of the company, received a highly commendatory letter from Starr & Moss regarding the work. Another letter of which Mr. Van Veen is very proud was received from Frank Steadman, prominent talking machine dealer of Yonkers, N. Y., who stated in glowing terms that the installation was finished to his entire satisfaction.

NEW PORTABLE IS POPULAR

Outing Portable Meeting With Success—Cabinet and Accessories Co. Appointed Jobbers

The Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of the Outing portable talking machine, is meeting with considerable success in the introduction of this new portable. This machine is now being handled by a large number of dealers in different sections, and the Cabinet & Accessories Co., New York, were recently appointed Outing jobbers.

The Outing portable has a number of distinctive features which have met with the hearty approval of the trade, and among these features are a twelve-pocket album, a twelve-inch turntable, a Universal tone arm and a double-spring motor. The company is endeavoring to cooperate with its dealers in every possible way, and the Cabinet & Accessories Co. report an active demand for this instrument.

NEU IN CHARGE OF EMERSON SALES

Manager of Emerson City Department Now in Charge of General Sales—Well Qualified for New Post, Which Is an Important One

Harry G. Neu, who some time ago was appointed manager of the city department of the Emerson Phonograph Co., New York, has also been placed in charge of the company's general sales, taking over the work formerly handled by Harvey Morrison. Mr. Neu, who is well known in the wholesale trade, is formulating important plans which will undoubtedly interest Emerson jobbers and dealers.

In a chat with The World, Mr. Neu stated that Emerson jobbers generally were most optimistic in their comments regarding business conditions. The new Emerson lists are meeting with a hearty reception from the dealers, and every possible form of co-operation is being utilized to advantage.

FOUR SPECIAL BRUNSWICK RECORDS

Eight Popular Dance Hits Included in Special Brunswick Releases for November

The Brunswick-Balke-Collender Co. has just announced four interesting special releases of dance records for November made up of the recognized hits of the day. The first record is of "Yoo-Hoo" and "Second Hand Rose," both fox-trots played by Carl Fenton's Orchestra. Then comes "Ilo" and "Sweet Man o' Mine," also fox-trots, by the Windsor Orchestra; "Say It With Music" and "South Sea Isles," by Wiedoeft's Californians, and "Sweet Lady" and "Bimini Bay," by Carl Fenton's Orchestra. It is stated that the announcement of the special releases has been received with enthusiasm by Brunswick dealers.

AN AGGRESSIVE MANAGERESS

Miss Ethel Walthour Largely Responsible for Up-to-date Establishment of Drake & Moninger Co. in Alliance, O.

ALLIANCE, O., November 7.—The aggressiveness and initiative of Miss Ethel Walthour, head of the talking machine department of the store of Drake & Moninger Co., is responsible for this concern having the best operated and equipped talking machine section in the city of Alliance.

Since the company moved into its new store in East Main street this department has been given much consideration and now occupies a large space to the rear of the main floor. The record files are handy and within easy access of the salesmen. She has a system for the record rack which makes it possible to find numbers without any delay. The store is now an exclusive Victor shop.

It is also announced that the Weaver line of pianos has been added and this department will be maintained to a high standard. Another new acquisition to the big store is the Q R S line of player rolls, which was added two weeks ago.

Miss Walthour for the past two weeks has been in charge of the company's new Victor store which was opened recently in Sebring, O.

NEW MUSIC STORE FOR ALTON, ILL.

ALTON, ILL., November 4.—An attractive new music store was formally opened on East Broadway, this city, recently by Berg W. Plummer. Musical instruments and accessories of all kinds are handled. Mr. Plummer intends to make a specialty of repair work of all kinds.

"Be Sure Your Walnut is ALL Walnut."



MODERN AMERICAN WALNUT
PHONOGRAPH CABINET,
CHIPPENDALE DESIGN.

**AMERICAN
WALNUT**
"The Cabinet-wood Superlative."

Walnut "Selling Talk."

NATURAL COLOR which requires no superficial stains.

Will not warp, shrink, nor swell and resists shock.

Can be carved with ease—with the delicacy of ivory. Can be worked to 1/1000 of an inch.

Strong. Substantial. The first choice of the skilled cabinet-maker.

Deep rich tones which harmonize with all color schemes.

Finishes beautifully with high polish varnish, wax or oil.

The world's greatest Cabinet-wood throughout history.

Manufacturers and alert retailers will think of plenty more good talking points about American Walnut. The public is learning fast. And we are telling them:

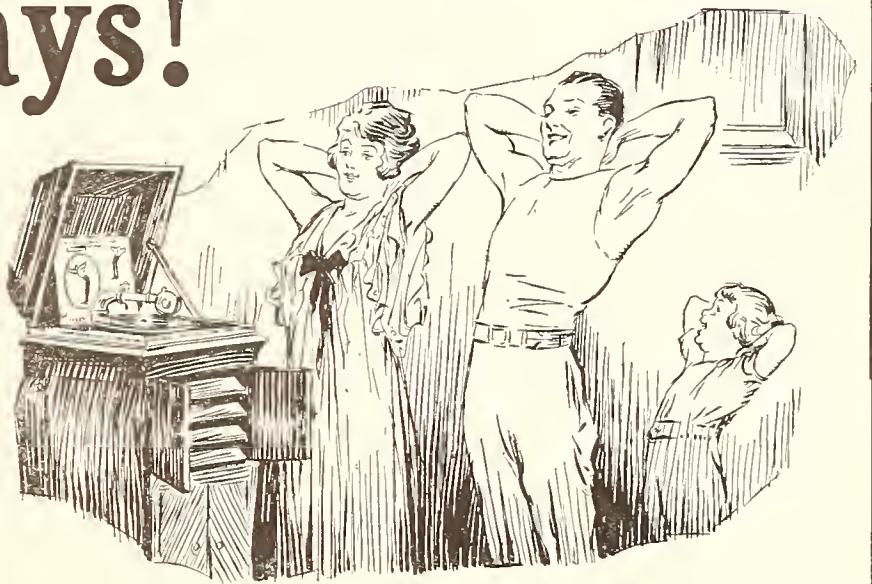
"BE SURE YOUR WALNUT IS ALL WALNUT."

Valuable data for manufacturers. Valuable data for dealers. ALSO the Walnut "brochure de luxe." Write to the responsible producers of American Walnut Lumber and Veneers, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022, 616 South Michigan Boulevard Chicago, U. S. A.

One Dealer's Sales of Walter Camp's Health Building Records—in Only 6 Days!

Reports from all over the country indicate the enormous popularity of Walter Camp's famous daily dozen exercises for keeping fit, set to music on phonograph records. One of New York's leading dealers ordered 100 sets and 1,000 miniature sample records on October 22nd. Just six days later we received the following letter which speaks for itself as regards his quick turnover:



DAVEGA
The Sportman's Paradise
NEW YORK

EXECUTIVE OFFICES
831 BROADWAY
TELEPHONE
STUYVESANT 7300

FOUR SPORT SHOPS
15 CORTLANDT STREET
831 BROADWAY
125 WEST 125TH STREET
COMMODORE HOTEL

October 29, 1921

Health Builders,
334 Fifth Avenue
New York City.

Atten. Mr. Robert B. Wheelan

Gentlemen:-

Confirming 'phone conversation, please rush to us immediately one hundred additional complete Health Builder sets of Walter Camp's "Daily Dozen" exercises, and also one thousand additional twenty five cents sample outfits, on same terms as original order.

Also please loan us one of the cuts you have used in your national advertising, as we wish to use it for a newspaper "ad".

Yours truly,
S.B. Davega Co.
By *Harry S. Davega*
Treasurer

EI/HSDavega

own vivid style. Every command is given in a clear voice and is absolutely true to time. The exercises used have all been developed by Mr. Camp during his long, successful career with Yale University and were adopted by the United States Army and Navy during the war.

Quick Profits Assured—Exclusive Territory

You can make big and easy profits, as others are doing, through this new "Health Builder" system and the big boost it is being given by nation-wide advertising. One of our ads brought over 2,500 inquiries and \$5,000 direct sales in New York City alone. Mail the coupon today for sample 10-inch record with literature describing the profitable connection offered as "Health Builder" dealer for your locality. We will co-operate with you to the limit in building business by giving you the full benefit of strong sales propaganda.

Sample Outfit on Request

Cash In On This Popular Movement

Walter Camp's famous Daily Dozen Exercises, set to music on phonograph records, are making sensational sales everywhere. National advertising has created a phenomenal demand in all sections for these "Health Builder" records which keep one fit to music. Each set contains five 10-inch double disc records, 12 charts containing 60 real photographs, and a booklet of instructions written in Mr. Camp's

HEALTH BUILDERS

Dept. F.

334 Fifth Ave., New York

Please send me, prepaid, one 10-inch double-disc "Health Builder" record, carrying four of Walter Camp's "Daily Dozen," with four charts—and your special proposition to dealers. I have privilege of returning this outfit.

Name

Address

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE:—This is the thirteenth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

THE SECRET OF DETAIL

Life consists of the details of life, and to live successfully is to know how the details should be looked after, and then to look after them.

Business success is like the art of living, for it is based on knowing the details and then successfully looking after them.

In the talking machine business, at least in its retail aspect, success consists in taking the greatest care of the small details. The man was wise who once said, "Give me the luxuries of life and I will let the necessities take care of themselves." A retail merchant in the talking machine business may rightly counter by saying: "Show me how to take care of the little, often unnoticed, things and I will show you the secret of success." For they are one and the same.

The talking machine is a musical instrument. On that we are all agreed. Like all works of mortal man the talking machine has its own defects and inconveniences. It is not entirely perfect. But the practical difference between practical perfection—that is to say, perfection to all intents and purposes—and complete imperfection is a difference extremely small and extremely easily bridged. Yet, it is a difference often not bridged at all.

In a word, the success, at retail, of the talking machine rests ultimately upon its ability to transmit in practical perfection to the ears of the hearer all kinds of fine music. There is, of

course, along with the fine in music, much that is not fine at all, but this does not matter for our purposes. It does not matter, that is to say, whether we do or do not take care of the little details when we are dealing with music of the frankly lowest type. But the sale of machines based on such music does not constitute the backbone of any retail business, nor does the sale of this type of records. In other words, one could do without the very cheapest and yet get along very nicely; but one cannot do without the high class, whether one may happen to like it personally or not.

Now, it is precisely in respect of all high-class selling, whether of machines or of records, that the attention to details, of which I speak, produces the desired results.

Mental Conditions and Detail

Last month a good deal was said about the influence of color in the decoration of demonstration rooms and in respect of its influence upon the attention and the general mental state of prospective purchasers who are listening to music. It is now time to talk about another item in the same department of thought. Let us consider, just for a moment, the influence of detail upon the mental state of the prospective buyer of machines or records.

The man or woman who goes into a talking machine store for the purpose of looking at a machine—that is to say, who is not an old customer calling to buy records, but a new customer just entering the talking machine game, as it were—is sure to have certain more or less incorrect preliminary ideas of the whole matter. The usual condition of the talking machines in use in the home of his friends is not sufficiently good, as a general thing, to enable anyone to

gain a true idea of what the machine will do. In the home the records become dusty, the motor squeaks and the sound box is perhaps loose in its bearing. Needles are used more than once, records are scratched by careless handling and a multitude of little annoyances are constantly being translated into inferior sound. Consequently, the very first consideration in a successful retail talking machine business should be regular inspection and maintenance of each and every demonstration machine.

What Regular Inspection Does

That means just what it says. Regular inspection means that each demonstrating machine should be looked over every morning. The motor should be tested for speed and oiled, if necessary, or otherwise adjusted. The sound box and tone arm should be inspected and adjusted. The old needles should be taken away and a supply of new needles put in, of all tone strengths. Dust should be wiped off the parts and the whole machine put into perfect condition. The job will take but a few minutes and the expense is negligible. Yet the result will be noticeable from the start. Let this thought be impressed upon every person who works in a retail talking machine store:

"Each machine and each record used for demonstration or sale in this institution must at all times be in perfect condition. It is a crime against the business of this institution to use, or permit the use of, equipment which is not in perfect condition."

On Record Maintenance

What has been said about machines in detail is also true as regards the stock of records. We have often been impressed with the difficulty of

RAINBOW SACRED RECORDS

Double Disc 85c.

RAINBOW RECORDS

HOMER RODEHEAVER, supreme in sacred song, records exclusively for Rainbow Records. His new songs can only be found on Rainbow Records.

Every dealer should stock the Rainbow Sacred Record Line for his Christmas trade. Write to your nearest distributor. Anticipate your Holiday needs immediately.

Rainbow Records have no season. They sell from January to December, year after year. No heavy stock. No old stock.

RODEHEAVER RECORD CO.

150 East 41st Street

New York

RAINBOW SACRED RECORDS

DISTRIBUTORS

ELITE PHONOGRAPH CO.

1626 Chestnut St.
Philadelphia, Pa.

STERLING ROLL & RECORD CO.

137 W. 4th St.
Cincinnati, O.

RODEHEAVER CO.

218 So. Wabash Ave.
Chicago, Ill.

J. K. POLK FURN. CO.

288 Decatur St.
Atlanta, Ga.

STERLING ROLL & RECORD CO.

434 4th Ave.
Pittsburgh, Pa.

RODEHEAVER CO.

814 Walnut St.
Philadelphia, Pa.

maintaining a large stock of records in perfect condition, nor is anyone likely to minimize that difficulty who has had practical acquaintance with the conditions of most retail stores. Yet it is essential that all records, at all times, should be in perfect condition, unscratched and clean, ready to do their work of reproduction perfectly at any moment without notice. This means that the stock of records needs to be handled with great care by persons who understand the importance of care. It also means that special precautions must be taken against damage in handling. Now, the best experience of the best stores shows plainly that if each record is kept always in its envelope and is never allowed outside that envelope, save when it is actually being demonstrated, the chances of its being damaged will be very small indeed.

Records used for demonstration purposes should be handled only by the salesman who is demonstrating, and there should be in each and every demonstration booth a soft feather brush, wherewith each record may be dusted off carefully before and after it is used. Personally, we believe that the little record brush is a very useful accessory to every talking machine.

This consideration leads us to remember that, in the usual way of arranging demonstration booths, the record racks are arranged in a passageway which runs the length of the line of booths, each of which has a door opening into the passage. With this arrangement the salesman can at once procure from those who are attending to the record stock any record needed, and can give good and rapid service to the customer.

Eliminating Noise

Another little detail that is often neglected, but which is very important, is the detail of noise behind the demonstrating rooms. It does not cost much to lay a thick carpet along the passageway on which about the record shelves. It does not cost much, but the detail is often neglected. Yet, to neglect that detail is to make a very serious mistake. Noise must be eliminated to the very utmost of practical possibility. For this very same reason doors leading into demonstration booths ought not to be loose, banging affairs as, unfortunately, they often become. What is the use of spending all kinds of money on nice furnishings, appropriate color schemes, thick carpets, etc., etc., if the doors will either not stay shut or else are constantly banging and squeaking whenever they are moved? Again, let it be noted that noiseless operation is the essen-

tial of successful retail merchandising of talking machines and records.

Now, all these details have a definite relation to the musical possibilities of the talking machine, which form the text or subject matter of these articles. The essence of good retailing of talking machines is found in the knowledge that it is music which we are selling and not machinery. When we realize this, when we think always of the music first and of the machinery only later, when we think always of what the machinery and the material are doing, instead of how they are made and what they cost, then we—from the salesman's point of view—are doing the right thing in salesmanship. That is why we need to be so very fussy over the little details of service. The selling of music is in every essential the selling of a very delicate service to a very delicate art. It cannot be trifled with. If it is handled roughly it dies. The musical possibilities of the talking machine are infinite, but they cannot be exploited by careless, indifferent or ignorant methods.

Care for details is the secret of success in music selling. Talking machine selling and record selling constitute one of the most important branches of music selling. Wherefore this article.

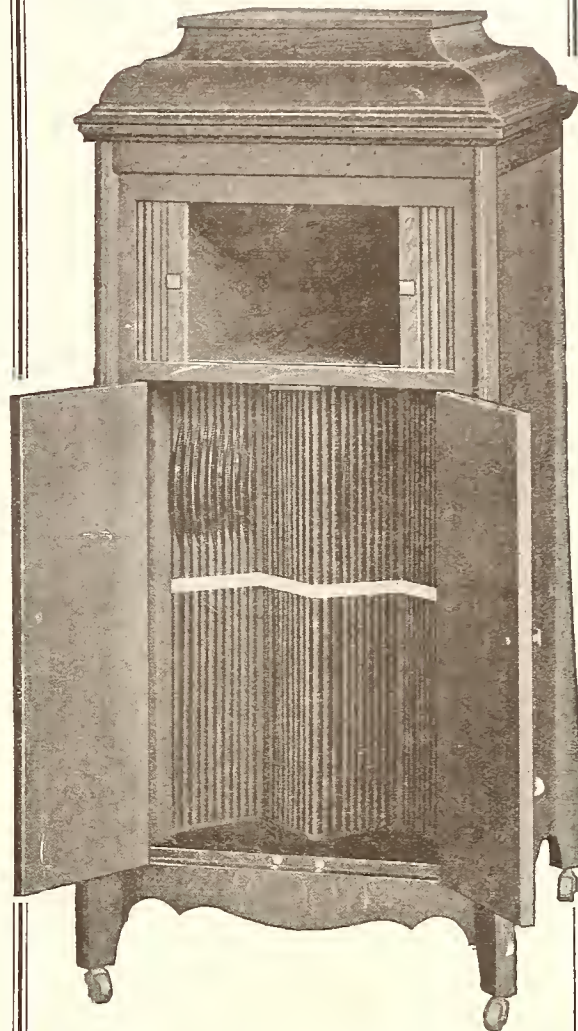
MAGNAVOX SOLD TO NAVY YARD

Will Be Used to Assist in Moving Vessels in Drydock—N. Z. Bishop Joins Magnavox Sales Staff—Located in New York Office

Among the recent sales made by the New York office of the Magnavox Co. was one to the Navy Yard at Brooklyn. E. A. Davis, Eastern sales manager for the Magnavox, installed the equipment, which will be used by Navy officials in the mooring of vessels in drydock. By the use of the Magnavox an officer placed at some vantage point away from the vessel will be able to direct the work of docking at a great saving of time, and also much more easily and efficiently.

N. Z. Bishop, who has been connected with the radio and wireless branch of the Naval Aviation Service for the past three years, recently joined the sales force of the Magnavox. Mr. Bishop will be located in the New York office and will center his activities in metropolitan New York and New Jersey, calling on the trade in the interests of the various Magnavox amplifiers. As Mr. Bishop's work in the Navy was particularly pertinent to the Magnavox, his experience will assist him materially in his new position.

The
Tiffany



"Stands for Quality"

The appealing lines of the Tiffany phonograph, together with its wonderful tonal qualities and cabinet construction, are the reasons for the noticeable increase in Tiffany Dealers.

Write for our attractive proposition.

Distributors for Jones-Motrolas and Cardinal Records.

Tiffany Phonograph Sales Co.

Executive and Sales Offices
1404 East Ninth St. Cleveland, Ohio

CHENEY FOR JAPANESE PRINCE

Makes Selection of Style 110 During Visit to New York Last Week

A Cheney phonograph will shortly grace one of the palaces of Japan. G. D. Shewell, president of the Cheney Sales Corp., of New York and Philadelphia, told how the New York offices of the company were recently honored by a visit from Prince Asakira of the Japanese battleship "Izumo." This battleship, together with a sister ship, was anchored in the Hudson River for a week or so during the early part of the month. Prince Asakira had heard the Cheney phonograph in Japan and upon his arrival in New York visited the offices of the Cheney Sales Corp., distributor of the Cheney phonograph, attended by a suite of fifteen officers. The prince was enthusiastic over the tone of the Cheney and purchased Style 110, one of the handsomest models in the line. Style 110 is a console model and is an excellent piece of cabinet work. The machine was immediately delivered to the flagship "Izumo" and carried thence to Japan.

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.

TRADE ASSOCIATION OF LOS ANGELES ELECTS OFFICERS

J. W. Boothe Elected President—Appreciation of Work of Evening Express—Noted Orchestra Heard—Victrola for the Movies—Talking Machine Men Go After Fish—and the Results

LOS ANGELES, CAL., November 3.—The annual meeting of the Music Trades Association of Southern California for the election of officers took place last month with the following result: J. W. Boothe, general manager of the music department of Barker Bros., was elected president; George H. Barnes, president of the Barnes Music Co., first vice-president; Alfred C. Danz, of the Crescent Music House, second vice-president; Harold Jackson, treasurer, and A. G. Farquharson as secretary. A rising vote of thanks was given to E. A. Geissler, retiring president. A number of important matters were discussed during the evening by the members, who attended in large force.

Letter of Thanks Sent to Newspaper

The daily talking machine record concerts which are being given by the Los Angeles Evening Express, which consist of the playing of ten

records of one make at each concert—eight makes being represented and given on separate days so that eight concerts of each make of record are given, a total of sixty-four concerts are progressing with marked success. At the annual meeting of the Music Trades Association of Southern California a vote of thanks to the Los Angeles Evening Express was tendered and the following letter addressed to Frederick W. Kellogg, manager and owner of the Express: "The members of the Music Trades Association of Southern California wish to express their appreciation of the plan put forward by the Los Angeles Evening Express for the advancement of music through the phonograph record, and by means of sixty-four concerts being held at the Express Auditorium.

"They appreciate the wonderful value to music which is being given through editorial and news

publicity by the Los Angeles Evening Express and recognize the generosity shown in the giving of cash prizes for encouragement to those of the public who interest themselves in these concerts.

"At the same time they wish to pledge their unanimous support and co-operation in this excellent and altogether novel idea."

Irving C. Franklin Gives Interesting Talk

Irving C. Franklin, general sales manager of the Burnham Phonograph Corp. gave a very interesting talk to the members of the Music Trades Association of Southern California at its annual meeting. He gave a brief history of the Burnham Co. and outlined the policies adopted, which were in strict accordance with the rules of the Association.

Portable Victrola for Movies

The adaptability of the new portable Victrola has been quickly recognized by the motion picture people and Cecil B. de Mille, famous producer, purchased one of these little instruments from Richardson's, Inc., last week. Motion picture actors and actresses, particularly the latter, find that music, as an inspiration, is a necessity, and music is seldom missing during the "shooting" of a scene for a picture; therefore, when on "location"—away from the studio or lot—what could be more convenient than the portable?

Max Fisher Plays at Alexandria

Max Fisher and his orchestra, direct from the Ziegfeld "Midnight Follies" and Ritz Carlton, New York, are playing regularly at the Hotel Alexandria. They have recorded several dance selections for Vocalion records and Vocalion dealers have been quick to take advantage of this local publicity. The Max Fisher Orchestra, recording nationally known records, constitutes the third orchestra of this kind to make its home in Los Angeles; the Art Hickman Orchestra, known everywhere through Columbia records, has taken permanent quarters at the Ambassador Hotel, Los Angeles, while the Rudy Wiedoeft Orchestra, of Brunswick record fame, is heard daily at the Cinderella Roof Garden.

Ralph Paulin in Los Angeles

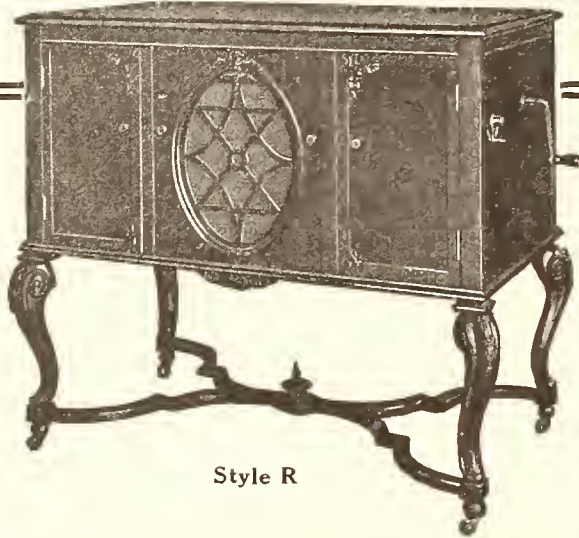
Ralph Paulin, president and general manager of the Paulin Music Co., Santa Barbara, was in Los Angeles last week for a couple of days. He reports good business conditions in Santa Barbara. The old adobe house immediately adjacent to the Paulin store, which is one of the oldest buildings in Santa Barbara, and has solid walls of three feet in thickness, is wonderfully attractive as a recital hall and period models—Victrolas and Brunswicks—can be demonstrated under ideal conditions.

Music by Radio

Hamburger's wireless on the roof of their great eight-story building is being utilized to transmit Brunswick records far and wide. Every day at 3 p. m. and 8 p. m. anyone within two thousand miles of Los Angeles can "listen in" and hear the six latest Brunswick records.

Three Fishers Went—

Irving C. Andrews, of the Andrews Talking Machine Co., and Harold Jackson, manager of the phonograph department of the Wiley B. Allen Co., hungered for a last frying pan or two of trout before the close of the season. Conditions looked good—two days before the thermometer had registered somewhere around 90 degrees in Los Angeles shade; pine trees and cool trout pools a mile or so above seemed tempting. However, a possibility of bad weather existed and it was desirable to take along a mascot, and so they selected the secretary of the Music Trades Association of Southern California. They waxed eloquent and with fishy word pictures easily secured the mascot and the dawn of a Sunday saw the three spinning over the road toward San Bernardino and the rim of the world beyond. There was a fine rain descending, described as fog by the two optimists. Five hours later they pitched camp at Camp Alison, 6,150 feet up; an ancient Irishman in charge predicted snow—"and if it sh-tarts ye had better be moving while ye can." Nothing daunted, lunch was



Style R

**Business Will Be Better for
the Holidays If You Have
a Complete Line of**

KIMBALL PHONOGRAPHS

*Send your order at once that you
may not be disappointed*

Kimball Phonographs are made in distinctive designs and are of superior construction. They reproduce the natural tone recorded in the record. Kimball prestige has established a ready market for this product.



Style J



Style D

Write for Agency Proposition

W. W. KIMBALL CO.

Established 1857

306 S. Wabash Ave., Kimball Bldg.
CHICAGO

*Manufacturers of Phonographs, Pianos, Player-Pianos,
Pipe Organs, Distributors of Okeh Records*

THREE HANDSOME NEW VICTROLAS IN PERIOD DESIGNS

Victor Talking Machine Co. Announces New Upright Victrolas in Jacobean, William and Mary and Chippendale—All Period Designs Which Should Make a Wide Appeal to Dealers and Public

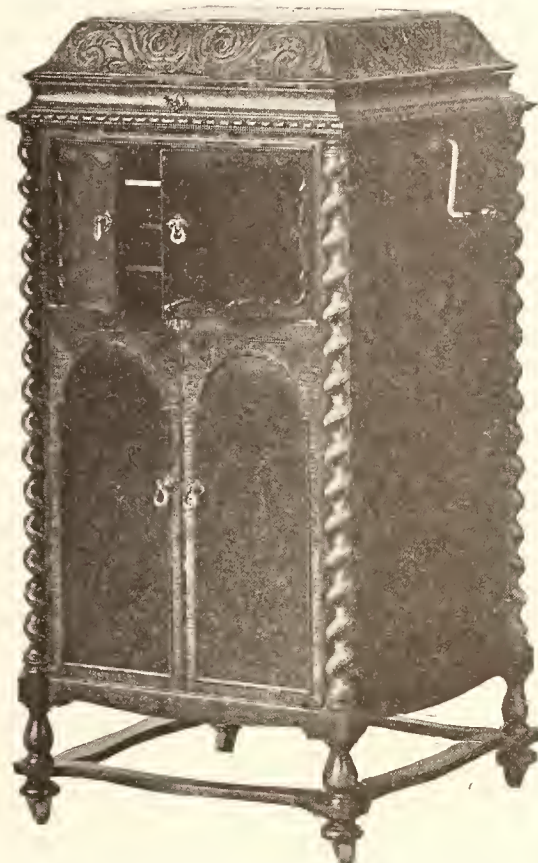
The Victor Talking Machine Co. has announced three new Victrola models in period

the first period styles in such machines to be marketed by the company.

The new period Victrolas will be known as the

and are listed at \$575, \$600 and \$700 respectively. All three models have the regular Victor four-spring motor and standard reproducing equipment. The Chippendale is in mahogany, the Jacobean in fumed oak and the William and Mary in American walnut.

It is stated that a limited number of the new



Period Victrola—Jacobean, No. 2 designs, the announcement being of unusual interest in that all three models are uprights and

Period Victrola—William and Mary, No. 0 Chippendale No. 2 upright, the Jacobean No. 2 upright and the William and Mary No. 0 upright,

Period Victrola—Chippendale, No. 2 models will be ready for shipment to the trade at an early date.

TRADE NEWS FROM LOS ANGELES

(Continued from page 156)

eaten amid the strain of McCormack's "Foggy Dew," and then a start was made on the trail to Deep Creek, two and a half miles away downhill. It commenced to rain soon afterwards and by the time Deep Creek was reached it was pouring. Ten minutes' fishing under these conditions was so dampening that the last spark of enthusiasm was extinguished and the long climb back to camp was made, the rain turning

to snow as the top was reached. Mindful of the old Irishman's warning, camp was soon broken and a sodden load of tent and fishermen drove down the tortuous steep grade to San Bernardino and then home. The fish was fried in the Jackson kitchen next morning—it was remarkable for its size, poor little thing.

Charles Feldman, manager of the United Talking Machine Co., of Brockton, Mass., was married last week to Miss Cecil Terr, of Dorchester, Mass. The couple are spending their honeymoon in Bermuda.

PROTEST "NO PARKING" ORDINANCE

Washington Music Merchants Declare Rule Would Drive Away Much of Their Trade

WASHINGTON, D. C., November 4.—Local music dealers are much wrought up over the proposed order of the Commissioners of the District of Columbia to prohibit the parking of automobiles in the business section.

Music dealers point out that the proposed order would drive away the out-of-town trade that the business men of Washington have tried so hard to persuade to come to the city and would materially hamper them in building up trade in residential sections, where there are neighborhood music stores. It is pointed out that if a person is compelled to park a half mile or more from the downtown stores the neighborhood establishments are likely to profit materially from the fact that customers can drive right up to their doors and park for an indefinite period.

Protests against the proposed regulations are descending upon the Commissioners in a flood and it is probable that the action actually taken will be considerably less severe than was originally suggested.

CREMONA PHONOGRAPH CO. AFFAIRS

PORTLAND, ORE., November 4.—The total amount of debts of the Cremona Phonograph Co., which recently went into bankruptcy, was \$107,782.01, while the assets amounted to only \$31,666.39, according to the account filed in the Federal Court by the secretary of the company, H. E. Witham. The secured claims amounted to \$62,075.37 and \$40,640.25 were unsecured claims. The real estate was listed at \$6,050 and bills, notes, etc., were to the amount of \$23,845.08.

Mr. Dealer



Please let us explain why we sold six hundred Robinola Talking Machines from our office at retail within a short time. Let us send you a list of the purchasers. We will send you a sample at a price that will startle you. Then, after you test the Robinola, you will say that it is the first

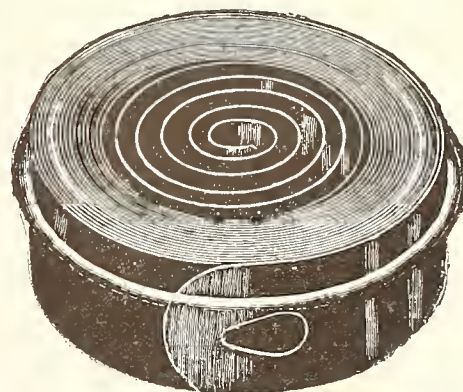
talking machine you ever heard absolutely free from needle scratch and metallic sound. Write now before you forget it.

ROBINOLA TALKING MACHINE CO., Inc.

119 East 5th Street CINCINNATI, OHIO



Main-Springs



For any Phonograph Motor Best Tempered Steel

3/8 inch x 10 feet for all small motors.....	Each \$.40
3/8 " x 10 " " Pathe, Columbia, Heineman...	.45
1 " x 10 " " Columbia50
1 " x 11 " " Columbia with hooks.....	.55
1 " x 13 " " Victor, old style.....	.50
1 " x 15 " " Victor, new style.....	.55
1 1/4 " x 18 " " Victor, new or old style.....	.75
1 " x 12 " " Heineman and Pathe.....	.55
1 " x 10 " " Saal, Silvertone, Krasberg.....	.55
1 " x 13 " " Saal, Silvertone, Brunswick.....	.65
1 " x 16 " " Sonora, Brunswick, Saal.....	.75
1 3/16" x 18 " " Heineman and Pathe.....	1.00
1 1/2 " x 25 " " Edison Disc	1.80

SAPPHIRES—GENUINE

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

PHONE-ARMS

The very best, loud and clear, throw-back.....\$5.00 With large reproducer, very loud, Universal..... 4.50 With smaller reproducer, but loud and clear..... 3.00

PHONOGRAPH NEEDLES

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

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors. Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

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

ST. LOUIS TRADE LOOKS FOR ACTIVE HOLIDAY BUSINESS

With Railroad Strike Removed Dealers Are Ordering Heavily and Distributors Are Optimistic Regarding Outlook—Announcements of New Dealers and Departments—Activities in Sales Fields

St. Louis, Mo., November 5.—The talking machine business, depressed during October by the threatened railroad strike, rebounded promptly when that menace was removed. The beneficial effect was particularly noticeable in the wholesale end of the business. Dealers were wary of ordering while the strike cloud was hovering. Immediately after the announcement that there was to be no strike, orders that had been withheld began coming into the wholesale departments of all the distributors. With no industrial disturbance in prospect distributors and dealers anticipate very good business from now until the holidays. In St. Louis the highest grade machines are holding their own pretty well against the rising demand for the medium grades, but in the smaller places the call is mostly for cheaper machines. This is reflected in the orders from dealers in the country. Distributors are accommodating themselves to this development, looking upon it as a healthy tendency toward a better balanced movement. The Silverstone Music Co., Edison distributor, has not only been adapting itself to the development, but has been encouraging it by a campaign in favor of the Heppelwhite Model, which sells for \$167.50. The dealers have been taking kindly to it and the indications are that outside of St. Louis the Heppelwhite will be the leader in Edison sales for Christmas delivery.

Tone-Test Attracts Crowds

The tone-test given by the Silverstone Co. at Moolah Temple on Saturday, October 30, was one of the most successful ever given in St. Louis. The auditorium was crowded, the attendance being estimated at 2,800. Miss Amy Ellerman, contralto, and Miss Vera Barstow, violinist, assisted by Calvin Coxe, tenor, were the artists.

November is the anniversary month of the Scruggs, Vandervoort & Barney store, and all

departments make special efforts. The talking machine department is offering unusual inducements.

Take on the Brunswick Line

The Lehman Piano Co., which recently moved to the northwest corner of Eleventh and Olive streets, has added the Brunswick to its lineup of talking machines. The contract was closed late in October and a full line of machines was delivered. C. F. Shaw, city salesman, handled the deal. The Lehman Co. has been handling the Vocalion and the Columbia.

Miss Dorothy Jardon, Brunswick artist, was at the Orpheum the first week in November. Brunswick dealers rose to the occasion by making special window exhibits and by co-operative advertising.

C. F. Shaw, city salesman of the Brunswick Co., was called to Jackson, Tenn., early in November by the critical illness of a relative.

Has New Victrola Department

Hellrung & Grimm, Ninth street and Washington avenue, have a new Victrola department on the main floor. There are a number of sound-proof rooms, restful in garb of old ivory, enlivened with touches of cretonne. There is a convenient record counter.

Col. F. B. T. Hollenberg, president of the Hollenberg Music Co., Little Rock, Ark., was in St. Louis recently.

Mrs. L. E. Gholson is continuing the business at Sessor, Ill., of her husband, who died recently, and will continue to handle the Brunswick machines.

New Home of Wellston Talking Machine Co.

The police had to be called to keep out the crowd whose pressure at one time threatened the glass of the beautiful show windows at the new home of the Wellston Talking Machine Co. F. Coleman has been a dealer solely in Victrolas and Victor records for many years, and recently

opened a handsome new store. The booths and woodwork are finished in ivory and old ivory with silver lighting fixtures. Three thousand Penn dogs were given as souvenirs. Mr. Coleman's neighboring dealers showed the high esteem in which he is held by filling the house with flowers. This shop has the unique distinction of employing no outsider, the work being carried on by Mr. and Mrs. Coleman, with their daughter and son-in-law, Mr. and Mrs. C. A. Dieke.

Changes in Selling Staffs

Many changes in the selling staffs of various St. Louis Victor houses are taking place. At Stix, Baer & Fuller, the new ones are Miss Lacey McGhee, Miss Katherine Walsh, Mrs. Billie Ladd and Miss Evelyn Nagel. At Field-Lippman's are Miss Laura Hagge and Mrs. K. Holland, formerly with Sanger Bros., Dallas, Tex. At Glaser's Music Shop is Miss Betty Zlotnik.

Latest Brunswick Dealers

The following Brunswick franchises have been placed recently: King Jewelry Co., Coulterville, Ill.; Harrisburg Music Co., Harrisburg, Ill.; H. C. McClure, Versailles, Mo.; Vassel & Voss, Centralia, Ill.; Arthur A. Schultz, Washington, Mo.; A. J. Hampton, Herrin, Ill. The Harrisburg Music Co. is a new company, composed of J. F. Wilson and J. E. Smith.

Briefs of Interest

Miss Grace Haddick, formerly with the Koerber-Brenner Co., has taken a position with the Zerweck Music Co., Brunswick dealer at East St. Louis, Ill.

D. A. Robnett, of the Parker Furniture Co., Edison dealer at Columbia, Mo., died recently.

The Edison slogan, "The Thing Beyond the Thing Beyond," was recently made the subject of a sermon by the Rev. W. H. Whitlock at the First M. E. Church, Belleville, Ill., after it had been brought to his attention at a demonstration there.

D. G. Garrison, of the G.-W.-B. Music Co., Marion, Ill., was a recent visitor to St. Louis.

Silverstone Makes Complaint

The Globe-Democrat is giving away "Phon-Olas" for subscriptions. There is no objection to that, but talking machine dealers are protesting against the impression given in the advertising that the "Phon-Ola" is a regular talking machine. Mark Silverstone, president of the Silverstone Music Co., has made a complaint in the name of the Music Merchants' Association of St. Louis. Letters of protest are said to have been sent in by several. It is desired to have the dimensions of the machine published, so that the public will know what it is and not be misled into the presumption that it is grown up.

Completes Salesmanship Class

The Koerber-Brenner Co. has just completed a salesmanship class which, in spite of the lateness of the season, had nine people enrolled. In addition to the usual work covered, E. C. Rauth, who has just returned from a week's stay at the Victor factory, gave two very instructive lectures. M. de C. Freeman also talked to the class. On Monday the Eight Victor Artists were in evidence, and the class occupied a box at their concert that night.

Increases Capacity of Victor Department

The Cline-Vick Drug Co., of Marion, Ill., has tripled the capacity of its Victor department recently, adding sound-proof hearing rooms, built-in record racks of the latest design and a handsome service counter.

Red Seal "Derby"

Stix, Baer & Fuller, St. Louis, are conducting a Red Seal "Derby" in their Victrola department. To the winner each month is given a pair of tickets to any show or concert in the city. The question in the department at the end of the day now is, "How many Red Seals have you sold?" not as formerly, "What is your summary?" Miss Mae Kennedy was the winner for September and is leading the race for October.

The Silverstone Music Co. took advantage of the recent celebration of the 100th anniversary of Missouri's statehood by preparing a specially arranged window calling attention to some of the things that were not enjoyed 100 years ago. Gen. Lafayette, in animated figure, was pressed

"PERFECTO"



*Unexcelled
in
Tone and Beauty*

BEING experts in this line for years, formerly connected with the largest phonograph manufacturing concerns in the world, we are now manufacturing a *High Grade Phonograph Unexcelled in Beauty and Tone*, with the newest improvements of any other kind on the market, possessing the best in material and workmanship.

Save the middleman's profit and deal direct with the manufacturer. We invite the trade to our factory.

Size of this Model
23" wide, 24" deep, 50" high
in Genuine Mahogany
and American Walnut

Perfection Phonograph Co.

Factory and Showroom:
203 LEWIS ST., Cor. 6th St.
NEW YORK

Telephone Dry Dock 4835

into service to remind the public, by means of placards held in his moving hands, that 100 years ago there was no talking machine, no telephone and no electric light—and no Thomas A. Edison.

Columbia Happenings

H. L. Tuers, manager of the Dealer Service department of the Columbia Graphophone Co., made a flying trip from New York to put over some new ideas for aiding the dealers during the coming rush season.

Robert Porter, field sales manager of the Columbia Co., spent a day here last week tuning up the sales force to further efficiency and suggesting further ways of a closer co-operation between the dealers and the salesmen.

E. M. Morgan, branch manager of the Columbia Co., has just returned from a brief trip through the Illinois territory and reports that the dealers in that section are decidedly optimistic with regard to the coming holiday season and are already showing unusual activity in sales. Mr. Morgan left for Pittsburgh, Pa., on a several days' business trip.

The St. Louis branch of the Columbia Co. announces with regret the resignation of R. N. Johnson, Dealer Service supervisor, after an impeccable record of four years' service with the company. George T. Harris is his successor.

Miss Florence Hazlett, representative of the educational department of the Columbia Co., visited the St. Louis office and reports record-breaking business in the department.

INTRODUCE TWO NEW SALES HELPS

New Table for Victrolas 4 and 6 Designed by the Unit Construction Co. Now Ready

PHILADELPHIA, PA., November 7.—The Unit Construction Co., of this city, manufacturer of "Unico" equipment for talking machine warehouses, has placed on the market two new sales helps particularly designed for the talking machine dealer and one which may be resold by the dealer. The "Unico" Sales Stimulator is a selling aid to be placed on the wall of the demonstrating room. Two records are displayed with space beneath each for a descriptive card. Two labeled pockets are provided, one for records selected and the other for those not desired. The other number produced is known as the "Unico" stand No. 46, and consists of units which may be assembled rapidly, and is somewhat similar to the table announced last month for the portable, except that this new table is designed particularly for Victrolas 4 and 6.

Robert L. Foord has opened the Talking Machine Shop at 416 Market street, Wilmington, Del. Victrolas and Victor records are handled exclusively.

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

RECORD MUSIC SPANS CONTINENT

Records Played in San Francisco in Armistice Day Test Heard by Crowds in Arlington Cemetery, Where Unknown Soldier Will Lie

WASHINGTON, D. C., November 4.—The call of a bugle, the chime of bells and the voice of a man sounded across the continent from San Francisco yesterday to be magnified over a wide area about the Arlington National Cemetery, with every note, every tone of the bells and every spoken syllable as distinct as though produced a hundred feet from the listeners' ears.

The speaker stood on the roof of the great Civic Auditorium in San Francisco and the music came from talking machine records played in the building on which he stood. It was the formal rehearsal of the mechanism by which President Harding's voice, as he speaks the Nation's homage on Armistice Day over the coffin of America's unknown dead from France, will be carried to an audience waiting before the amplifiers in New York and to another gathering in San Francisco to share in America's great day of tribute.

There was a long reading of speeches from the stage of the amphitheatre here to be carried over the wires to San Francisco. Then the voice announced that the next words to be heard would be spoken in San Francisco. The faint whir of the mechanism rose to a higher hum and a new, deeper-toned voice announced that chimes, played on a talking machine record in San Francisco, would come next. As clearly as if it were not a dozen feet away there came the click as the needle dropped on the face of the whirling record disc 3,000 miles away; the familiar introductory scrape began, then the bells boomed out, waking echoes in the cemetery and pealing over the thousands of graves.

The deep voice took up the task again, reading the words of President Harding's inaugural address. Then it announced the bugle record, and the clear note of a trumpet in stirring army calls sounded over the field, more distinctly heard than the notes of the bugles at Fort Myer across the road, where the garrison was at retreat parade.

OPENING OF DALES' NEW TEMPLE

Enjoyable Musical Program Entertains Crowds Who Visit New Establishment Opened by Geo. S. Dales in Akron

AKRON, O., November 8.—Dales' New Temple of Business, which sobriquet has been given the new basement talking machine parlors just completed, at a cost of approximately \$5,000, by G. S. Dales, was opened to the public Thursday evening. The temple is something entirely new to the talking machine store life of Akron and the innovation made a decided hit with several hundred of the trade who accepted the invitation of Mr. Dales to inspect the new department and enjoy the concert and dancing.

For those who are musically inclined the store arranged a pleasing concert, offering Mrs. Chandler and John Stein in vocal numbers and an opera lecture by Prof. Hantleman. On the main Victrola floor dancing was the entertaining feature during the evening. There was no admission charge and, according to Mr. Dales, the store will continue these Thursday night concerts throughout the winter.

"Business in the talking machine trade, as I view it, is about 15 per cent better than it has been," said George S. Dales in an interview with a representative of The World. "I have much confidence in the future and predict a satisfactory volume of business for the two months to come, with a decided improvement along about December 1. The holiday trade should be a big improvement over last year." Mr. Dales says his record business has been very satisfactory the past several weeks.

Dealers should not overlook the value of local advertising in calling attention to the line of holiday products which they are handling.

ARTO RECORDS



ARTO Record Releases for the Month of DECEMBER, 1921

DANCE RECORDS

- 9106 Weep No More, My Mammy (L. Pollack). Fox-trot. Louis Cohen and His Orchestra
Crooning (W. F. Caeser-R. Perkins). Introducing "Love Me All of the Time." Medley Fox-trot. Merry Melody Men
9107 Birds of a Feather (J. McGowan-E. Moran). Fox-trot. Louis Cohen and His Orchestra
Glow, Little Lantern of Love (F. Fisher). Fox-trot. Louis Cohen and His Orchestra
9108 Everybody Step (I. Berlin). From "Music Box Revue." Fox-trot. ARTO Dance Orchestra
Song of Love (S. Romberg). From "Blossom Time." Waltz. ARTO Dance Orchestra

POPULAR VOCAL RECORDS

- 9104 When Francis Dances With Me (B. Ryan-Violinsky). Baritone Solo, Orch. Accomp. Arthur Fields
Ten Little Fingers and Ten Little Toes Down in Tennessee (Pease-Schuster-Nelson). Tenor Solo, Orch. Accomp. Arthur Hall
9109 That's How I Believe in You (Dubin-Cunningham-Rule). Duet, Tenors. Charles Harrison-Berrett Clark Feather-Bed Lane (Bryan-Paley-Gumble). Tenor Solo, Orch. Accomp. Sam Ash
9110 I Ain't Gonna Be Nobody's Fool (F. Davis-G. Bennett). Contralto Solo, Orch. Accomp. Dorothy Dodd
I've Got the Blues, But I'm Just Too Mean to Cry (Parish-Young-Squires). Contralto Solo, Orch. Accomp. Dorothy Dodd

COLORED VOCAL "BLUES" RECORD

- 9105 Mississippi Blues (Spencer Williams). Vocal Blues. Contralto Solo, Orch. Accomp. Alice Leslie Carter
son's Jazz Boys. Alice Leslie Carter
Wabash Blues (D. Bingle-F. Meinken). Vocal Blues. Contralto Solo, Orch. Accomp. Lucille Hegamin
9112 Decatur Street Blues (Clarence Williams). Vocal Blues. Contralto Solo, Accomp. by Jimmie Johnson's Jazz Boys. Alice Leslie Carter
Got to Have My Daddy Blues (E. Erdman-C. Jones). Vocal Blues. Contralto Solo, Orch. Accomp. Alice Leslie Carter

HAWAIIAN RECORD

- 9111 Susquehanna Shore (H. D. Squires). Waltz Duet. Hawaiian Guitars. Ferera-Franchini
When Sweethearts Waltz (C. De Voll-L. Breau). Waltz Duet, Hawaiian Guitars. Ferera-Franchini

CHRISTMAS NOVELTY RECORD

- 3089 Santa Claus Arrives (G. Gerard). Descriptive Specialty. Gilbert Gerard
Santa Claus Builds His Toys (G. Gerard). Descriptive Specialty. Gilbert Gerard

STANDARD VOCAL RECORD

- 3084 Silent Night, Holy Night (F. Gruber). Contralto Solo, Orch. Accomp. Nevada Vanderveer
O Holy Night (A. Adam). Contralto Solo, Orch. Accomp. Nevada Vanderveer

OPERATIC ARIAS (Sung in Italian)

- 3085 Rigoletto. "La Donna Mobile" (G. Verdi). Tenor Solo, Orch. Accomp. Antonio Rocca
Rigoletto. "Cortigiani Vil' Razza Dannata" (G. Verdi). Baritone Solo, Orch. Accomp. Carlo Ferretti
3086 Cavalleria Rusticana. "Brindisi" (P. Mascagni). Tenor Solo, Orch. Accomp. Antonio Rocca
Il Flauto Magico. "Aria Della Regina" (W. A. Mozart). Soprano Solo, Orch. Accomp. Eva Leoni
3087 Zaza. "Piccola Zingara" (B. Leoncavallo). Baritone Solo, Orch. Accomp. Carlo Ferretti
Cavalleria Rusticana. "Voi Lo Sapate" (P. Mascagni). Soprano Solo, Orch. Accomp. Mme. Genie Fonariova
3088 Faust. "Dio Possente" (C. Gounod). Baritone Solo, Orch. Accomp. Milo Picco
La Tosca. "Vissi d'Amor" (G. Puccini). Soprano Solo, Orch. Accomp. Mme. Genie Fonariova

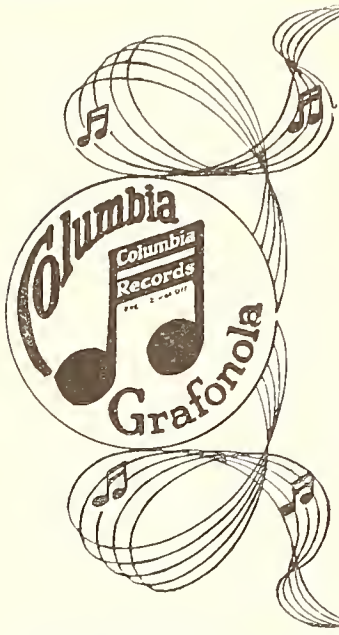


LIST OF ARTO DISTRIBUTORS

CROWN MUSIC CO., New York City.
ARTO DISTRIBUTING CO., New York City.
THE MORRIS MUSIC PUB. CO., Philadelphia, Pa.
CONSOLIDATED TALKING MACH. CO., Chicago, Ill.
SCOVILLE JOBBING CO., Atlanta, Ga.

We want more Distributors for un-appointed territories, therefore invite established firms to apply to:

THE ARTO CO.
1658 Broadway, New York City



The Columbians, our newest dance organization, play "Say It With Music" from Irving Berlin's *Music Box Revue* and "Just Like a Rainbow," both novel and full of color, both sure-fire hits. A-3472.

Columbia Graphophone Co.
NEW YORK

WASHINGTON DEALERS ARE ACTIVE

Several New Establishments Opened and Others Enlarged to Handle the Business

WASHINGTON, D. C., November 7.—The talking machine trade in the National Capital during the next few months will be the largest in the history of the trade, according to even the most conservative of dealers.

The Fall season has been marked by the opening of a new exclusively Victor retail house, a new Victor wholesale house, an extensive enlargement of the talking machine departments of two establishments, and the announcement of the opening of a new music store by the United Phonograph Stores, Inc. The new chain music store will be located in the beautiful new building being erected by the City Club on G street between Thirteenth and Fourteenth streets Northwest.

During the month the three-story Victor wholesale house erected by Rogers & Fischer, at 1219 I street Northwest, was completed and opened for business.

Louis & Co. completed the interior of their large new Victor retail house at Seventh and G streets Northwest, and have closed an unexpectedly successful month.

The Columbia and Brunswick department of J. Edgar Robinson was greatly enlarged, two additional booths and almost double the amount of shelf space being installed. In addition a large room is being prepared on the second floor

of the building for the exhibiting of talking machines. This room will be furnished as closely as possible like the average home parlor so that customers may secure an accurate estimation of the effect of the instrument in their own homes. Comfortable chairs and sofas, curtained windows and an open fireplace are some of the attractive features of the demonstration room.

The Gibson Co. during the month opened for business an enlarged phonograph shop at 917-919 G street Northwest. The New Edison and Brunswick phonographs and records are handled here.

Hugo Worch, handling the Victor and Columbia lines, reports a good market for instruments, though the usual seasonal increase in demand for records is a bit tardy.

The Sonora and Silvertone instruments are selling well at the Arthur Jordan Piano Co., Homer L. Kitt, secretary-treasurer, reports.

OPENS AN EXCLUSIVE VICTOR SHOP

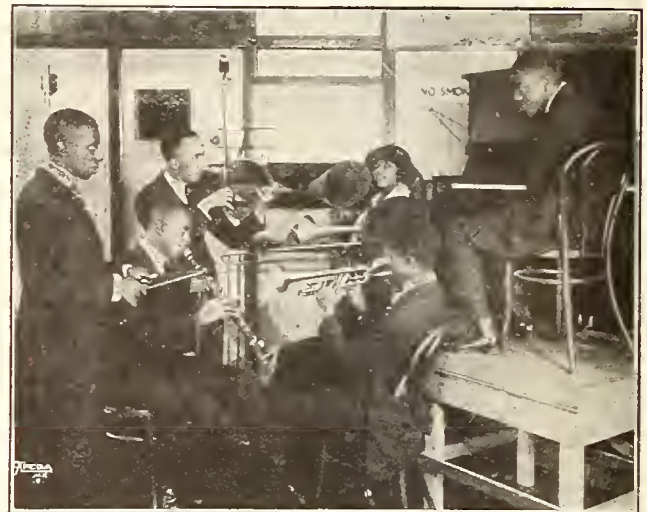
PHILADELPHIA, PA., November 7.—On Saturday last Morris C. Rath opened an exclusive Victor machine and record shop at 6928 Market street, Upper Darby, in a rapidly growing section of the city. He has installed a number of hearing booths and will no doubt do a very good business in his line, as there are no competitors in the immediate vicinity.

In business the greatest and rarest quality is plain horse-sense.

MAKING "SAX-O-PHONEY BLUES"

Mamie Smith Visits Okeh Laboratory to Make Popular "Blues" Record—Number Being Used on Her Concert Tour—A Big Favorite

The accompanying photograph was taken recently at the Okeh laboratory in New York when Mamie Smith, the famous "Blues" singer and exclusive Okeh record artist, visited the laboratory for the purpose of making a record of



Taken in the Okeh Laboratory

"Sax-O-Phoney Blues." This new number by Milo Rega is creating a sensation, and Miss Smith is using it at every concert on her present tour.

Miss Smith is keenly enthusiastic regarding "Sax-O-Phoney Blues," as she states that it is a perfect example of the type of "Blues" song that embodies melody and syncopation. Whenever Miss Smith sings this song at any of her concerts it is accorded an ovation that is responsible for many encores.

DEPARTMENT TO BE ENLARGED

Piano and Talking Machine Department of Spring Holzwarth Co., Alliance, O., to Be Moved to New Building Now Being Erected

ALLIANCE, O., November 5.—Enlargement of the talking machine and piano department of the Spring Holzwarth Co.'s store to twice its present size is announced by J. S. Spring, head of the big department store. A fine line of instruments will be installed.

This concern is now in the midst of a huge building campaign, which embraces the erection of a two-story building to the rear of its present store, which will be devoted to the activities of the store and which will be opened to the public early next Summer.

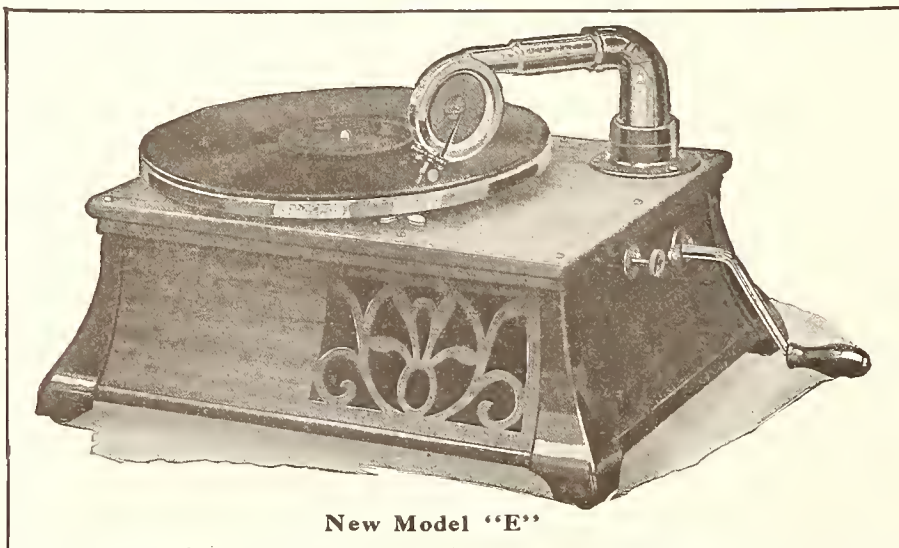
According to Mr. Spring this department, which now is located on the fourth floor, will be moved into the new building, where better facilities will be available. Additional lines will be taken on. This store handles the Vocalion machine and records, together with a varied line of pianos.

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

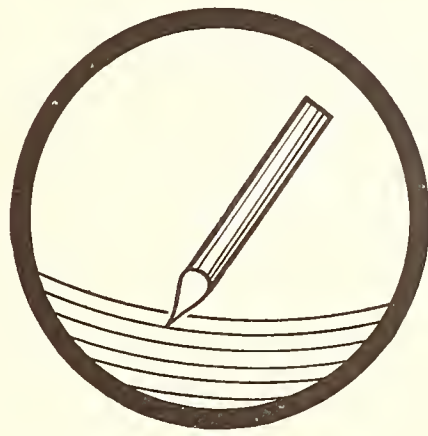
Tonepen

TRADE MARK

Dealers! Here Is the New, Quick-Selling Guaranteed Tonepen



LOUD



SOFT

The TONEPEN does what no other needle can.

The TONEPEN, unlike ordinary needles, is *scientifically constructed*. It is tubular, like most band instruments, because tubular instruments alone are resonant.

The TONEPEN plays all records. Because it is tubular and light, it quickly responds to sound vibration and does not wear away the record. The TONEPEN gives loud, soft and medium effects. Simply turn the TONEPEN so as to bring more or less

of the point to bear—that is all. No other needle can do these things.

The TONEPEN reduces scratching to practically nothing. Therefore, it brings out of the record all the quality that is in it.

The TONEPEN is good for 80 to 100 records. No other needle lasts so long.

TONEPENS greatly prolong the life of the record.

TONEPENS sell at sight—15 cents for three is the retail price.

Money-Back Guarantee

TONEPENS are *guaranteed*. This means that we will refund the purchase price of a set of TONEPENS if actual use fails to prove our claims.

Write today for our special dealer offer.

Liberal discounts are made to reputable dealers. Stock up now for the Christmas trade.

Send for Free Sample

TONEPEN COMPANY

219 Center Street

New York City

A LIVE COLUMBIA DEALER

Columbia Representative in Montreal Has Built Up a Splendid Business From a Small Beginning by Progressive Sales Methods

MONTREAL, CAN., November 8.—V. Sgroi, one of the most progressive Columbia dealers in Canada, started his business about ten years ago with a capital of \$50 and to-day is carrying stock worth practically \$25,000. He is an exclusive Columbia dealer and, besides handling his main line, Columbia Grafonolas and records, he keeps pianos and all musical instruments.

The one outstanding feature of this sensational rise has been due to good credit arrange-



Headquarters of V. Sgroi, Montreal, Canada ment. Mr. Sgroi claims that he has never had any bad credits, owing to his system of refusing small payment customers. Annually, thousands of dollars are spent in advertising in newspapers, theatre programs, motion picture screens and theatre curtains.

On a square near his store there is a public meeting once or twice a week, during which moving pictures are shown. Being progressive, he takes advantage of this opportunity and distributes Columbia fans and, in addition, has his advertisement thrown on the screen during the performance.

Assisting Mr. Sgroi is Mr. Leboeuf, who takes care of all foreign records. While on his honeymoon last June Mr. Sgroi visited the Columbia

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

laboratory and this visit was instrumental in giving Mr. Sgroi a deeper insight into his record business.

AKRON DEALERS LAUNCH CAMPAIGN

Going After Holiday Business in Vigorous Way
—Good Reports From Entire Trade

AKRON, O., November 8.—With the opening of Winter Akron music dealers 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 last two months, which have been a most backward season as far as actual sales are 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 October. This is reflected in trade reports at the various rubber factories and

at the Chamber of Commerce, which show that the "turn" has finally come in the business world and that prospects are bright for the Winter.

Miss Helen Baer, head of the talking machine department at the store of the M. O'Neil Co., says that since the removal of the Victrola department to the third floor the record booth arrangements make it possible for the customer to purchase records without any delay. She says there is a better tone in business and is planning an extensive advertising campaign to urge the trade to buy talking machines for Christmas presents on the easy-payment plan.

Business with the Kratz Piano Co., 29 South Howard street, is looking up, according to the proprietor of the store, this week. He says that talking machines have been moving well and records made a gain during October.

Using liberal newspaper space the A. B. Smith Piano Co. the past two weeks has been making every effort to stimulate its talking machine business, and, according to Advertising Manager C. R. Miller, the firm is doing a better business with the Sonora, as well as in records.

Earl B. Poling, whose new Victor store at Mill and Howard streets is one of the most attractive in the city, reports a decided improvement in business, with a call for higher-priced talking machines. "Say It With Music," from Irving Berlin's "Music Box Revue," a late Victor record, was made a leader for November by the initiative of Mr. Poling, who devoted one entire window to a display exploiting its sale.

LOUIS BUEHN CO.'S MODEL SHOP

PHILADELPHIA, PA., November 7.—The Louis Buehn Co. has established a miniature Model Shop of its own at the rear of the first floor of its warerooms, where everything Victor is displayed to good advantage. Dealers are shown how to keep their racks, their counters and decorate their stores. The Buehn Co. has enjoyed a good business all through October and the senior member of the firm believes that the biggest part of the business slump is over. The Buehn Co. is carrying a big stock of records and a large supply of machines, although it is still short on certain of the popular styles. Among the recent visitors was M. F. Elliot, representing the Kline-Eppeheimer Co., of Reading, Pa.

Karl William Pandorf has opened a new music shop at 3949 Spring Grove avenue, Cincinnati, O., and has installed a very substantial stock of all kinds of musical goods.

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

EDISON SALESMANSHIP SCHOOL

Two Thousand Members of Edison Distributing System to Take Course Which Starts January—Many Invitations for Wm. Maxwell

According to present reports, not less than two thousand members of the Edison distributing system will take the School of Salesmanship course which is to be conducted by Thomas A. Edison, Inc., in some twenty of the largest cities throughout the United States and Canada.

The school is scheduled to start the latter part of January and in the meantime is provoking much interest from other fields. Inquiries are coming now almost daily to the Edison Co. and its officials for data, advice and suggestions regarding how a similar School of Salesmanship can be introduced into other fields. William Maxwell, first vice-president of Thos. A. Edison, Inc., who is looked upon as the founder of the School of Salesmanship idea, as well as a national leader in the art of salesmanship, is being virtually besieged with invitations to speak on the subject of salesmanship before universities, industrial gatherings, chambers of commerce, business men's clubs, advertising clubs, manufacturers' associations, etc.

DEATH OF RICHARD PARR

Former Head of Parr Mfg. Corp. Passes Away in New Jersey

Richard Parr, formerly head of the Parr Mfg. Corp., manufacturer of the "magnetic sound box," died late last week at the home of his brother in New York City. Mr. Parr, besides his late activities in the talking machine industry, was well known in Government circles. For many years he was a member of the staff of the Custom House, New York City, and his activities in behalf of the Treasury Department in unearthing frauds achieved national prominence, particularly in 1907, when he was responsible for the exposure of the sugar trust frauds.

AN EFFECTIVE PUBLICITY STUNT

Wireless Concerts in Crowell-Gifford Store Result in Sales and Free Publicity

PORT ARTHUR, TEX., November 3.—Several clever business-getting schemes which have been put in effect by G. S. Moody, manager of the Victrola department of the Crowell-Gifford store, have resulted in a great deal of free publicity as well as a substantial increase in business. One plan consisted of locating a wireless apparatus and aerial about four blocks from the store and a receiving apparatus in the establishment. A concert was staged every evening in the store, the records, of course, being played where the sending apparatus was located. The store was filled to capacity at each of these concerts and newspapers in surrounding towns within a radius of 200 miles commented on the event.

CUSHMAN WITH REGAL RECORD CO.

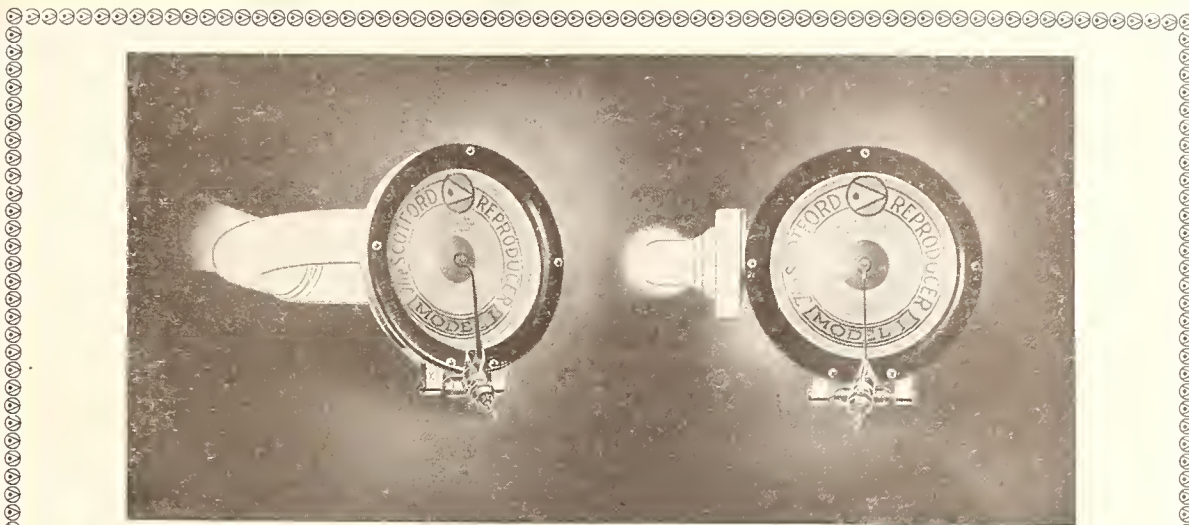
Arthur H. Cushman, who is one of the best known record sales executives in the country, has joined the sales division of the Regal Record Co., New York, and is doing splendid work in his new position.

MUSIC TRADE LISTS

19,183 Piano, Phonograph and Music Merchandise Dealers. List shows Piano Dealers, exclusive Phonograph Dealers and Furniture Stores that handle Musical Goods.

- 285 Piano and Player-piano Manufacturers.
- 422 Phonograph Manufacturers.
- 197 Phonograph Cabinet Manufacturers.
- 446 Phonographs, Parts and Supplies (Wholesale and Jobbers.)
- 1,051 Sheet Music Dealers (Wholesale and Retail), large firms only.

Write for prices. R. L. Polk & Co., Room 990, 540 South Clark St., Chicago, Ill.



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—Retails \$6.00 and \$7.50
 Scottford Model I Reproducer with 1-C Columbia Connection—Prepaid to Dealer, Nickel \$4.25; Gold \$5.50—Retails \$6.75 and \$8.75
 Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
 Monroe and Throop Streets CHICAGO

TAX RELIEF PLEASES PITTSBURGH

Standard Talking Machine Co. Praised for Efforts—Geo. Schuetz Appointed Manager of Sterling Roll & Record Co.

PITTSBURGH, PA., November 7.—Keen satisfaction was expressed by Pittsburgh talking machine dealers over the action of the United States Senate in repealing the tax of 5 per cent on talking machines and other musical instruments. The Standard Talking Machine Co. did effective work in arousing the Pittsburgh dealers as well as the other clients of the Standard Co. in having them write to their Senators asking them to vote in favor of the tax repeal.

George Schuetz has been assigned to the managership of the Pittsburgh offices of the Sterling Roll & Record Co. by F. F. Dawson, president of the company, in a circular issued to the trade. Mr. Schuetz, who is well known in talking machine circles, having been connected with the Indianapolis office of the Columbia Graphophone Co., takes the place here of Ben L. Brown, who is now local manager at the Cincinnati offices of the Sterling Co. The company handles the Okeh records and Cardinal phonographs.

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, attended an Edison tone test recital at Washington, Pa., under

the auspices of the G. W. P. Jones Music Co. The Fleming Sisters and Hardy Williamson were the performers and did effective work, and came in for a generous share of the applause from the large and interested audience.

Mr. Buehn stated that all indications pointed to a very satisfactory Fall and Winter season in the Edison line. In the sales contest that is being promoted by the company, which will close on December 31, D. D. Lynn, a salesman in the Edison Shop of W. F. Rossman at Franklin, Pa., is in the lead at present. The winners in each of the districts will be awarded a free scholarship with all expenses paid at the Edison School of Salesmanship.

NEW JERSEY RETAILERS ELECT

S. Semels Elected to Head Victor Dealers' Association for the Year

The Victor Retailers of New Jersey, an organization which has been quite active in recent months, announces that, owing to the resignation of R. H. Veale, its president, and F. M. Palmatier, its treasurer, the following new officers were elected at the last meeting: S. Semels, president; James McGarry, treasurer; Albert Galuchie, vice-president; Clark M. Price, financial secretary; H. A. Glasser, secretary.



If You Sell Musical Instruments You Need This Book

DON'T think of it as just a catalog. Think of it rather as a vast stock of Musical Instruments and Accessories, condensed within the covers of one handy book—a true Buying Guide to Musical Merchandise.

It opens up to you a safe, sure buying source, bringing the markets of the world within your easy reach. It backs you up with all the resources of our comprehensive stocks and ready service—helps you offer your customers a greater selection than ever, without increasing your inventory one cent. That means turn-over. Turn-overs mean profit!

And more than that, it will sell goods for you!

Leave it on the counter for your customers to look over. Perfectly safe! There isn't a wholesale price in the book—retail prices only. And with your name and address in the shield on the cover, it's YOUR catalog and YOUR merchandise that the customer sees.

Write today an your own letter head far these two books. We are glad to send them (FREE, of course) to any Music Dealer

THE FRED GRETSCH MFG. CO.

Musical Instrument Makers Since 1883
60 BROADWAY BROOKLYN, N. Y.

And Here's Another Book You Ought to Have

Our catalog isn't complete, though, without another book—our Confidential Trade Price List. There you will find the wholesale cost to you of the merchandise listed in the catalog. And quoting, as it does, the new, low, 1921 Fall prices, it's a mighty interesting book for every retailer of Musical Merchandise. Even if you don't buy from us, you should have this book, if only as a guide in your buying.

DEALERS PUSH "DAILY DOZEN"

New York and Brooklyn Talking Machine Dealers Feature "Health Builder" Records—Noted Dealers Making Extensive Campaigns

Talking machine dealers in New York and Brooklyn are featuring Walter Camp's "Health Builder" records, prepared and distributed by the Health Builders, with headquarters at 334 Fifth avenue, New York. Mr. Camp's exercises, known as the "Daily Dozen," which have been set to specially selected music on five large double-disc records, are finding favor with dealers and the public alike. The records are contained



Davega's Health Builders Window

in an album, together with twelve charts, showing the movement to make at each command. The charts contain more than sixty photographs, illustrating each movement, and a booklet of instruction.

Robert B. Wheelan, president of the company, announces that in the metropolitan district alone some of the best-known retailers are finding this course very popular with their customers, among them being the five stores operated by the S. B. Davega Co., Wanamaker's and Bamberger's of Newark, N. J.

In Wanamaker's the various employes of the talking machine department have gone through the exercises described in the course each morning before the opening of the store and it has

been found that practically the entire department is there promptly at 8.45 in order to secure for themselves the benefits and pleasures derived from these exercises.

A similar condition was experienced recently in the large department store of Lord & Taylor, where a representative of Health Builders, Inc., presented the exercises to 500 employes of that large organization. The exercises were given to classes of 100 at a time.

All five stores of the S. B. Davega Co. have featured the Health Builders' course in an admirable way. Advertising space in the metropolitan dailies has been devoted to this subject and window displays and store demonstrations have done much to bring the course to the attention of the large number of people served by these stores. In the various window displays, one of which is depicted herewith, large cut-outs of men going through the exercises have been used which are almost lifelike. The S. B. Davega Co. has also sent out, through the mailing list, thousands of circulars on the subject and has offered free sample records.

W. H. Bishop, manager of the talking machine department of Frederick Loeser & Co.'s store in Brooklyn, is enthusiastic over the "Daily Dozen" and is preparing to institute a campaign of advertising and circularizing to bring them to the attention of Loeser customers.

REPAIRS

We have a specially equipped repair shop and efficient mechanics to make all kinds of repairs on talking machines of every type. When sending repair work parcel post it is most important that a label be attached, with full instructions concerning same, and, unless special work is required, it will be returned within 48 hours after receipt of same.

"WE GUARANTEE SATISFACTION."

Send us your repair work by parcel post or express and get results.

Yours for service, THE PERIOD PHONOGRAPH SHOP

303 WEST 127th STREET
NEW YORK CITY

P.S.—We also have on hand Parts and Supplies for All Makes of Machines.

R. B. Wheelan reports that this course is now being sold in every part of the country and also that large numbers of school teachers have bought this course not only for their personal use, but for use in the classroom as well.

MME. GALLI-CURCI SCORES

Mme. Galli-Curci, the well-known prima donna, who is a member of both the Chicago and Metropolitan Opera Co., and who makes records exclusively for the Victor Talking Machine Co., made her first appearance of the present concert season at Chicago on Sunday afternoon, October 23, at the Auditorium. This event is of special interest when one recalls that it was on this same stage, five years ago, that Galli-Curci made her famous debut, receiving one of the most spontaneous, sensational ovations of musical history.

The great diva has since made from twelve to fifteen appearances in Chicago each year, to houses sold out in advance. This year, like in previous years, the advance sale consumed the entire tickets on sale and packed the house to such a capacity that even the huge stage was entirely occupied, six hundred people being seated on it. Mme. Galli-Curci's concert appearances are under the management of Evans & Salter, Fifth avenue, New York City.

POLYPHON

Imported



RECORDS

Imported

These German Records in Greatest Demand!

Extensively Advertised in Leading German Newspapers

Dealers--Supply This Demand!

Grasp this opportunity NOW—for greater Profits—Certain exclusive territories still available.



These records comprise the Catalogs of Germany's leading phonograph factories—also complete catalogs of Turk, Greek, Arab, Syrian and Spanish records.



ARION RECORD IMPORT

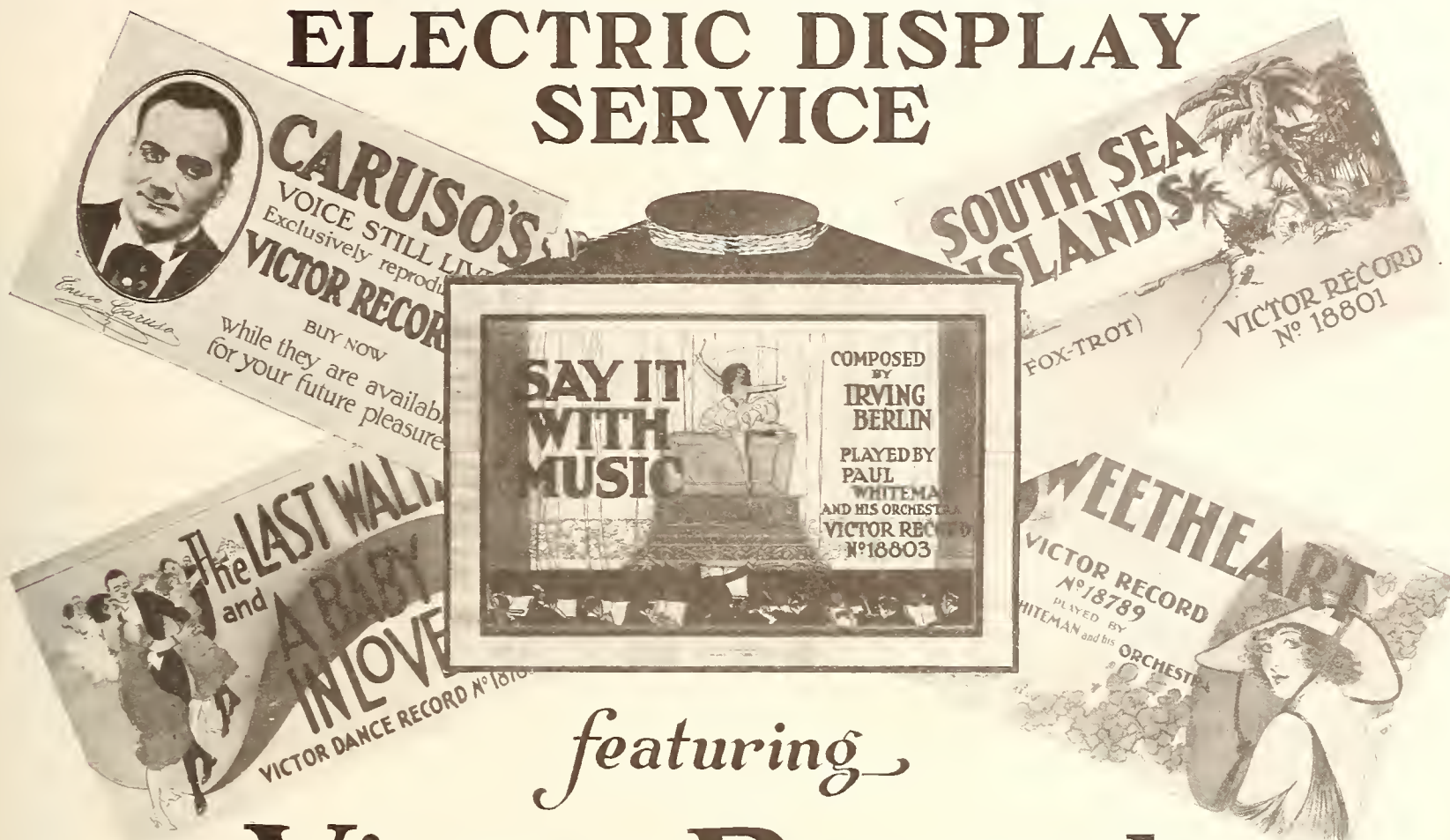
1501 GERMANTOWN AVENUE

PHILADELPHIA, PA.

Sole United States Agents for Polyphone Werke Akt. Ges., Berlin

"DA-LITE"

ELECTRIC DISPLAY SERVICE



featuring

Victor Records

THIS SERVICE WAS STARTED SEPTEMBER FIRST WITH THE CO-OPERATION OF THE WHOLESALE VICTOR DISTRIBUTORS

A LARGE NUMBER OF DEALERS HAVE ALREADY PROFITED BY ITS USE IN AN INCREASED SALE OF RECORDS. THE REASON IT SELLS RECORDS IS SIMPLE AND LOGICAL:—There is a wave of colored light passing over the face of the display. The MOTION ATTRACTS the EYE. The appeal of the novel, artistic front is sufficient to register on the mind the suggestion to purchase, and it does this at the opportune time when the records are immediately available, for the display is intended for use in the daytime and attracts just as much attention during business hours as at night. Many records are purchased on the impulse of the moment; for this reason you make DIRECT SALES that you would not otherwise obtain.

The display is only 13½x19½, but attracts more attention than an ordinary sign twice its size. It does not occupy any window space, as its proper place is in the rear of the window on a pedestal above the goods on display. It can be kept in constant use, as there are four new fronts each month. It does not grow monotonous; on the contrary, your customers get in the habit of glancing at it to find out WHAT'S NEW IN RECORDS.

WE FURNISH YOU THE ELECTRIC DISPLAY WITHOUT CHARGE

THE SERVICE CONSISTS OF FOUR ARTISTIC, HAND-COLORED PANELS EACH MONTH AT THE VERY LOW PRICE OF \$6.00 FOR THE SET. THE TOTAL COST FOR BOTH THE SERVICE AND ELECTRICITY (using the display 12 hours a day) IS 30 CENTS OR LESS THAN THE PROFIT ON ONE 85-CENT RECORD.

THE DISPLAY MUST BE SEEN TO BE APPRECIATED, AND WE SUGGEST THAT YOU ORDER NOW FOR SERVICE STARTING DECEMBER FIRST AND HAVE THE DISPLAY FOR USE DURING THE HOLIDAY SEASON.

SEND YOUR ORDER THROUGH YOUR VICTOR JOBBER AND WE WILL FORWARD THE OUTFIT AT ONCE, AND IF IT IS NOT ENTIRELY UP TO YOUR EXPECTATIONS YOU CAN RETURN BY EXPRESS AT OUR EXPENSE.

"DA-LITE" ELECTRIC DISPLAY COMPANY

114 NORTH ERIE STREET

TOLEDO, OHIO

TONEPEN NEEDLES FOR RADIO WORK

Tonepen Co. Pleased With Reception Accorded This Product—Arranges Attractive Window and Counter Display Cards—Output Is Increasing and Company Is Enthusiastic

The Tonepen Co., New York manufacturer of the new Tonepen needle, which has now been distributed to the trade for some time, reports that talking machine dealers are meeting with much success in retailing this needle and that phonograph owners are much pleased with the results obtained.

The officials of the company are very much pleased with the reception the needle has been accorded so far from dealers everywhere. Recently the company received a very flattering letter from the American Radio League, Inc., which, after experiments, states that "the Tonepen needle produced a clearer and better tone than many others which were tried out." As the sending of phonograph music by radio requires a very clear and more intensive tone, the officials

of the Tonepen Co. are very much pleased at the results the Tonepen has achieved in these experiments. The Radio League is enthusiastic to the extent that it is recommending the use of the Tonepen to its several thousand members in all parts of the country.

Dealers who handle the Tonepen needles are being furnished with very attractive counter and window display cards by the company that make a very striking sales appeal to the talking machine owner. One of these is in the form of a counter display stand done in black and red, showing a cut of the needle in playing position on the record with an original and specially constructed compartment where a stock of needles can be kept. This compartment is so made that it can be opened and closed by the sales person and still be out of reach and sight of the customer.

Sales of Tonepen needles are every day showing a gratifying increase and officials of the company are very enthusiastic about its future, as all indications point to a country-wide distribution.

In last month's World it was incorrectly stated that the Tonepen needle was originally invented by William Dubilier instead of one of his associates, William S. Mountford, who holds the patents for same. Mr. Mountford conducted his experiments at the Center street factory and Mr. Dubilier became interested through the fact that this new needle was the product of engineering and scientific principles of sound-producing and high frequency oscillations and vibrations, and, with Mr. Mountford, perfected the needle to its present form.

FRED GRETSCH GOES TO EUROPE

Will Visit Musical Instrument Centers on the Continent During Six Weeks' Stay

Fred Gretsch, president of the Fred Gretsch Mfg. Co., manufacturers and wholesalers of musical merchandise, 90 Broadway, Brooklyn, N. Y., sailed last month on the S. S. "Aquitania" for London. He will be gone six weeks and expects to visit the principal musical instrument centers of Europe in the interests of his firm. Mr. Gretsch, who is also president of the National Musical Merchandise Association, will make a careful study of the European situation, especially in its bearing to the proposed American Valuation Clause of the tariff bill now before Congress.

EDISON SLOGAN CONTESTANTS

ORANGE, N. J., November 9.—It has been impossible as yet to announce the prize-winners of the national contest which has been carried on by Thomas A. Edison, Inc., for a slogan for the New Edison. In all, about three-quarters of a million suggestions were entered in this contest, and this number is so large that in order to do justice to each individual entry it has been necessary to take a longer time than was expected before the slogan can be selected.

ANALYZING THE RETAIL FIELD

Ernst & Ernst, the well-known specialists in organization and systematization work, are now sending out a large number of detailed questionnaires to retailers in various fields, and upon the results of these questionnaires this company will base a report upon the expenses of conducting a retail store along such lines as the correct number of sales people to employ, proper salaries for selling and non-selling members of the organization, the ratio between the number of selling employes and non-selling employes, the percentage of costs, the credit department, and the volumes of departments as compared with the whole volume.

Story & Clark have purchased the Victor stock of the Musical Record Co., of Los Angeles, Cal., and are now Victor dealers in their new building on Broadway, between Eighth and Ninth streets.

SONG AND GIFT SHOP OPENS

Jerome H. Remick & Co. Open Fine New Music Establishment in Chicago—Handle Columbia Machines and Records Exclusively

CHICAGO, ILL., November 7.—The Song and Gift Shop, 240 South State street, this city, is the name of the latest addition to local Grafonola shops here. The establishment, which was opened by Jerome H. Remick & Co., music publishers, is splendidly decorated and is the equal in appearance of any store in that section of the city.

A large crowd, including representatives from talking machine concerns, music publishers and music houses, enjoyed an excellent program by Columbia artists. Carl West, formerly in charge of the company's store in Toronto, Canada, has been placed in charge of the local establishment.

Why not get the business of the thousands before the millions are approached.

SPECIAL!



Mother Goose Book

A beautifully illustrated book with two unbreakable six-inch records which the kiddies will love and cannot destroy. Every child will want to play them over and over again.



Santa Claus Book

LIST PRICE 50c

SPECIAL DEALER'S DISCOUNT

Let us help you make your accessories business build up big profits for you this Fall.

Write for our new 100 page catalogue

THE CABINET and ACCESSORIES COMPANY

Otto Goldsmith, Pres.

145 E. 34th St. NEW YORK

Merchandise For Your HOLIDAY TRADE



DURRO

The Choice of Artists Everywhere

Phonograph Dealers:—

Make your place the center for all musical merchandise sold in your neighborhood.

Extend your lines to include

DURRO VIOLINS, BOWS, STRINGS, ETC.

LESTER & SALANTI ACCORDEONS.

ABBOTT BAND INSTRUMENTS.

ABBOTT SAXOPHONES.

DUSS BAND HARMONICAS.

S. S. STEWART (BANJOS, GUITARS, UKULELES, MANDOLINS, ETC.)

And our popular lines of accessories.

They are most celebrated brand. They are quick sellers and yield liberal profits.

They mean no addition to overhead.

They make fine displays and draw repeating customers to your store.

Give your trade what they want.

WHY WAIT

And let business go by your place?

Write to-day for complete No. 112 catalog



Buegeleisen & Jacobson

5-7-9 Union Square

New York

POSTMASTER: RETURN POSTAGE GUARANTEED - AFTER 3 DAYS RETURN TO

THE OGDEN RECORD CABINET
 PATENTED JAN. 4, 1916
 FILING AND SALES SYSTEM
 LYNCHBURG, VIRGINIA

These Trade Marks are YOUR PROTECTION. We do not Copy or Infringe, but Invent and Originate. Always YOUR GUARANTEE OF QUALITY, PRICE AND SATISFACTION.

OGDEN'S You-Nit
 TRADE MARK
 CABINET PATD
 LYNCHBURG, VA.

KNOCK DOWN
 TRADE MARK
 CABINET

OGDEN'S ORIGINAL "STANDS"

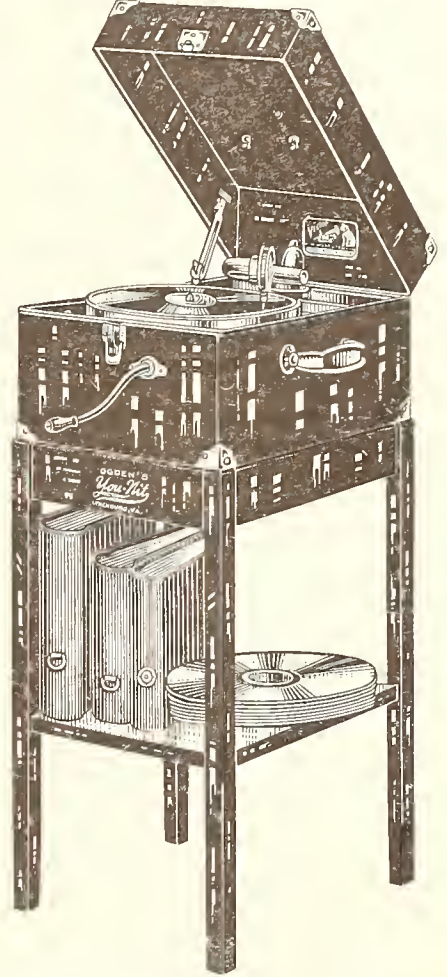
Announcing New Model No. 50 K. D.

For New Model Victrola No. 50 Portable which makes this "Vacation" Model an All-Year-Round Proposition and a Big Holiday Seller.

Dealer's Price \$6.50

Retail Price . 10.00

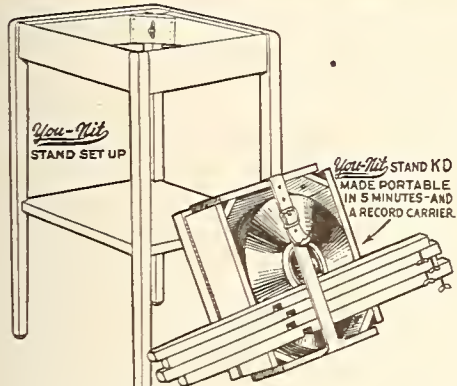
Finishes Mahogany Quar. Oak (3 Finishes) **TO MATCH**
 The No. 50 Victrola



Victrola and Stand ready for business

Ships K. D.--Weight, 12 lbs. each individual Carton. Delivered Freight Paid in 1-Dozen Lots.

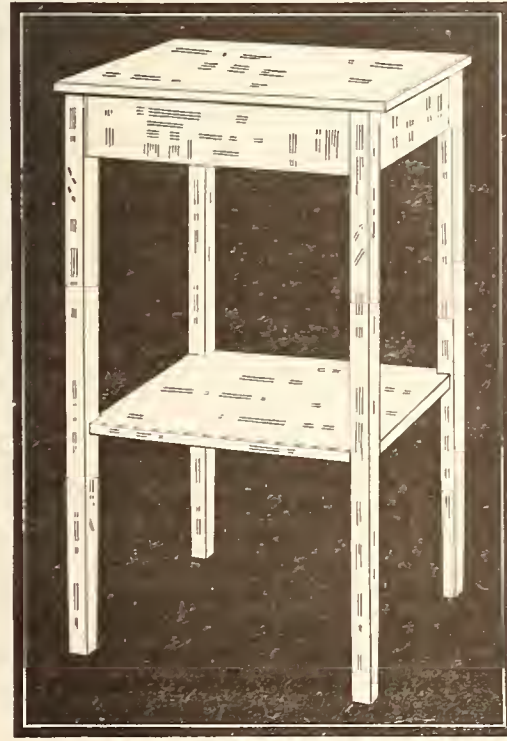
Ogden's You-Nit Stands Display the No. 50 so it "Sells" and makes a Home Outfit for Victrola and Records. It is also a K. D. Portable Stand and Record Carrier for the Camp. Correctly Designed in Harmony with, and matches, the High Quality Victrola in Material and Finish. Genuine Select Mahogany and Quar. Oak and is *Unconditionally Guaranteed* to each Purchaser.



No. 50 "Set Up" and "Knock Down"

Wire or write for Samples today and list of Jobbers who had Stock shipments Nov. 5th.

Service Tables and Display Stands



SERVICE TABLES

Enamels, Oak & Mahogany Finishes \$4.75

DISPLAY STANDS

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	.90	

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.

Every Booth needs a Table as a Service Convenience for the Sale and Selection of Records and Displaying Catalogues, etc., etc.

Display Stands Sell with the Small Machine at a profit to the Dealer and Satisfaction to the Customer. They "Boost" your Record Sales because they create new customers.

Packed 2 in a Mailing Case (Knock Down), delivered by frt., ex. or P.P. at small cost. Order samples direct and we will charge to your Jobber.

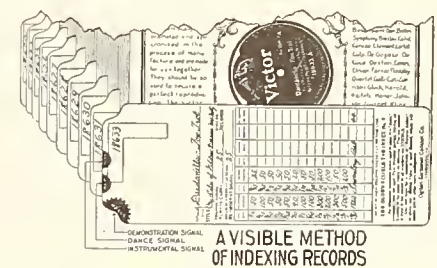
Knock Down Display Stands

Are Patented

Prices Reduced

To Pre-war Basis
 (Effective November 20)

Patented Record Cabinets designed for Efficiency and Service are Guaranteed to fit your requirements.



VISIBLE TAB INDEXES extend in front of the Record with all numbers Visible and is an immediate Reference to every Record in Stock. They are adapted to Reference Labels or hand lettering.

10" and 12" Sizes, \$14.00 per M.

Ogden Sectional Cabinet Co.
 INCORPORATED
 LYNCHBURG, VA.



Frank Crumit, now playing in *Tangerine*, simply "stops the show" when he sings "Sweet Lady," which he wrote. It's this exclusive Columbia star's newest hit. "You're Just the Type for a Bungalow" is the other sure-selling song on A-3475.

Columbia Graphophone Co.
NEW YORK

THE BUSINESS PENDULUM SWINGS UPWARD IN PORTLAND

Dealers Ordering Their Requirements Confident of a Good Volume of Holiday Business—Trade as a Whole in Optimistic Mood—Review of the Situation Shows Much Activity

PORTLAND, ORE., November 4.—There is no doubt that general financial conditions are improving and a better feeling prevails that the business pendulum has now started to swing upward and Portland music dealers feel that they are definitely headed toward a healthy revival of business.

With this better feeling prevailing merchants are ordering their actual requirements with more confidence and the hand-to-mouth system of buying has ceased.

"Five Days of Free Music," as advertised extensively in the Portland newspapers by the Columbia Graphophone Co., is a huge success and all the dealers co-operating with the company report a big increase in their sales since the beginning of the extensive advertising campaign. Wm. H. Lawton, Northwest general manager, spent some time in Portland working up the interest of the various Columbia dealers, and Robert Porter, assistant sales manager, of New York, spent a week with him. Mr. Porter says all dealers in Oregon, Washington, Idaho, Montana and California that he visited were most enthusiastic over the drive and dealers all over the country are reporting increased sales.

E. B. Hyatt, of the Hyatt Machine Co., reports business exceptionally good for October,

with all of the fifteen demonstration rooms kept busy most of the time.

Mr. Hyatt entertained his whole force at the recent dinner given by the Oregon Music Dealers' Association. A shipment of thirty-four Victrolas of the cabinet type has just been received by the company and these machines are being sold almost as fast as they can be unpacked.

W. A. Bartlett, of the Hyatt Co., says he sold two Edison Chippendales the day after the Edison tone-test concert, which was under the auspices of the Reed-French Piano Co.

The monthly meeting of the Oregon Music Dealers' Association was held October 18 at the Hotel Imperial. Fifty-eight members were present and after dinner a most interesting and instructive talk was given on "Sales and Service" by George Wessells. Mr. Wessells is widely known for his practical talks along trade lines and was for several years instructor in the sales department of the Los Angeles public schools.

Clyde Freeman, manager of the Remick Song and Gift Shop, which is also exclusive Columbia dealer, reports the sale of more machines during October than for the past four previous months combined.

Paul B. Norris, manager of the Wiley B. Allen talking machine department, reports business better the past month than for many previous

months. A Victrola was purchased out of the nurses' fund by the sisters of the Vancouver Hospital, and a big order of records accompanied the instruments to the hospital. The sisters declare music the very best remedy for both patients and nurses and told Mr. Norris that the Victrola will fill a long-felt want.

Elmer Hunt, wholesale manager of Sherman, Clay & Co., reports a big increase of business all over his district. At the present time he is busily engaged arranging his stock in his commodious new quarters on Glisen street.

The Foley-Maegly Music Co. is retiring from business and is having a removal sale, reducing all goods with the exception of Victrolas and Victor records. Mr. Foley has been in business since 1918. An extension of the lease of the building occupied by the Foley-Maegly Co. was refused, as the building is to be wrecked. Suitable locations are hard to find, so Mr. Foley decided to retire and will go into the wholesale piano business with M. C. Koester, Western representative of the Smith, Barnes & Strohber Piano Co.

Carl Jones, of the Columbia Co., reports the installing of three new agencies—the Sabin Drug Co., of Grants Pass, Ore.; the East Side Pharmacy, of Ashland, Ore., and the Washougal Pharmacy, of Washougal, Wash.

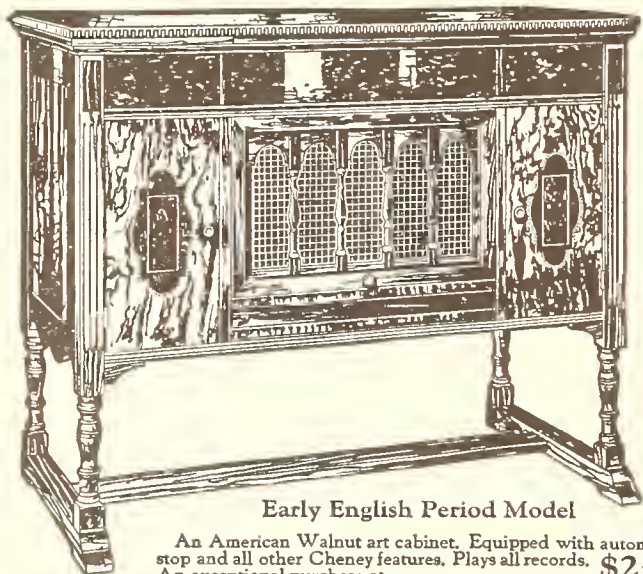
The appearance of Theo Karle, American tenor, in concert at the public auditorium in October occasioned a great deal of advertising by Brunswick record dealers, for which Mr. Karle sings exclusively. Mr. Davis, of the wholesale department of the Brunswick-Balke-Collender Co., called with Mr. Karle on several of the dealers during the latter's stay in Portland. "Ah! Moon of My Delight" was delightfully sung by Mr. Karle at the concert and many calls for this and other records have been requested by admirers of Mr. Karle's voice.

Cyrena Van Gordon, exclusive Columbia artist, who appeared in a concert at the Municipal Auditorium October 24, proved very popular and the large audience which heard her demanded many encores. All Columbia record shops report a good demand for her records since her appearance.

A. M. Wrayton, sales manager of the phonograph department of the Bush & Lane Piano Co., welcomed with open arms the carload of Bush & Lane phonographs which arrived the first of the month.

Increased business in the Columbia Grafonola department of the McDougall Music Co.'s store has necessitated additional help and Miss Vivian Dunkle has been added to the staff to assist C. H. Williams, the manager.

Victrolas for ocean voyages are gaining in favor and no ship that leaves the port of Portland considers itself complete without a Victrola and all the latest records. F. D. Addis, manager of the Victrola department of the Sherman, Clay & Co. store, installed a Victrola IX on the Dutch steamer "Tjikembang," with Victor records ranging from Red Seal to the jazziest of jazz. C. L. Neilson, who recently joined force with Sherman, Clay & Co., has installed



Early English Period Model

An American Walnut art cabinet. Equipped with automatic stop and all other Cheney features. Plays all records. \$250
An exceptional purchase at

We offer the maximum of service to Cheney dealers in the following territory—

- Connecticut (Western)
- New York (Metropolitan District)
- New Jersey
- Pennsylvania (Eastern)
- Delaware
- Maryland (Eastern)
- Dist. of Columbia

We have an interesting proposition. Write for details to-day

CHENEY SALES CORPORATION

G. DUNBAR SHEWELL, President

Philadelphia Office
1105 Chestnut Street

New York Office
1107 Broadway

the same model on the ship "Portsaid Maru," bound for Japan.

The Jennings furniture store is closing out its general stock of phonographs and will be an exclusive Columbia dealer.

Soules Bros., of Tenth street, who carry the Brunswick, Actuelle, Starr, Valuphone and Burnham phonographs, report a large increase in sales of machines over previous months and expect a lively Winter trade.

C. A. Alphonse, of the Hyatt Talking Machine Co., is a hard worker and is always being picked to serve on committees. During the past week he was appointed to serve on the band committee in connection with Portland's Music Week and has been named chairman of the entertainment committee of the Oregon Music Dealers' Association.

Jack Dundore, son of J. H. Dundore, of Sherman, Clay & Co., who was in the Victrola department of the local store, has been transferred to the Tacoma store, to take the management of the Victrola department.

C. L. Neilson, formerly of the John Elliott Clarke Music Co., of Salt Lake City, is a new addition to the Victrola department of the Sherman, Clay store.

The Red Seal record that is proving most popular at the present time is "Finlandia," played by the Philadelphia Symphony Orchestra, says Leita Hayes, manager of the G. F. Johnson Piano Co.'s record department. Two songs that have also taken well are "The Want of You," by Edward Johnson, and the "Mother Goose Songs," by Mme. Homer.

Between three and four thousand people attended the three performances of the Tippy Toe Bubble Book party, given at the auditorium of the Meier & Frank store, October 22. The Mother Goose pantomime and games were given in costume by seventeen Portland tots, with Miss Mary Mahoney as Mother Goose, and the production was put on by Beulah H. Grace, of New York City, who is traveling over the entire country in the interest of the Bubble Book for the H. C. Sherwin Co. Miss Grace has been on the road since last February and has met with wonderful success everywhere. The performance was most artistic, the records, "Jennia Jones," "Farmer in the Dell," "Lazy Mary," "Mulberry Bush," "Oats, Peas, Beans" and "London Bridge" being played on a phonograph and sung and acted out by the children. The Meier & Frank Co. has booked only two performances, but the production proved so popular that an hour before the afternoon performance was scheduled to start the auditorium and all available space was so crowded that they decided to start early and give two shows.

Miss Helen Clarke, contralto; Joseph Phillips, baritone, and Thomas George, pianist, appeared in an Edison tone-test concert in the auditorium of the White Temple Tuesday evening, October 25, under the auspices of the Reed-French Piano Co. Music lovers of Portland turned out en masse to hear these artists.

J. J. Collins, of the Reed-French Piano Co., reports a marked increase of interest in the Edison machine since the recital.

WE DO RECORDING

Why not record and sell under your own label? We engage talent and make records for regular releases for commercial purposes, musicians, correspondence schools, orchestras, clubs, or private individuals. Recording for any purpose. Send for rates.

Phonograph Recording Co.

260 West 42nd Street
New York City

Phone: Bryant 6389

TWO IMPORTANT APPOINTMENTS

ORANGE, N. J., November 5.—John Stapleton, a man with considerable experience in the retail end of the phonograph industry, has recently been made manager of the Edison Shop in Fifth avenue, New York City.

Samuel Halsey, who has had an extensive experience in various divisions of the Edison industry, has been placed in charge of the wholesale business conducted by the Phonograph Corporation of Manhattan. The latter is at present making his headquarters in Orange, N. J.

MAX WILLINGER IN CHICAGO

Max Willinger, president of the New York Album & Card Co., New York City and Chicago, manufacturers of "Nyacco" record albums, left for a six weeks' stay at the Chicago offices of the company. Both the Chicago and New York offices are vying with each other in the volume of orders they are securing and it is keeping Mr. Willinger busy dividing his time between the two offices.

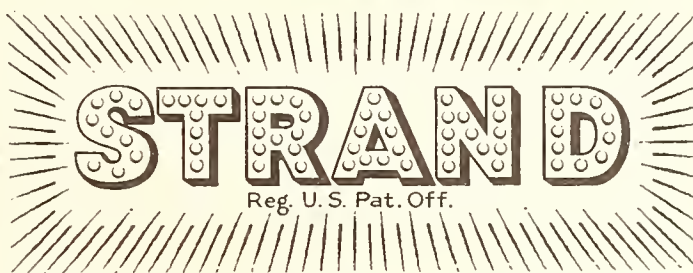
ORCHESTRAS RECORD FOR EDISON

Two of the dance orchestras to recently record for Thos. A. Edison, Inc., are the Club de Vingt Orchestra and Conrad's Orchestra. The former is well known to New Yorkers and has won great popularity both with those who attend the Club de Vingt and the Hotel Vanderbilt. Conrad's Orchestra enjoys a similar popularity with the fashionable Newport set at the Casino in that city. Several new records have recently been released by both of these orchestras.

CHANGES AT THE AEOLIAN PLANT

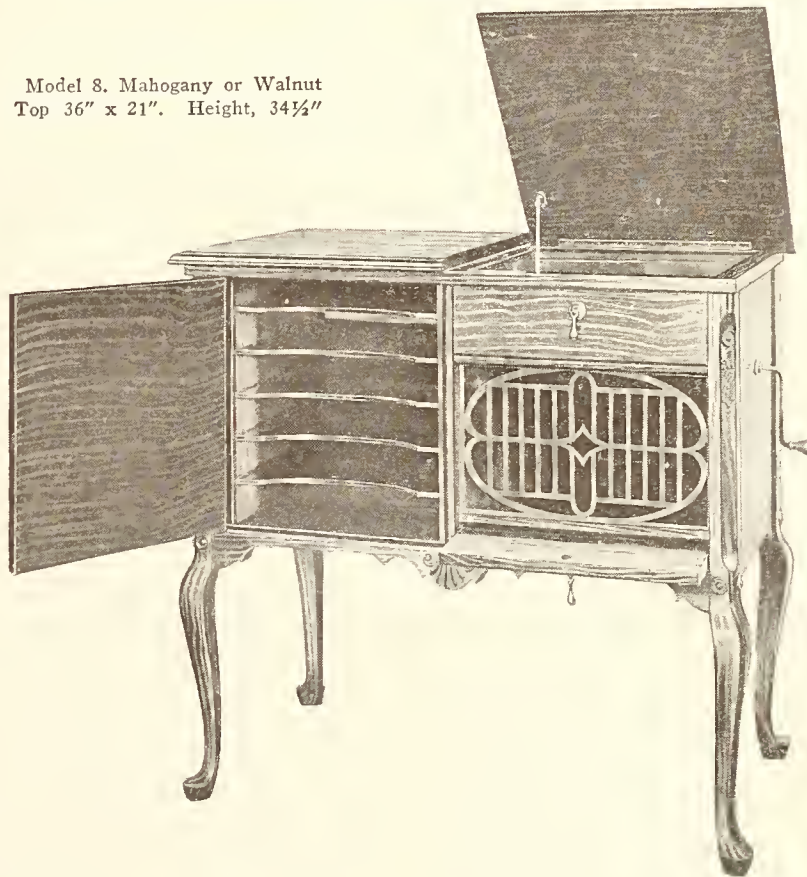
Hugh L. Thompson, who has been in charge of the Aeolian Co.'s record plant at Meriden, Conn., has been promoted to the position of research expert in connection with records. Edwin W. Carruth, superintendent of the local factory, will also supervise the record plant.

Persistence and the gift of gab may sell some goods, but courtesy makes steady customers.



The new and better Phonograph

Model 8. Mahogany or Walnut
Top 36" x 21". Height, 34½"



List Price - - - \$125
Costs the Dealer - - - Ask us!

This is Model 8—the first of the Strand line to be announced. It is the product of the third largest phonograph cabinet plant in the United States, with twelve years of high-grade phonograph designing and building behind it. Let us send you photographs and an outline of just what we offer the dealer in quality of product, low list, fat discount, and trouble-proof packing and shipping.

"IT'S THE DEALER'S TURN NOW."

The man who does the selling is entitled to a real profit.

"Better merchandise, lower list, and fatter discounts."

MANUFACTURERS PHONOGRAPH COMPANY, Inc.

95 MADISON AVE., N. Y.

GEORGE W. LYLE, PRESIDENT

EXCELLENT NEW BOOK ON SELLING

"The Science and Art of Selling," by James S. Knox, Analyzes the Basic Principles of Salesmanship in a Manner That Is Practical and Interesting—A Worth-while Treatise

One of the best books published this year on salesmanship is "The Science and Art of Selling," by James Samuel Knox, A.M., LL.D. It is published by the Knox Business Book Co., Cleveland, O.

This book, in a most conscientious manner, covers most completely the subject of its title. Divided into five parts, it discusses: (1) Fundamental Factors in Business; (2) The Basic Principles of Salesmanship; (3) Retail Salesmanship; (4) Efficient and Inefficient Selling Methods, and (5) Specialty Salesmanship.

In the preface the author touches the keynote of his most estimable work. Quoting from the introduction, "Every bit of unnecessary waste must be eliminated from the handling of goods. This cannot be done through ignorance, which means waste and expense that must be paid by the customer. It must be accomplished by a careful technical training of every individual who has anything to do with the handling of the merchandise—traveling salesmen, clerks and merchants alike. Every untrained salesman, merchant or clerk adds to the high cost of living, which must be paid by the public."

Through the volume the author explains, with extreme simplicity, the science of selling, and thereby points the way to eliminating unnecessary waste in the handling of merchandise and thereby reducing the cost to the ultimate consumer.

In the first part, called "The Fundamental Factors in Business," the economics of distribution, trade channels, store management, bookkeeping, psychology of business, human instinct and the senses are discussed.

The second division, "Basic Principles of Salesmanship," to which the greater part of the book is devoted, covers every angle of the salesman's individual problem from the approach to the closing of a deal.

The third part, dealing with retail salesmanship, gives valuable information and suggestions to salespeople, cites several model selling talks, and discusses retail selling methods, store training and managerial problems.

Then comes a discussion on efficient and inefficient selling methods, which is carried out in a most illuminating way and which proves its

Ship O'Dreams

A New Song Gem in the Famous "SAM FOX LIBRARY EDITION"

On the recital and concert programs of many well-known artists.

Recorded on

VICTOR RECORD No. 45254

Just Released

Sung by

MERLE ALCOCK

Sam Fox Pub. Co.
CLEVELAND NEW YORK



points with several well-known examples and finally a treatise on the specialty salesman.

Throughout the work there appear a great number of charts and illustrations which help the reader to more quickly and accurately visualize the procedure of development, which the author explains.

The book throughout is arranged most conveniently. Divided into parts, as it is, and then into chapters, and with bold-faced captions used throughout the pages, the work is admirably suited for a reference book on selling. The pleasing style of writing which the author employs, together with the many interesting examples which he cites, takes the work out of the cut-and-dried text-book class and makes it both instructive and entertaining to read.

The volume should be most valuable to sales managers and salesmen in the music industry, as its contents pertain so closely to the problems of the sales force of the music store.

RHINES SHOP OPENS IN CANTON

CANTON, O., November 3.—A branch store of the Massillon, O., Rhines Shop, exclusive Edison dealer, was opened here last week at Third street and Cleveland avenue. The new establishment contains five sound-proof demonstration booths. H. M. Rutledge, formerly of the Massillon store, has been made manager of the local branch. A complete line of Edison phonographs and records is handled and an Edison turntable has been installed.

OKEH DISPLAY FOR DECEMBER

The Okeh window display for December prepared by the dealer service division of the General Phonograph Corporation is artistic to a degree and typifies the Christmas spirit. During the past few weeks quite a number of Okeh jobbers and dealers have visited the company's headquarters in New York, and they have



Interesting Window Display for Holiday Month evinced the keenest interest in the December display, stating that it will undoubtedly act as a marked stimulant to the sale of Okeh records during the Christmas season.

A. H. CURRY CONVALESCING

ORANGE, N. J., November 10.—A. H. Curry, recently elected vice-president of Thomas A. Edison, Inc., and in charge of phonograph merchandising, returned to Dallas a few weeks ago for the purpose of looking over his Edison wholesale and retail interests in Texas. While there he contracted appendicitis and was operated on in Dallas. The operation proved very successful and, although Mr. Curry's condition was very serious at one time, he is rapidly regaining his old-time strength and vigor. He is expected back in Orange by the first of December.

A BUSY GRANBY FACTORY

NEWPORT NEWS, VA., November 7.—The Newport News Press in a recent article refers to the Granby factory in this city as being the only factory in the locality which has been running continuously full time and overtime during the last few years. There follows a detailed description of the addition to the Granby factory which will shortly be constructed and which was announced some months ago. This new addition, besides being an excellent example of a modern factory, will add considerably to the already large plant in this city.

EMERY'S MUSIC STORE OPENS

Emery's Music Store is the name of a new Victor establishment which was formally opened at Gardner, Mass., recently. A complete line of Victor products is handled in addition to pianos and sheet music. Sound-proof demonstration booths and other conveniences have been constructed for the comfort of patrons.

JOBBERS—ATTENTION!

Announcing to the trade that we are now making arrangements to allot *exclusive territories* in all sections of the country to responsible houses for an *internationally known foreign record*, for which there already exists a great demand in this country.

The catalog is a complete one and comprises all languages, including *German, Polish, Bohemian, Yiddish, Hebrew, Scandinavian, Irish, French and many others.*

Concerns interested in the handling of the leading foreign records are invited to communicate with us immediately for further particulars.

Hegeman-Stewart Corporation

338 Washington Street

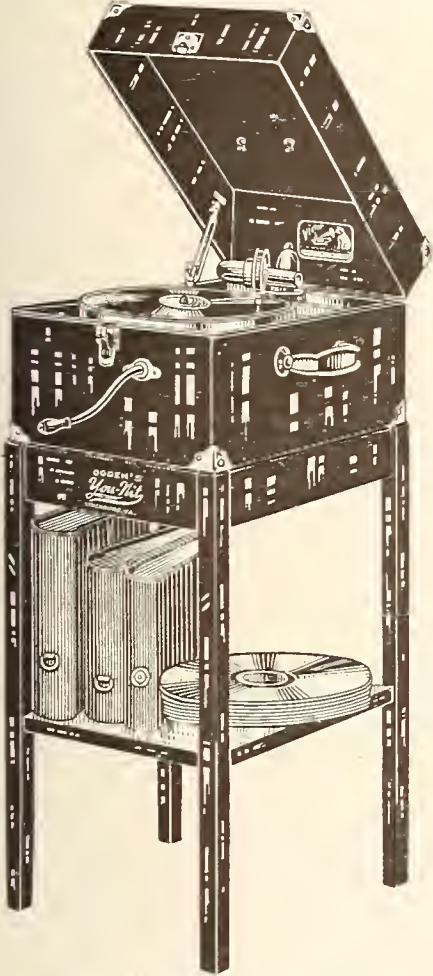
New York, N. Y.

OGDEN KNOCK-DOWN STANDS

Demand for These Specialties Growing Steadily Throughout the Country

LYNCHBURG, VA., November 9.—The Ogden Sectional Cabinet Co., of this city, reports that its line of knock-down stands which was originally offered to the trade during the Summer months is meeting with much approval and demand. In addition to their use as a suitable stand for table models of talking machines, they are serving an excellent purpose as service tables and display stands for the talking machine wareroom and booth, for the sale and selection of records and displaying catalogs, etc. They are equipped, if desired, with a utility detachable top and come in a variety of finishes, enameled, oak and mahogany.

The Ogden Sectional Cabinet Co. has a large woodworking plant in this city and has built up



New Model No. 50 K. D.

an excellent business on the sectional construction idea. The Ogden sectional record cabinet for the dealer's use is known from coast to coast and the service tables and display stands which it is now producing in addition to its regular lines are made in the same large plant.

J. B. Ogden, president of the company, reports that business has improved greatly and that, judging from the large demand for its products, 1922 will see a continuance of these good conditions.

EXPRESSION VS. IMPRESSION

Expression must equal impression. If you study you must also create, write, teach, give out. Otherwise you will become a plaster-of-Paris cat or a brass monkey. If great joy has come to you, pass it along, and thus do you double it. You are the steward of any gift the gods have given you, and you answer for its use with your life. Do not obstruct the divine current. Use your knowledge and use it quickly, or it will disintegrate and putrefy.—Elbert Hubbard.

BUSINESS CHANGE IN BROOKLYN

M. Scharfstein has retired from the firm of Sheiman & Scharfstein, talking machine dealers of 1135 Flatbush avenue, Brooklyn, N. Y., and the business is now being carried on by Mr. Sheiman.

John G. Clark, of Holyoke, Mass., has acquired a part interest in the Victrola and piano business conducted by J. G. Heidner in that city.

ABRAM DAVEGA ELECTED PRESIDENT

New Officers of the Knickerbocker Talking Machine Co. Elected—Joseph Schwetz Becomes Vice-president of Company—Other Officers

A meeting of the board of directors of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, was held at the headquarters of the company on October 31. At this meeting officers were elected for the ensuing year. Abram Davega, who conducted this business for many years as vice-president, was elected president, filling the office made vacant by the death of his beloved father. Joseph Schwetz was elected vice-president and Louise Davega, widow of the deceased former president, secretary and treasurer. The directors are Abram Davega, Louise Davega and Henry Moses.

Joseph Schwetz, who was made a member of the firm and elected vice-president, has earned this honor through many years of conscientious work and exceptional ability. Mr. Schwetz joined the organization some nineteen years ago, which was then operated under the name of I. Davega, Jr., Inc., and for many years has been right-hand man to Mr. Davega in the conduct of the business. Although a young man, Mr. Schwetz's experience in the talking machine field even antedates his connection with the Davega firm. He has seen it grow from its infancy and reach its present large proportions. It was fitting and just that his allegiance and faithfulness be thus recognized.

INTRODUCE NEW CONSOLE MODEL

Cole & Dunas Introduce "The Olympian" in Three Styles—Small Goods Activity Grows

CHICAGO, ILL., November 10.—The firm of Cole & Dunas has just brought out a new console model, which will be known to the trade as the "Olympian" apartment model. This new instrument comes only in mahogany and retails at \$85. In size it is 33½ inches long, 36 inches high and 21 inches deep. It is of the period model type in three styles—Hepplewhite, Italian Renaissance and Queen Anne. In the past few weeks the small goods business of this house has grown to a considerable extent. This concern was one of the first to introduce a complete line of jazz instruments and drums to the talking machine dealer. The retail dealer was quick to see the possibilities of these instruments and other small goods as quick turnovers. In many instances this proved the salvation of numerous dealers throughout the country, when the buying public let up on the purchase of talking machines. The shipping department of Cole & Dunas for the past three weeks has been working overtime until one o'clock on Monday, Wednesday and Saturday nights in order to catch up with the shipping demands of dealers who are putting in complete lines of jazz stringed instruments.

BOSTON FIRM OBTAINS CHARTER

BOSTON, MASS., November 9.—A new corporation formed lately is that of the Federal Talking Machine Co., to handle talking machines, with a capital of \$25,000. The incorporators are Ralph Silverman, of Winthrop; David H. Bloom, of Boston, and George Rosen, of Malden. Messrs. Silverman and Rosen are both well known in the talking machine business and have been associated under the name of the Phonograph Supply Co. of New England.

EARL MURDOCK OPENS VICTOR SHOP

IRONTON, O., November 7.—A formal reception marked the opening here of one of the finest Victrola establishments in this section of the State by Earl Murdock. The store, which is located at 205 South Third street, is beautifully decorated and a complete line of Victrolas and Victor records has been installed. Sound-proof booths and other conveniences make the establishment complete in every detail.

JOINS WURLITZER SALES FORCE

Herbert A. Brennan, manager of the Victrola department of the R. Wurlitzer Co. store on Forty-second street, New York, has just recently added to his staff Terence F. Moran, who comes in the capacity of assistant. His experience covers a period of more than twelve years, all of which were spent in the Victor field. He was at one time manager of Landay's Forty-second street store, and later was employed by the Gram-o-phone Co. of Canada as manager of its retail store.

GUS NUNNSTIEHL HAS NEW POST

LOUISVILLE, KY., November 7.—Gus Nunnstiehl, formerly manager of the Columbia and Brunswick departments of Herman Straus & Sons Co., of this city, is now associated with the talking machine sales staff of the Stewart Dry Goods Co. Mr. Nunnstiehl is an experienced salesman, having been connected at various times with the Wurlitzer Co., the L'Harmonie Co. and others and he comes to his new connection well equipped to make a success of his new enterprise.



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

Write for Revised Prices

Every 60 Days

A Selected List of Victor Records

Advertisement for Victor records featuring a list of titles and prices. Includes the heading 'We Will Be Pleased to Play Any of Them for You' and a small illustration of a record player.

Very attractive proposition to Jobbers

Order Now for the Holidays

CLEMENT BEECROFT 5546 North 5th Street PHILADELPHIA

"DA-LITE" SERVICE PROVES POPULAR

New Display Service for Victor Dealers Meets With Success—Has Many Distinctive Features

The Da-Lite Electric Display Co., of Toledo, O., is making rapid headway in establishing distributing arrangements with Victor wholesalers throughout the country. This company manufactures a display service for Victor dealers that is proving one of the most successful and popular dealer helps that has been introduced to the trade in recent years.

A large number of Victor dealers throughout the country have already arranged to use the service and all of them state that it is proving a material factor in stimulating record sales. The display is unique in many respects, having a wave of colored light flashed over its face which invariably attracts the attention of the passers-by. It measures only 13½ by 9½ inches, occupying no more space than the average display sign.

The service consists of four artistic highly colored panels each month, and, according to the company's figures, the total cost for this service and electricity is only 30 cents per day. The Da-Lite Electric Display Co. is leasing its service to Victor wholesalers exclusively and the value of the service is making an effective appeal to Victor wholesalers generally who are co-operating with the company in the introduction of this display service to Victor dealers.

SOUTHERN PACIFIC CUTS RATES

The Southern Pacific Co. has made a drastic cut in freight rates on many articles, which will become effective as soon as approved by the Interstate Commerce Commission, according to a report emanating from the headquarters of the company. In some cases the rates have been cut in half, but the average cut is 20 per cent in its specific territory.

A VISITOR FROM NEW ZEALAND

E. J. Hyams, of Wellington, Visits a Number of Prominent Centers in the United States and Canada—Places Orders for Musical Instruments and Other American Products

Among the prominent visitors to the United States during the past six weeks was E. J. Hyams, of E. J. Hyams, Ltd., of Wellington, New Zealand. Mr. Hyams is the wholesale representative of the Gramophone Co., Ltd., London, and distributes "His Master's Voice" products to about eighty dealers in that thriving section of the British Empire. He also handles American player-pianos, which are very popular in his country, and during his visit he placed a number of orders for these instruments to be shipped to a large number of dealers in New Zealand.

During his stay in the metropolis Mr. Hyams was a caller at The World office and discussed conditions in New Zealand most interestingly and informatively. In addition to talking machines and pianos Mr. Hyams represents a great number of other lines—in fact, he has divided his trading allegiance practically on a fifty-fifty basis between the United States and Great Britain. From New York Mr. Hyams went to Chicago and Canada, and on his return to this city he left for London, England, from which point he will journey homeward.

Mr. Hyams is a splendid type of business man—progressive, alert to every new idea. He has the happy knack of being able to analyze conditions quickly and correctly and to derive conclusions that are beneficial to his business and to those with whom he has intercourse in a commercial way.

Previous to his leaving for London Mr. Hyams was interviewed by a reporter of the New York World. This is what he said:

"While you New Yorkers are figuring out your Winter coal supply, New Zealand is getting ready for Spring. The first Tuesday in November is celebrated by the great Melbourne Cup race, which will be attended by about 150,000 people. At Christchurch, New Zealand, the New Zealand Cup will be run on the same date before 50,000 racing enthusiasts. It has been said that Australasia should be named 'Horsestralia' because of the love of the inhabitants for the races.

"It is a great part of the world to live in," Mr. Hyams went on. "The most expensive hotels, which compare favorably with the best anywhere, make a rate of \$6 a day for a good room with meals, and everything else included, and living conditions are equally reasonable."

REYNALDS CHRISTMAS CLUB SALES

Pian Stimulates Immediate Sales and Adds Live Prospects to List—E. W. Guttenberger, Manager, Joins the Artophone Corp.

MOBILE, ALA., November 8.—The Reynolds Music House, Victor distributor for this territory, is conducting a successful campaign for sales during the Christmas season through the medium of Christmas Clubs. The plan, though not new, is proving extremely successful and possesses a twofold value. In the first place, customers who have actually made up their minds to purchase a Victrola as a Christmas gift are eagerly taking advantage of the opportunity, and, secondly, many inquiries concerning these machines are being received by the company, which is thus enabled to add real live prospects to its list for future consideration. E. W. Guttenberger, for the past six years manager of the company, has resigned and is now connected with another concern.

NEW STORE OPENED IN NEW YORK

The Morningside Music Shop opened very attractive quarters this week at the corner of Eighth avenue and 120th street, New York. It announces that Victor, Columbia, Sonora and Brunswick machines and records will be handled.

MANDEL PHONOPARTS CO. FORMED

Has Succeeded the Mandel Mfg. Co. and the Chicago Ferrotyp Co. in the Manufacture of Talking Machine Hardware and Specialties

CHICAGO, ILL., November 9.—The Mandel Phonoparts Co., headed by H. Mandel, has succeeded the Mandel Mfg. Co. and the Chicago Ferrotyp Co. in the manufacture of motors, tone arms, reproducers, automatic stops and talking machine hardware generally. The plant of the company has been moved to commodious quarters at 1329 West Lake street, where considerable new equipment has been installed and where facilities will be available for the manufacture of various talking machine specialties on a thoroughly efficient basis.

NEW LONDON MUSIC SHOP OPENS

NEW LONDON, Wis., November 9.—The Music Shop, an exclusive Edison shop, which opened here on North Water street last week, is one of the finest music establishments in this vicinity. The building which houses the new business was completely remodeled and redecorated, sound-proof demonstration booths were installed, and many other features were added for the convenience of patrons.

VICTOR ARTIST FLIES TO CHICAGO

Reinald Werrenrath, well-known Victor artist and baritone of the Metropolitan Opera Co., traveled from New York to Chicago by airplane on Friday of this week, to appear at a recital in that city. The first landing was made in Cleveland, where Mr. Werrenrath remained for the night. The journey was completed Saturday afternoon. A Curtis plane, piloted by the assistant chief pilot of the Curtis Co., was used for the trip.

The A. Gressett Music House and the Meridian Chair & Furniture Co., talking machine dealer of Meridian, Miss., had attractive exhibits at the recent fair held in Meridian.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24 1912,

Of The Talking Machine World, published monthly at New York, N. Y., for October 1, 1921.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss:
Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:
1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City.
Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Managing Editor—J. B. Spillane, 373 Fourth Avenue, New York City.
Business Manager—None.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; E. P. Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

J. B. SPILLANE, Editor.
Sworn to and subscribed before me this 30th day of September, 1921. (Seal) EUGENE R. FALCK.
Notary Public No. 6.
(My commission expires March 30, 1922.)

CABINETS

MODERATE PRICES
IMMEDIATE DELIVERY



Cut shows our
New 48"
E Model

Send for circular of our line

Everett Hunter Mfg. Co.
McHENRY, ILL.

“PROCRASTINATING OPTIMISM” IS AN UNWISE POLICY

Some Pertinent Deductions Based Upon Observations on Conditions as a Result of a Recent Tour of Western Territory—A Time for Action and Not Theorizing

On a recent trip through the West the writer came upon a phrase that most aptly describes the frame of mind of a great many business men of the country, including some of those in the talking machine industry, regarding the present trade situation and the outlook. In referring to a number of retailers, a wholesaler remarked that too many of them were suffering from what he termed “procrastinating optimism,” and were losing valuable time waiting for their optimistic prophecies to be fulfilled rather than making efforts right now to fill them.

“I have been in close contact with a great number of dealers,” said this wholesaler, “and have found that the pessimistic, down-in-the-mouth type is a rather rare bird. Business is poorer in some sections than in others, but the average merchant believes that it is only a temporary condition and is of the opinion that the early Winter months will certainly see a re-awakening of the buying spirit and a gradual but general return of good business.

“The trouble, however, is that too many merchants feel rather content to move along according to normal impulses, and to wait for the turn of the tide, rather than to do their share individually to stimulate sales by increased effort. They are at heart optimistic, but are simply procrastinating and waiting for the expected good business to drop out of the sky, as it were.

“The old adage to the effect that the Lord helps those who help themselves is to be applied most successfully to the business situation to-day. The fellow who is simply an optimist and waits for good times to come is bound to lose ground. What we want is the optimist who has enough faith in the future to get out and hustle now so that he can have a first-class running start when the break in business comes.”

The wholesaler happened to be in a line connected in some respects with the music business,

and his sermon might be taken to heart by a number of members of the music industry in all its branches. It is a self-evident fact that the methods that brought business a year or two ago are not producing results now, nor can it be expected of them. The change in the industrial situation has made it necessary to look out for, and cater to, new classes of buyers. The “white collar” man, for instance, is again coming into his own slowly but surely, and will soon be worthy of consideration as a prospect for musical instrument purchases. Then, again, new selling methods must be given consideration—selling methods that are not only calculated to appeal to the new buying classes, but which may be expected to have a proper effect upon the public as a whole.

Just simply waiting for the break to come, whining and complaining a little, perhaps, but doing practically nothing outside of the regular routine to stimulate sales, is not going to get the average merchant anywhere. If he gives the matter any real consideration he must realize that the competitor who is increasing and gingering up his sales staff, spending more money for advertising and using more energetic methods right along the line, is not only capturing all the business that might be expected to come to his store in the ordinary course of events, but is also getting business that might properly be expected to go to the other fellow—in this instance the neighboring merchant who is marking time.

It is all very well to make plans for the bright future that is to come, for it is good generalship to make plans, but it is the immediate carrying out of those same plans before the opposition takes similar steps that wins battles, whether it be in war or in business.

The time is now ripe for action and not for mere conversation.

F. K. PENNINGTON'S NEW POST

Popular Talking Machine Man Now General Sales Manager of A. B. Dick Co.—Well Known and Esteemed in Merchandising Circles

Frank K. Pennington, formerly assistant general sales manager of the Columbia Graphophone Co., has been appointed general sales manager of the A. B. Dick Co., Chicago, manufacturer of the Edison-Dick mimeograph. Mr. Pennington will make his headquarters at the



Frank K. Pennington

company's executive offices, 740 West Jackson Boulevard, Chicago.

Although he was connected with the talking machine industry only four years, F. K. Pennington won the esteem of talking machine dealers from one end of the country to the other. Thoroughly conversant with every phase of merchandising and possessing a most pleasing personality, he was accorded an enthusiastic reception wherever he visited, and his many friends in the trade will be delighted to learn that he has become associated with one of the greatest industrial concerns in the country. His success is assured judging from his notable achievements in the past.



Receiver's Sale
The
Cirola
Phonograph Corp. Plant
At 393 High Street, Newark, N. J.

Modern four-story brick building containing over 20,000 square feet of floor space—Complete wood-working shop capable of turning out (150) one hundred and fifty CIROLA cabinets a day—Varnish room with latest type Air-brush equipment—Complete machine shop for machining all metal parts—2,000 CIROLAS in various stages of completion—Hardware—Supplies—Dies—Patterns—Jigs—Special tools—Good-will, Patents, Patents pend-

ing, Registered Trade-mark “CIROLA”—Motor Truck—Office Equipment—Etc.

The CIROLA has been sold all over the WORLD—This plant kept together and operated should be developed into a wonderful business.

To be sold according to the order of The Chancery Court. Terms and conditions of sale and detail description of plant and equipment furnished on application

Sale 10 o'clock, Friday, December 9th, 1921
at 393 High Street, Newark, New Jersey

MERRITT LANE, Attorney for Receiver
No. 196 Market Street, NEWARK, N. J.

HARRY A. AUGENBLICK, Receiver
No. 810 Broad Street, NEWARK, N. J.

SENATE PASSES NEW TAX BILL

Measure Now Goes Before Conference Committee of House and Senate for Final Adjustment—Expected to Be Ready in December

WASHINGTON, D. C., November 9.—The Senate on Monday night finally passed the revised Revenue Bill, which now goes to the Conference Committee representing the Senate and the House for adjustment with the House Bill which was passed on August 20. It is probable that the differences between the Senate and House bills will cause some sharp contests, and it is not expected that the final draft of the measure will be adopted until December.

The Senate Bill as finally passed not only eliminates the excise taxes on musical instruments as a result of the special amendment introduced by Senator Frelinghuysen, but repeals the excess profits tax, all transportation taxes, and grants relief in other directions.

As soon as the Senate had acted to eliminate excise taxes on musical instruments of all kinds the Music Industries Chamber of Commerce immediately started a campaign among members of the trade and others in all States represented by Senators or Representatives in the Conference Committee of the Senate and House which will finally iron out the differences between the Senate and House bills and prepare the final draft of the tax measure. The Chamber urged that those interested write immediately to the members of the Conference Committee to prevent any attempt that may be made to replace the taxes on musical instruments in the final bill.

SAMUEL BUEGELEISEN IN EUROPE

Samuel Buegeleisen, head of Buegeleisen & Jacobson, importers and wholesalers of musical merchandise, New York City, is at present in Europe visiting the various musical merchandise markets in that continent in search of additional merchandise for this house.

INSTALLS "TALKER" DEPARTMENT

The Tepper Bros. department store, of Fort Wayne, Ind., recently installed a talking machine department, with Arthur G. Fedewa and C. Sauers in charge. Mr. Tepper was formerly associated with Wolf & Dessauer as manager of the talking machine department of that well-known institution. The new department is modernly equipped throughout and a complete stock of machines and records has been installed.

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

AN ARTISTIC TALKER DEPARTMENT

The City Furniture Co., of Chicago, Arranges Very Complete Talking Machine Department

CHICAGO, ILL., November 10.—The City Furniture Co., of this city, one of the largest furniture stores on the South Side, has just taken on a large store next to its main headquarters at Sixty-second and Halsted streets, and has placed it entirely at the disposal of musical instruments. The new music department is one of the most sumptuous in Chicago, and the largest part of this new addition is devoted exclusively to Brunswick talking machines. The demonstration booths, eight in number, are all nine by twelve feet, and the walls are of triple plate glass. These glass walls are erected in two layers with a vacuum space between each. This method of construction causes the walls to be positively sound-proof. Each booth is handsomely decorated with the costliest kind of furniture, and an idea of the expense that was gone to may be arrived at when the cost of the carpeting alone is considered. This carpet is of a dark blue color and is made in one piece, and the walls of the demonstration booths are laid upon it. The cost of this carpet alone directly from the mills at wholesale price was a little over \$1,200. Besides Brunswick talking machines and records this company is also handling the well-known line of Kimball pianos and players and Q R S music rolls.

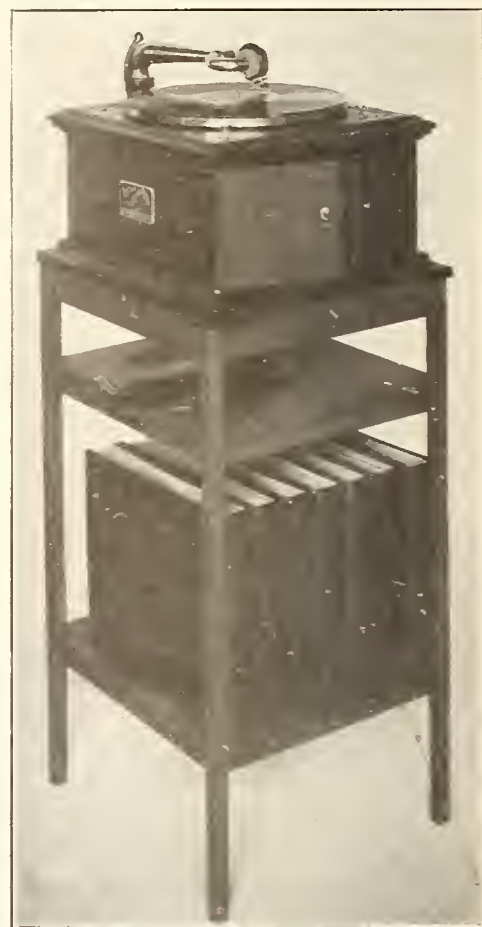
WM. PHILIPS TELLS OF ACTIVITY

William Philips, president of the William Philips Phono Parts Co., New York City, reports that the demand for tone arms and reproducers is continuing in the good volume reached last month and further expects that this good condition will prevail throughout the coming year.

UNICO TABLES FOR VICTROLAS

Unit Construction Co. Announces Addition to Line of Tables of the Unit Type

PHILADELPHIA, PA., November 12.—The newest development in the line of Unico tables for Victrolas produced by the Unit Construction Co., of this city, is the Unico Four-Six A. Last month the Unico table No. 50 for the Victrola portable was placed on the market. Following that the Unico table Four-Six for Victrolas 4 and 6 was announced. Unico Four-Six A differs from the Four-Six in that it is equipped with a special shelf above the record shelf. This allows the convenience of using this shelf for records



Unico Table Four-Six A

that have been picked out to be played. The Unico table No. 1 is similar to the Four-Six A in construction, except that the top is perfectly flat and although a machine can be placed upon it its primary use is for table purposes. The top, however, is removable, which converts it instantaneously into a regular Four-Six cabinet stand. All these tables are of the Unit type and are easily disassembled or assembled. Delivery on the Four-Six tables is expected about November 15.

MODERNOLA SALES INCREASING

George Seiffert, president of the Modernola Sales Co., New York City, has the entire line of Modernola phonographs, made by the Modernola Co., Johnstown, Pa., on display at his headquarters. Mr. Seiffert, who is the Eastern distributor for these machines, reports that orders are coming in in excellent volume and are now being received for future delivery.

D. R. Doctorow, talking machine manufacturers' agent at East Forty-second street, New York, reports an increasing demand for the various talking machine parts and supplies which he handles.

Children Rule Your Holiday Trade

And you can delight them with a **BABY PHONOGRAPH** and a set of **BOBOLINK BOOKS**.



Wire or Write for Dealers' Proposition

SYMPHONY MUSIC COMPANY

1020 Wilson Avenue

Chicago, Illinois

GILBERT Bobolink Book \$1⁰⁰

The Most Unusual Dollar Value in the World Today

A unique and extremely beautiful assortment of outfits designed particularly for children. Each set contains a book on which no expense has been spared in our efforts to produce the most beautiful and practical child books on the market. Cover and inside illustrations, which are reproduced in full colors on special inserts, were made by the foremost child artists of the country. Willy Pogany illustrating the song books, Maud and Miska Petersham the reading books. There are with each set also, two 7-inch, double-faced records that can be played on the standard makes of phonographs. They are records prepared especially for children with child songs and sayings, so clearly enunciated that children do not have the usual difficulty in understanding them.



There are four Bobolink Books—2 song books with piano scores and records, 2 reading books with records. Each book is 18x11 inches and opens flat.

Retails for \$1.00 Each

The entire outfit, which is packed in a folding cardboard container, beautifully printed in four colors with space for name and address can be mailed without further wrapping—retails at \$1.00.

Once you see this wonderful value you will absorb some of our enthusiasm for it.

Send for Catalogs and Price List

The A. C. Gilbert Company

460 Blatchley Ave. New Haven, Conn.

General Sales Office
200 FIFTH AVENUE, NEW YORK CITY
San Francisco Chicago Toronto London



Bobolink Books are packed in folding mailing wrapper with 2 double-faced, 7-inch records.



A splendid Gift



There are hundreds of idle machines right in your district—they only need something novel and different to again become active buyers of records

The reasons why—the phonograph owner buys the **OPERATONE**



- Improves the tone-quality. Produces the desired full rich tone.
- Brings out hidden values from your records.
- Gives realism to vocal selections.
- Eliminates the sharpness of the needle.
- Increases the volume—with better effect.
- Uses the power from both sides of diaphragm.
- Improves with age—unaffected by weather.
- Gives the true timbre to each instrument.
- Clearly reproduces all overtones.
- Has the real pep and snap of dance numbers.
- Superbly renders Grand Opera selections.
- Constantly adds to your pleasure and joy.
- And, at a cost of only \$12.50, adds \$100.00 to your enjoyment from your present instrument.

Canvass your entire territory—with records, and the

OPERATONE

a novel duplex-type of sound-box with its wood fibre diaphragm and unique amplifier

One dealer in each territory can dominate all others by selling the **OPERATONE**. Every owner is a potential buyer, regardless of the make of machine. Hundreds of idle phonographs are being restored to a renewed activity and record buying.

You know in advance many lovers of good music who will appreciate the wonderful tone-quality, the increased volume and definition. You can sell these people without delay—they will spread the good news.

You take no risk—because the **OPERATONE** is guaranteed "to improve tone-quality and volume of your instrument to your satisfaction or return in 10 days for Money Back."

Our distributors are well equipt and aggressive in pushing the sales and advertising campaign—in real cooperation with their dealers. They are making money for themselves and for their connections and increasing the sale of records and supplies. Every detail of practical cooperation is at your command.

The situation at a glance:—Dealers make \$60.00 per dozen profit—plus record sales!

From the Grafonola Company of New England, 174 Tremont St., Boston, Mass.

. . . You are doing business 100% and I certainly like the spirit and cooperative interest you have shown so far. It is the one thing that makes a concern want to work successfully as a distributor of your merchandise. This cooperation and your thoughtfulness look awfully good to Erisman and for your information, let me advise that we will need a couple more gross of those Operatones and we will need them just as fast as you can get them here. . . .

A. Erisman

From the Cabinet and Accessories Co., Inc., 145 E. 34th St., New York.

. . . Just a word to let you know how pleased we are with the good word we hear from everyone about the **OPERATONE**. We certainly appreciate the cooperation you give our customers in advertising. Many of our dealers have reached customers whom they have not heard from in months and have sold quantities of records through this medium. . . .

E. H. Colman

Delays bring neither customers nor profits, without which business is poor. Get busy with the **OPERATONE** as a means to an end—your record sales will jump, new customers will come in—and—you will find that IT PAYS!

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 \$90.00 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!

Our production will permit of a few more connections

THE NATURELLE REPRODUCTIONS CORPORATION

5 West 39th Street, New York
Tel. Longacre 6957



ALL READY FOR THE BIG BALL

Grand Ball of Talking Machine Men, Inc., at Hotel Pennsylvania Promises to Be Great Success—Several Orchestras to Provide Music

As The World goes to press all preparations have been completed for the grand ball of the Talking Machine Men, Inc., to be held at the Hotel Pennsylvania, New York, on Thursday evening, November 17. Not only have the preparations been completed, but there have already been a sufficient number of tickets sold to insure the entire success of the venture. The general public has responded most satisfactorily to the opportunity for dancing to the music of close to a half-score of the prominent orchestras whose music has become familiar through the medium of talking machine records of various makes.

Plans have been made for a continuous flow of music from 8.30 p. m., at which time the ball starts, until the wee sma' hours of the following morning. There will be an official orchestra and, in addition, such organizations as the All Star Trio, The Happy Six, Columbia artists; the Pennsylvania Hotel Orchestra, which has made a number of Victor records; the Paul Beise Trio, Columbia; Ted Lewis and his Jazz Band; Prince's Orchestra, and very probably Isham Jones and his noted orchestra, Brunswick, who are in New York to do some recording. Paul Whiteman and his Palais Royal Orchestra, whose Victor records have proven a sensation, is also expected to be present and offer some entrancing melodies for the active feet, and there will be several others. In short, it promises to be a real musical evening.

The profits that accrue from the affair will be devoted by the Talking Machine Men, Inc., to the financing of various trade betterments, including joint advertising campaigns and other movements of like character calculated to benefit the local retail trade as a whole.

A. H. MAYERS MOVES

A. H. Mayers, for several years engaged in the talking machine business on Broadway, between Sixty-eighth and Sixty-ninth streets, New York, has vacated this establishment and moved into a more spacious store at 1995 Broadway. Mr. Mayers will occupy both the first and second floors at his new location. The establishment is being thoroughly remodeled. Columbia and Victor machines are handled by Mr. Mayers.

NEW VICTOR GERMAN CATALOG

The Victor Talking Machine Co., of Camden, N. J., announces that the new German catalog, containing twenty-seven records, is expected to be ready for distribution during the latter part of this month. Twelve new records in German have been added; three are new combinations of old popular numbers and twelve have been restored from the 1920 cut-out list. These will also appear in the 1922 general record catalog of the Victor Co.

BANKRUPTCY PETITION FILED

CHICAGO, ILL., November 9.—A petition in bankruptcy was filed to-day against the Phonograph Motors Corp., of this city, by the Etching Co. of America and Bowen D. Chace. This company formerly manufactured the Johnson electric motor.

HONOR BRUNSWICK ARTIST

HOLLYWOOD, CAL., November 7.—The Reed & Dady exclusive Brunswick shop, 6611 Hollywood boulevard, recently honored Hollywood's whistler, Margaret McKee, in celebration of her first Brunswick records, which were recently placed on sale. In their display window was a beautiful woodland scene artistically done, centered around Miss McKee's photograph.

It was in the bird songs that Miss McKee first won her place among America's foremost whistlers.

ISAAC DAVEGA'S WILL IS FILED

Will of the Former President of the Knickerbocker Talking Machine Co. Places Bulk of Estate in Trust—Business to Continue

According to the will of the late Isaac Davega, formerly president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, the bulk of the estate is placed in trust. Mrs. Louise Davega, widow, receives the income from one of the trust funds, while Abram Davega, son, and Mrs. Byron R. Forster, daughter, are recipients of the income from other trust funds established. It is directed in the will that the directors continue the business of the Knickerbocker Talking Machine Co. as heretofore and it is stipulated that "the surplus which

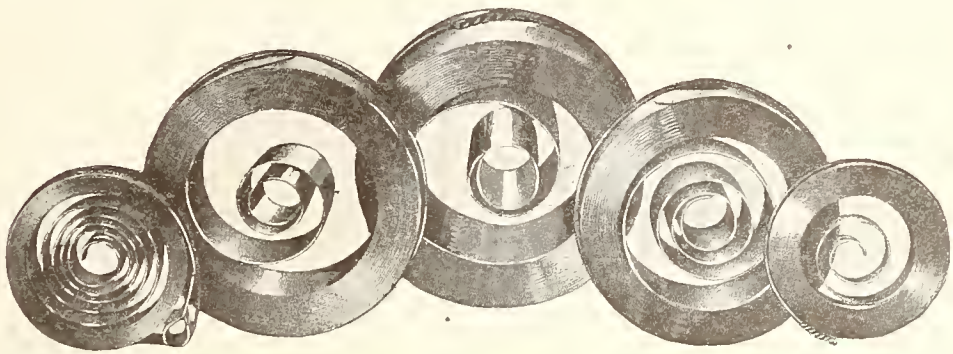
I have been accustomed to maintain in such corporation so that it may not be disturbed" be continued.

MAKING IRISH RECORDS

The Gaelic Phonograph Record Co., which is making a specialty of Irish records at its headquarters, at 637 Madison avenue, New York, is under the personal supervision of Hugh P. Fay. At the present time records in Gaelic by Nora Powers are being featured with no small measure of success.

A new Victor establishment has been opened in Cedar Rapids, Ia., by E. C. Mitvalsky. Mickel Bros. Co., Victor distributor, supplied the stock.

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 16 ft., Meisselbach No. 18..	Each	\$1.25
1 1/2 in., for Edison Disc	1.25
1 1/4 in. x 0.22 x 17 ft., reg. Victor.....	0.60
1 3/4 in. x 0.22 x 17 ft., Victor new style.....	0.60
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44....	0.60
1 in. x 16 ft., oblong hole, for Meisselbach		
Nos. 16-19	0.50
1 in. x 16 ft., oval hole, for Crescent.....	0.50
1 in. x 0.25 x 12 ft., Heineman No. 33 & 77..	0.40
1 in. x 0.28 x 10 ft., for Columbia	0.40
1 in. x 0.20 x 13 ft., Victor	0.40
1 in. x 0.20 x 13 ft., Victor new style.....	0.40
3/8 in. x 0.23 x 10 ft., for Blick motor.....	0.28
3/4 in. x 0.25 x 10 ft., oval hole	0.28
5/8 in. x 0.22 x 8 ft., for Swiss motor.....	0.22
5/8 in. x 0.25 x 11 ft., for Edison	0.22

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade.....	Each	0.15
1 17/8 in., new Victor No. 2 very best.....	0.18
1 131/32 in., for Sonora	0.20
2 3/16 in., for Columbia No. 6.....	0.25
2 9/16 in., for Pathé or Brunswick.....	0.45

SAPPHIRES

Pathé, very best loud tone, genuine.....	Each	0.12
Pathé, soft tone.....	0.15
Edison, very best, medium tone.....	0.18
Edison, very best, loud tone.....	0.15
Edison, genuine diamond.....	1.25

STEEL NEEDLES

Steel needles, extra loud, loud, medium and		
soft needles	Per 1,000	0.35

ATTACHMENTS

in Gold or Nickel-plated		
Kent attachments for Victor arm.....	Each	0.25
Kent attachments for Edison with C		
box, nickel or gold-plated.....	2.50
Kent attachments without box for Edi-		
son, nickel or gold-plated.....	1.60
Victor, Universal old style.....	1.15
Columbia attachment	0.25

MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

TERMS: With satisfactory rating, 2% discount for cash in 10 days, or 30 days net. Otherwise, 3% discount for cash, or 20% payment with order, balance C. O. D.

No. K with sound box	Each	\$2.75
No. E with sound box, very loud	6.00
No. M with sound box, very loud	4.75
Columbia tone arm, new style.....	\$3.50

SOUND BOXES

No. B 1 Bliss sound box, fit Victor.....	Each	1.75
No. B Balance, fit Victor.....	0.75
No. C Balance, fit Victor.....	1.00
No. F Favorite, fit Victor.....	1.75
No. F Favorite, fit Columbia.....	1.75
No. P Favorite, fit Victor.....	2.00
No. G Glory, fit Victor.....	3.75

CABINET HARDWARE

Lid supports, automatic, nickel plated.....	Each	0.22
---------------------------------------------	------	------

CONTINUOUS HINGES

Nickel, 15 1/2 in. long.....	Each	0.25
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NEEDLE CUPS

Highly nickel-plated	Per 100	1.50
Covers for cups	0.75
Highly gold-plated	7.00
Cover gold-plated	5.00

REPAIR PARTS

Columbia driving shaft, No. 11778.....	Each	0.50
Columbia bevel pinion, No. 12333.....	0.75
Columbia bevel pinion, latest style.....	0.75
Columbia bevel pinion, No. 3189.....	0.35
Columbia worm gear, No. 6409	0.30
Columbia stylus har	0.35
Columbia driving gear ratchet No. 2152.....	0.20
Columbia cranks, 3 sizes	0.45
Columbia governor weights	0.08
Columbia governor shaft, No. 3004.....	0.40
Columbia governor springs	Per 100	1.00
Columbia governor screws	Per 100	0.75
Columbia barrel screws, No. 2621.....	Per 100	0.75
Columbia soundbox thumb screws.....	Per 100	1.50
Winding cranks for Victor motor, short		
or long	0.45
Stylus bar for Victor Exhibition.....	0.35
Governor springs for Victor.....	Per 100	1.00
Governor screws for Victor.....	Per 100	0.75
Governor balls for Victor.....	0.08
Rubber backs for Exhibition box.....	0.25
Bevel pinions for Victor, 4 sizes.....	0.35
Turn-table felts, 10 in., round or square....	0.15
Turn-table felts, 12 in., round or square....	0.20
Motor bottom gear for Triton motor...	0.20

FAVORITE MFG. COMPANY

MAIN OFFICE:
105-107 East 12th Street, New York City
N. E. Corner of 4th Avenue Telephone Stuyvesant 1666

GETS GOLD MEDAL FROM QUEBEC PROVINCIAL EXHIBITION

MONTREAL, CANADA, November 5.—The Montreal branch of the Columbia Graphophone Co. carried off the "gold medal with high distinction" at the Quebec Provincial Exhibition held in Quebec City recently. According to exhibition

rated with advertising material, special artist posters and comfortable chairs and rockers. Grafonolas of various types, including period and standard models, were displayed, and the Dealer Service exhibit carried a wide variety of



Gold Medal Certificate Awarded to the Columbia Graphophone Co.

officials, 20,000 persons entered the grounds daily and on one afternoon the crowds were so dense around the Columbia booth that it was impossible to pass.

The Columbia booth was attractively deco-

Columbia accessories which were very popular. Manager Gerard, of the Montreal branch, is most enthusiastic regarding the results of the exhibition, especially as the Montreal branch is the "baby" of the Columbia organization.

A BUSY ALBUM PLANT

Visitors to the Boston Book Co. in Chicago Find Convincing Proofs of Activity

CHICAGO, ILL., November 10.—There is no evidence of dull times at the plant of the Boston Book Co., in this city. A visitor entering this

plant sees an automatic machine known as a "case maker" that in one hour turns out the same number of albums as it formerly took sixteen men working at top speed to do in one day. The machine is twenty-five feet long, and it glues, cuts corners and fits the lining and turns the four sides of the album and drops it out completed at the other end. It is only neces-

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.

sary for one man to operate this machine, and he in one day is enabled to turn out the same number of albums as it formerly took sixteen men a week to do. This machine is kept going twenty-four hours per day in order to keep up with the sales ability of Mrs. L. Gelbspan, the proprietor of the Boston Book Co. But one man and one machine are not all that Mrs. Gelbspan keeps busy in the plant over at 501 to 509 Plymouth Court. There are over a score of workers in the packing and shipping department alone, working on both the day and night shifts.

DOEHLER MADE EXPOSITION OFFICER

President of the Doehler Die Casting Co. Is Selected as Vice-president of the Brooklyn Manufacturers' Industrial Exposition

H. H. Doehler, president of the Doehler Die Casting Co., Brooklyn, N. Y., has been elected vice-president of the Brooklyn Manufacturers' Industrial Exposition, which will be held in the Twenty-third Regiment Armory, that city, during the week commencing January 14. Mr. Doehler has been active in similar affairs for many years and is well qualified to contribute to the success of the undertaking.

Musical instruments of all kinds will have a prominent place at the exposition, having been allotted an entire section on the Armory floor. All the exhibits in one line of industry will be grouped, therefore visitors interested in the musical instrument section will find these exhibits in close proximity to each other.

MR. DEALER — AT LAST IT'S HERE



Let your customers make "Homograms" Records of their own—in their homes with

THE "RECORDOLA"

The Perfect Recorder and Reproducer. May be attached to any Phonograph

Just what you have been waiting for
Simple to use—Positive in operation

Every phonograph owner a prospect

Complete "Recordola" outfit, handsomely nicked, including a double-faced "Homograms" recording blank that may be used for making 50 to 100 different records.

RETAIL PRICE \$26.00, usual trade discount

RECORDOPHONE CO., Inc., 220 Broadway, New York, N. Y.

A Dawn of Prosperity for Every Prima Donna Dealer



Bungalow Model
\$95



Stratford
\$115



Blackstone
\$135

DEALERS BONUS DISCOUNT

To prove to the trade that prices can come down without lowering the standard of the product, the manufacturer and distributor of Prima Donna have arranged a co-operative discount which all dealers will enjoy. This special additional discount has been called a DEALERS' BONUS DISCOUNT plan and will be in effect until further notice. Full details furnished on request.

Only Phonograph
Unreservedly Guaranteed
For One Year

Prima-Donna

"The Instrument Inspired"

Send
for Handsome
Catalog

For the information of dealers who may not know, we might state that the Prima Donna phonograph has led the market for the past five years, considered from a price and quality viewpoint. Prima Donna is now offered you at a further reduction by our DEALER BONUS DISCOUNT mentioned above. Dealers who know have proven this a reorder proposition.

Write for ADDITIONAL BONUS DISCOUNT NOW!

That's why the factory in back of the dealer can operate on such a small profit margin, as it has proven from the time it first introduced Prima Donna for public approval that the phonograph was made right and priced right, and the selling force had but to gain proper trade introduction and Prima Donna sold itself from the start wherever introduced.

The quality is unequalled and the price closes the sale



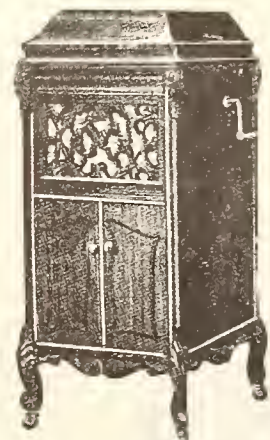
Astoria
\$160

Made in Six Models

Bungalow	\$ 95	Astoria	\$160
Stratford	115	Majestic	200
Blackstone	135	Parlor Grand . . .	225

Quality, Style and Finish

All that one could ask is exemplified in the Prima Donna. Its construction and tone are a delight to the eye and the ear. Its tone value is increased by our scientifically constructed all-wood amplifier. Prima Donna cabinets set a new standard for beauty, style and durability and stand as a "living" example to the best produced by the cabinet makers' craft. All panels are five-ply and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high-class piano finish. In tone and craftsmanship it is truly an inspiration realized.



Parlor Grand
\$225

Frederick P. Altschul

PRIMA DONNA
Distributor

112 WEST 23rd STREET

NEW YORK



Can You Sell Foreign Records?

Now is the time to stock up on Fall and Holiday sure-fire sellers.

A. G. KUNDE

now has a complete stock of German selections and is ready to fill orders for samples in Polish, Bohemian, Hungarian, Jewish, Italian and Scandinavian languages.

**Retail Price, 85c
Regular Discounts**

*Write Now for Our
Interesting Catalog*

A. G. Kunde

*U. S. Importer and Distributor
of Homokord Records*

**344 East Water Street
Milwaukee, Wis.**

ANNOUNCES SALES PLANS OF "STRAND" PHONOGRAPHS

Manufacturers Phonograph Co. Appoints District Representatives in Important Points—All Well Known in Trade and Thoroughly Experienced—Geo. W. Lyle Discusses Company's Plans

George W. Lyle, president of the newly organized Manufacturers Phonograph Co., New York, manufacturer of the "Strand" phonograph, reports a most successful launching of the company's sales effort. Mr. Lyle advises arrangements have been concluded for high-class representation at several important points, these district representatives being men with records of exceptional selling success and all well known to the trade.

Referring to these important deals, Mr. Lyle said: "Every phonograph dealer in New England knows A. C. Erisman, who has signed as our New England distributor (and forwarded a remarkable bunch of initial orders). Mr. Erisman has seen twenty-three years of phonograph work, during which time he was employed successfully as Boston wholesale manager for the Columbia Graphophone Co. and was called from this position to the responsible one of New England district manager in direct charge of five branches or distributing points. He covered the entire New England territory personally and undoubtedly has a direct personal acquaintance with more dealers in this territory than any other one man. At the same time he has conducted one of the largest and most successful retail stores in New England, the Grafonola Shop at 174 Tremont street, Boston.

"In Detroit we will be represented by one of the largest and best-known wholesale furniture houses in the city—Ricken, Seeger & Wirts. The phonograph department will be under the direct charge of Stephen M. Wirts, who is as well known as a designer as a business man, his designs having been used in the productions of some of the best American factories, including the Berkey & Gay Furniture Co., of Grand Rapids, Mich. His idea of celebrating his present connection with the Manufacturers Phonograph Co. was to forward a batch of orders for the No. 8 console, which is his own design.

"W. O. Cardell, operating in Oklahoma territory, is better known throughout the West as 'Bill.' He has sold for one of the largest wholesale furniture houses in the country for twenty-one years; fourteen years in this same territory. He takes pride in having built his phonograph trade in just two years from nothing to the largest per capita producing territory in the United States. He actually began taking orders for Strand consoles inside of fifteen minutes from the time he landed in his territory, and his mail since then has been all orders and no conversation.

"New York City and adjacent territory will be looked after by R. H. Arnault, for several years employed as a consulting engineer with the Columbia Co., and who joined the ranks of the Pathé three years ago as factory manager. During a holiday season he offered his services to the sales department and found that 'selling

was really his forte.' He is very enthusiastic over the new company and promises to put the line over in New York in great shape. His headquarters for the present will be at the executive office, 95 Madison avenue.

"Dealers in Philadelphia and adjacent territory will be looked after by H. E. Morrison, who joined the ranks of phonograph men in 1914, starting out with the Hallett & Davis Piano Co. In 1917 he decided to go West and became head of the talking machine department of the Wright & Wilhelmy Co., the Pathé distributors in Omaha. His work with this firm was so good that in the early part of 1920 he became associated with the executive office traveling force of the Pathé Co., where he remained until the last of the year, at which time he joined the Emerson forces. He has been in the field for the Manufacturers Co. but a week and has already made a record of establishing two dealers a day.

"San Francisco and its environments will be covered by Walter S. Gray, known all over the Pacific Coast as one of the most experienced men in the talking machine business. He was for years associated with the Columbia Co., first as representative in the Orient and afterwards as Pacific Coast district manager, which position he occupied for years. He is now head of the Walter S. Gray Co., dealing in phonograph accessories, and feels that the Strand line is the 'coming talking machine,' both as to quality and price. His wire orders have already started to come in, and he is looking for a substantial holiday business."

ISSUE INTERESTING NEW CATALOG

Cabinet & Accessories Co.'s New Loose-leaf Catalog Abounds in Valuable Information

An excellent idea of the large number of accessories distributed by the Cabinet & Accessories Co., New York City, is to be found in an entirely attractive loose-leaf catalog just issued by that firm. The catalog is handsomely bound in stiff covers and permits the adding of additional accessories or necessary corrections on those listed. The articles listed are too numerous to be mentioned in detail, but include portables, cabinets for Victrolas, record and music roll cabinets, covers, albums, record lights, cleaners, needles, needle cutters, needle envelopes, motors, tone arms and reproducers; carrying cases for records, repeating devices, talking machine toys, polishes and lubricants, decalcomanie, cabinet hardware and springs, advertising novelties and children's record books. An up-to-date price list is also bound in at the back of the book. The catalog is not only attractive in appearance but will admirably serve as a guide to the well-known accessories in the talking machine field at the present date.

THE OUTING

The only Portable on the market embodying all the features of a large phonograph with:

1. A twelve-pocket album to protect the records.
2. A twelve-inch turntable to play 12-inch records.
3. A two-spring motor.
4. A universal tone arm which plays all records.
5. A tone chamber with which you can regulate the tone.
6. A piano finish and genuine mahogany top.

RETAIL PRICE \$35

Desirable Jobbing Territory Open. Write Today.



OUTING TALKING MACHINE CO.

Mt. Kisco, N. Y.

The Phonograph of Marvelous Tone

VITANOLA

Plays ALL Records - Natural as Life



Dealers—Attention!

By our direct selling campaign we are now enabled to offer you the wonderful Vitanoia at greatly reduced cost to you.

The Vitanoia product is of the highest quality and our direct-to-dealer campaign affords you a great saving in wholesale cost. This enables you to take care of the consumer demand for lower prices on high-grade machines.

Six models to choose from for immediate shipment, all adaptable for your holiday trade.

Why buy inferior machines when you can now get genuine Vitanolas at such low prices? Send your inquiries direct to us and assure yourself of clean, new goods. We have no jobbers and are shipping directly from our factory only.

Send all orders and inquiries to

VITANOIA TALKING MACHINE CO.

1900 South 52nd Avenue

Phone: Lawndale 460

CICERO, ILLINOIS

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.

VICTOR-BRUNSWICK MANAGER desires new connection. At present am managing one of largest Victor-Brunswick propositions in Eastern city of nearly million people, in department store of sixty years' prestige. Business volume in my department is averaging \$175,000 yearly and going strong. If you desire alert, efficient and creative manager, one whose motto is "Service Intelligently Dispensed," you are going to engage me. If you are willing to place entire management and responsibility of your department or store in my hands, feel certain through my eight years' talking machine experience and success, that you will enjoy realization of seeing your business on the Peak Place. My age is 32 years, possess academic education, and desire to hear from some one whose proposition is up-to-the-minute, department or store spacious, well appointed and fitted throughout with Twentieth Century furnishings. All correspondence must be confidential. Address "Box 1046," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Expert repairman on any standard motor, also do furnishing. Am a good adjustment salesman. Prefer Brunswick or Victor. Address "Box 1051," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Master plater and matrix maker. Am familiar with modern methods, capable of installing plant and handling work from wax to finished stampers. Wish position with reliable company. Address "Box 1050," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Talking machine laboratory man and backed-up matrix expert, with 17 years' experience, 14 years with one company, wishing an interview with any talking machine company. Capable of taking charge. Address "Box 1057," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Large Brooklyn retail store wants two high-class Victor record salesladies or salesmen. Must know the Victor catalog thoroughly. Salary \$20 and 1 per cent commission. Address "Box 1055," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—A thoroughly experienced Victor man, for eight years connected with the Victor line in every phase of the business. Factory and wholesale representative and an active retail managerial experience. Will consider a sound and live proposition in any branch of the business. Highest references; 28 years of age, single and will go anywhere, but prefer the West. Address "Box 1056," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A reliable Victrola salesman to canvass and follow up prospects; one that resides in the city of New York. Salary and commission. State former employer and what experience. Address "Box 1021," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDING ENGINEER and factory manager open for engagement. Twenty-five years' experience recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with the latest advances in every branch of the art. Address "Box 1039," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesmen now traveling to handle our varied line of talking machine record dusters on liberal commission. E. T. Gilbert Mfg. Co., Rochester, N. Y.

EXPERT REPAIRMAN wishes steady position with large reliable house; six years' experience in all makes of machines. Wishes position in New York City or Brooklyn. 29 years of age. Married. Morris E. Blumenthal, 328 Bushwick Ave., Brooklyn, N. Y.

POSITION WANTED—Recording Engineer, wide experience in all branches of record making. Work is marked by its musical quality, long wear and good appearance. Best references. Address "Box 1045," 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.

EXPERT REPAIRING

Of all makes of phonographs. Parts on hand for Vitanolas, World, Elting, etc. Parcel Post your repair wants to

Northwestern Phonograph Works

218 South Wahash Ave., Chicago, Ill.
MOTORS TONE-ARMS

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.

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.

Sacrifice Sale of 25,000 Standard

10-inch DOUBLE DISC RECORDS

Very large assortment
All desirable—no patriotics.

In 100 lots, 19c.	In 2,000 lots, 17c.
In 250 lots, 18½c.	In 5,000 lots, 16½c.
In 500 lots, 18c.	In 10,000 lots, 16c.
In 1,000 lots, 17½c.	Entire stock, 15c. each.

Terms: Net F.O.B. Chicago. Subject to prior sale.
Fantus Bros., 519-531 S. Dearborn St., Chicago, Ill.

POSITION WANTED—Young man, 24 years of age, technical education, specializing in acoustics and with five years' experience in inspecting, drafting and research in the industry, wishes to connect with a high-grade talking machine concern. Opportunity and not immediate large salary sought. Address "A. R. S.," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Expert repairman, who can diagnose all phonograph trouble and repair same skillfully. Best references. Address "Box 1047," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Recording engineer, at present employed, will consider management or organization of laboratory. Familiar all branches record business. Has recording machine. Address "Box 1048," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Young man and wife desire charge of music store on salary and percentage basis. Will take complete charge of store and outdoor sales. Thorough experience, best references and only a permanent, dependable connection considered. Address "Box 1049," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Chemical engineer, graduate of Boston Institute of Technology, is desirous to connect with some manufacturer where his specialized training will be of the greatest value. Address "Box 1053," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Paasche Air Compressor 6"x6", Paasche Varnish Spray Outfit, Cutler Curtain Dry Kiln 16x25 ft. for varnish work, especially suited for talking machine manufacture. Offered at less than cost, for cash. Write for full particulars to "N. O. 2," care Talking Machine World, 209 So. State St, Chicago, Ill.

FOR SALE, PHONOGRAPH EQUIPMENT

consisting of motors, tone-arms, sound-boxes and general hardware for about one hundred machines. Offered at less than cost for cash. Write for full particulars to N. O. 4, care The Talking Machine World, 209 So. State St., Chicago, Ill.

WANTED

Phonograph records and musical merchandise. My several outlets and connections enable me to give you quick action on job lots, overstocks and complete lines of any kind of musical merchandise you wish to liquidate. All transactions confidential. Address J. K. Morgan, Leiter Bldg., Stores, State and Van Buren St., Chicago, Ill.

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.

PHONOGRAPH FACTORY FOR SALE

Phonograph factory, three-story brick, modern equipment, steam-heated, automatic fire-sprinkled, fine shipping facilities, good labor market, in progressive Ohio city, 30,000. Compelled to sell; attractive price; terms. Address "Box 1054," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Modern old established music store in a town of three thousand population, in splendid farming community, within four miles of a railroad town of two thousand, without music store. Established trade on a standard phonograph and record. Situated on two steam roads and one interurban line. Will sell building and stock, or stock only with lease on building. Reason for selling, ill health. Address "Box 1041," care The Talking Machine World, 373 Fourth Ave., New York City.

MONEY MONEY MONEY

If you are in Greater New York we will make immediate advances on your phonograph leases. Very moderate terms. Details on request. Address "Box X. Y. Z.," 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.
BARGAIN BULLETIN FREE

FANTUS BROS. 525 S. Dearborn St. Chicago

WE BUY ANYTHING

**JOB LOT OF IMPORTED
UNUSED
HUNGARIAN, SERBIAN
and GERMAN RECORDS**

WILL SELL AT BARGAIN PRICE

100 WEST 21st STREET Room 212 NEW YORK, N. Y.

WANTED

We want the best phonograph merchandising man in the United States. He must be a man of experience, able to organize and build up a successful department in a big chain of retail furniture stores. This is a big job and none but the best man is wanted. Sell yourself in first letter. Give all details including salary. All letters will be treated confidentially. Address "Box 1044," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

The Only Exclusive Victor Shop in a City of 500,000

Would consider having some money in business, but do not want to be active. This is a real opportunity for some one. Address "Box 1042," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Recording machine and tools for lateral recording. Address "Box 1043," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Half interest in established music house in central Western city of 60,000; investment for expansion of business; standard lines. Address "Box 1052," care The Talking Machine World, 373 Fourth Ave., New York City.

1900 PHONOGRAPHS

900 complete phonographs for sale; also 1,000 cabinets ready for motors, etc., all finishes. Strictly high-class (not cheap) attractive designs; low prices; immediate delivery. Address The Houghton Manufacturing Co., Marion, O.

FOR SALE

Records, cabinets, motors, tone arms and accessories. Anything required in the phonograph line we have, and sell at reduced prices. We also buy anything you have to sell in the phonograph line. Mandell & Co., 88 Rivington St., New York City.

WANTED

Reliable salesmen to sell the trade on commission. Strictly high-class phonographs—oak, walnut and mahogany—beautiful designs. Liberal commission, attractive dealer's price, immediate shipment. Manufactured by a company long established with a worldwide reputation on other products. Address F. M. Foster, Sec., No. 8, 15th, Columbus, O.

FOR SALE

Good opportunity for one who desires to purchase a large and well-furnished phonograph store. Authorized dealer for standard lines. Also handling musical instruments and sporting goods. Must sell because another store requires attention. Inquire: H. Zuckerman, 23 East Broadway, New York City.

FOR SALE

Will sell at sacrifice CENTURY EDITION Sheet Music—one full set and extra; 900 metal name plates, two-color. Can be used by manufacturer of cabinets. Attractive, with good name. Lesterphone Co., 430 West 40th St., New York City.

TO HAVE RECEPTION AND SHOWROOM

Brunswick New York Showrooms to Be Re-arranged—For Benefit of Visiting Dealers

The New York branch of the phonograph division of the Brunswick-Balke-Collender Co. is making extensive alterations in its present quarters at 35 West Thirty-second street which, when completed, will be most attractive and also better equipped to take care of the needs of Brunswick dealers. It is planned to devote the entire space near the entrance to a large and attractive reception and showroom where the new console models recently put out by the Brunswick Co. will be displayed. This room will adjoin the present one where Brunswick phonographs of every model are shown. Heretofore Chester Abelowitz has had his desk in this space, but according to the new plans it will be moved into adjoining new quarters near the entrance to the door, where Mr. Abelowitz can see and greet Brunswick dealers as they enter.

Edward Strauss, Eastern sales manager, is responsible for this move, which was prompted in the interest of the Brunswick dealer so that he may be given a greater service when visiting Brunswick headquarters. Mr. Strauss stated that a feature of the new and enlarged quarters will be a complete display of all Dealer Service material put out by the Brunswick Co. This will be displayed in such a way that dealers will be able to obtain valuable ideas on how to use this material in the retail store.

TO SELL CIROLA CORP. ASSETS

Court Orders Disposal of Newark, N. J., Property at Auction

By order of the Chancery Court, Newark, N. J., the assets of the Cirola Phonograph Corp. are to be sold at auction on Friday, December 9, on the premises, 393 High street, Newark, N. J.

The Cirola Phonograph Corp. is the manufacturer of the portable machine of the same name. The coming sale includes the modern four-story building containing over 20,000 square feet of floor space, at 393 High street, Newark, N. J.; a complete woodworking shop, with a capacity of 150 portable machines a day; a varnish room with the latest type air brush equipment; metal-working machinery, hardware supplies, dies, patterns, tools, etc. The sale also includes the complete office equipment and a delivery truck.

JAZZ CONCERT A SUCCESS

Montana Columbia Dealer Holds Jazz Concert Which Attracts Much Attention

BUTTE, MONT., November 8.—The Dreibelbis Music Shop, of this city, enterprising Columbia dealer, recently held a "Jazz" afternoon at its warehouses, which was a distinct success. The company used various publicity mediums to interest the public in this unique concert, and a window

catalog and which have attained exceptional success. Among the "hits" that were enthusiastically received were "All by Myself," which was featured in the window display; "Mon Homme," "St. Louis Blues," "Wang Wang Blues" and "Oh Me, Oh My." The concert was planned and directed by H. Doyer, of the Dreibelbis Music Shop, who was congratulated upon the success of the event.

THE GO-GETTER'S LULLABY

Someone had said that it couldn't be done,
And he, with a chuckle replied
That "maybe it couldn't" but he would be one
Who wouldn't say so till he tried.
And so with a trace of a grin on his face
(And if he worried he hid it)
He started to sing as he tackled the thing
That couldn't be done—and he did it.

There are thousands to tell you it cannot be done;
There are thousands to prophesy failure;
There are thousands to point out to you, one by one,
The dangers that wait to assail you;
But just huckle in with a hit of grin,
And take off your coat and go to it;
Start in to sing as you tackle the thing
That "cannot be done"—and you'll do it!

CALLING ON THE TRADE

R. M. Kempton, manager of the Vocalion wholesale department of the Aeolian Co., New York, is calling on Vocalion dealers in the Middle West and South.

The T. P. Mercantile Co., of Biloxi, Miss., has installed a new Victrola department. C. W. Baker has been made manager.



Window Display Featuring Ted Lewis Records display was presented, featuring Ted Lewis, famous dance exponent and exclusive Columbia artist.

Larson's Dance Orchestra, which is well known in this city, played a selected list of dance numbers at the jazz concert, consisting of selections which are included in the Columbia recording

"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"



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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Despite Disturbed Economic Conditions a Decided Betterment Is Evident in the Gramophone and Record Trade—The Question of Overstock One of Great Concern—The Situation Analyzed—Gramophone Co.'s Trading Report—Innovation at Harrod's Stores—"Velvet-face" Records to Be Introduced—Solving Packing Case Problem—St. Hilda Band Wins Test Piece—Sterno Activities—Some News of the Federation of British Industries—"His Master's Voice" Record Prices—Other News

LONDON, E. C., November 1.—With men in their hundreds of thousands clamoring for work, it seems almost paradoxical to infer that musical instruments and other things that do not really come within the category of actual necessities are again in demand. But such is the case. Gramophone and record sales have shown a distinct improvement during the last few weeks. The amount of trade is not by any means what it should be at this period of year, and we have really experienced such a lean time for twelve months or more that, while in some respects a comparison is all to the good, we must not be lulled into any feeling of security when, as is the case to-day, a bigger effort than ever is necessary to maintain any definite standard of business.

On the other side of the picture there are men who believe that the present trade improvement is but spasmodic, a temporary jump that is not justified in accordance with the measure of social and commercial unsettlement throughout the world. This school of thought would have us believe, too, that despite all the strenuous efforts

now being made to enliven and maintain trade, it will not result in any lasting benefit so long as the country is burdened with the deadweight upkeep of a huge army of unemployed. That is a cause which the British Government is trying to mitigate and remove as quickly as may be.

We shall remove the effects of the cause of bad trade just as quickly as we can remove that canker of pessimism which permits a man to lose his spirit and will for work. It's easier to give in than to fight on. In the majority of cases the problems of finance, slackness of trade, manufacturing and other business difficulties rest for their solution almost entirely upon the good will and strength of man's determination. There is always a way out, and, as I have so often said in these columns, individual effort pushed to its utmost triumphs in the end. Our little gramophone industry has really stood the test well. Its history of difficulties during the last year has been tremendous. Yet few firms have gone under. Mutual co-operation has saved the day and there are better times ahead so long as we keep together and exercise that spirit not to give in.

The fact is that trade is on the move; there is, if gradual, an all-round improvement industrially and men are getting back to work in their thousands every week. Labor and the costs of materials are easier. Retail prices for machines and records must work along the same lines and in quite a number of cases big price cuts have already been announced by the chief firms. It is for the dealer, figuratively speaking, to get out and tell the public the good news. Publicity is the keynote of trade to-day as never before.

One difficulty dealers are bothering about just now is the question of overstock. This applies more particularly to records, of which, owing to the trade depression, retailers find their shelves somewhat too full. Much of this stock is fairly old—old in the sense that many of the titles are of that ephemeral order quickly out of demand. As records they are worth the cost of the material and that is all. What is to be done about it? The manufacturer is often pleased to think the question is answered by introducing an exchange scheme by which a new, up-to-date record is given free in exchange for an old record, provided the dealer orders against each such exchange either one or two other records—usually the latter number. By this scheme the dealer who is overloaded with, say, 100 unsalable records has to find room for an additional 200 and perhaps tie up new capital. There are arguments for and against, of course, but for the general run of dealers it is not a good scheme. And the more so at this post-war stage when non-salable stocks are bigger than is usual at normal. The Retail Gramophone Dealers' Association is known to be in negotiation with the record manufacturers on this very point. Admittedly, the problem is not easy of solution to the satisfaction of all parties concerned, but their good sense will surely find a happy way out. For the future a standard scheme is immediately necessary. Dead stock leads to all sorts of evils, notably price-cutting. Manufacturers must therefore, in their own interests, arrive at a business understanding to relieve dealers of the records which in a reasonable time prove unsalable.



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Akti-
eselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115
Boulevard Richard Lenoir, Place de la République,
Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes,
Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky
Prospect, Petrograd (Petersburg); No. 1
Solyanka, Solyanol Dvor, Moscow; 9, Golovinsky
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11
Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-
liaghatta Road, Calcutta; 7, Bell Lane, Fort,
Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole
Concessionaries of The Gramophone Company,
Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,
Capetown; Mackay Bros., Post Box 251, Johannes-
burg; Mackay Bros. & McMahon, Post Box 419,
Durban; Ivan H. Haarburger, Post Box 105,
Bloemfontein; Franz Moeller, Post Box 108, East
London; B. J. Ewins & Co., Post Box 86, Queens-
town; Handel House, Kimberley; Laurence &
Cope, Post Box 132, Buluwayo; The Argus Co.,
Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo
Marques.

HOLLAND: American Import Co., 22a, Amsterd
Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the
Ottoman Empire):** K. Fr. Vogel, Post Box 414,
Alexandria.



YE "POPULAR" RECORDS

Double-Sided
Superb 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.** CABLES "Grammavox"
EXPORT DEPT., 18-19 Swallow Street London
Piccadilly, London, England "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 Orchestral
- ➔ Lightning Shipments
- ➔ Packing by Experts
- ➔ Rock Quotations "Always"
- ➔ F. O. B. London
- ➔ We attend to 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 184)

"His Master's Voice" Report on Year's Trade

No better (or worse) illustration of the great trade slump could be found than the reports just issued bearing on the Gramophone Co.'s business for the year ended June 30 last. It shows a very heavy decline, which, in view of the general depression and unemployment, is perhaps not surprising. The trading profit amounts to no more than £26,119, as against £150,962 for the preceding year. An immediate consequence of this report was a decline in the value of the £1 shares from 23/6 to 15/6, which, however, at the time of writing, are fluctuating favorably. The directors of the company have decided to transfer to profit and loss account a sum of £46,048 previously set aside to war contingency fund, and to draw £50,000 from the reserve for the equalization of dividends. Including the amount brought in and deducting debenture charges, preference dividend, etc., a balance remains of £128,453, out of which it is proposed to pay a dividend of 6 per cent on the ordinary shares, as against 15 per cent last year.

Since the issue of its report gramophone trade has shown a distinct improvement all around. In particular, the "His Master's Voice" business has favorably responded, and if judged by present standards I believe that next year's report covering the period to June 30, 1922, will show a remarkably good trade recovery.

Brief Paragraphs of Trade Interest

The Kentucky song whistle is becoming somewhat of a vogue here. The fact that no great knowledge of music is necessary to play it means perhaps a wider field of sales. In many new orchestral records it has been used with good effect.

With the issue on records of the complete opera "Patience," "His Master's Voice" Co. has covered no less than five of the famous Gilbert and Sullivan works. By the rush to book seats at the Prince's Theatre, London, where the Savoy opera season has just commenced, it would seem that the public is as much in love as ever with these delightful inspirations.

An Aeolian machine and electric "Motophon" accompany Sir Ernest Shackleton on the "Quest" to the polar regions.

It is reported that an invention exists whereby twelve records of the disc type can automatically be played one after the other. There should be a big demand for such a gramophone, though I have heard it said by some folks that one record at a time is quite enough.

The London Music Trades Review reports the discovery of a new material called Ebonite for gramophone horns. It can be cast to any size or shape for exterior or interior sound chambers and is spoken of as an improvement on metal or wood.

A Complete Fiber Needle Outfit

To meet the expansion of trade in fiber needles, and their use is certainly very popular on this side, a new outfit has been marketed by the Gramophone Exchange, of New Oxford

street, London. It consists of a very simple but efficient cutter, a fiber needle adaptor for any make of sound box, and a supply of fiber needles. The complete outfit retails here at the nominal price of 7/6. The "Astra," as it is called, represents a very useful combination, the best yet introduced as a complete outfit on this market.

A Sixpenny Record

Woolworth's stores, with branches all over the country, are selling a small-size record at the nominal price of sixpence. It is the product of a well-known firm and, though in no sense can the record be regarded as in competition with the quality of the standard makes, the fact remains that it is in great demand as a novelty entertainment stunt.

Dancing to the Gramophone at Harrod's

At the great Harrod's Stores an innovation to speed the sale of dance records is announced. Every afternoon in the music salon the "His Master's Voice" dance numbers are demonstrated to the accompaniment of exhibitions of the latest dances by Miss Peggy Carlisle and her partner, Nigel Jessop. So popular has the scheme proved that people are turned away daily. From the sales viewpoint Messrs. Harrod's are well pleased.

Gramophone Supersedes the Piano

The way to advertise is shown by Thos. Edens Osborne, of Belfast, Ireland. One of his chatty ads reads: "Evidently the piano is being rapidly

superseded by the gramophone and ladies are . . . purchasing records of popular songs, dances, etc., in order to introduce pleasant surprises on their 'At Home' evenings." These ads appear in local journals of repute and, being of the editorial style, make good reading.

Edison Bell and Winner News Items

An increase in record sales at this period of the year is only to be expected. But to this alone cannot be ascribed the big trade improvement noted by J. E. Hough, Ltd. It is also due to the reduction to 2/6 of the price of Winner records, and equally so to the wide field covered in the compilation of regular monthly programs of new records of the popular type. Apart from the home trade foreign business shows gradual improvement, and I learn that the Peckham plant is steadily busy at this time.

By the way, Percy Willis, sales manager, informs me that his firm will shortly introduce a new series of records under the label "Velvet-Face" in ten- and twelve-inch sizes. The name implies a velvet surface, obtained, I understand, by a special process in the manufacturing. That will disclose itself in due course. As regards titles and artists, the company's present intention is to run a somewhat exclusive standard embracing music and song of the higher degree recorded by appropriate artists. This is certainly a wise step—in conformity with the increasing appreciation of the educative value of the gramophone. It is progressive, uplifting to

(Continued on page 186)

↓ ↓
"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

Horn, Hornless and Table-Grand GRAMOPHONES

FOR
EXPORT

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England
Cable Address "Lyrecodisc, London"

the status of our trade, and as such merits the active support of all having interest in the development of gramophonic art and industry.

An Effort to Solve the Packing Case Difficulty

The Gramophone Co. has inaugurated a new scheme with regard to the return of empties. In many instances packing cases have been returned in such a bad condition as to be useless, and often they go astray in transit. This is a thorny question that bothers all our manufacturers. If it proves in practice a solution the new plan of the Gramophone Co. will doubtless be followed by other firms. And the plan is that the company will carry the bulk of the cost of all packing cases, merely charging dealers a very nominal figure, on the basis that all cases will in future not be returnable. At the prices charged dealers should be able to dispose of the cases at, if anything, a profit. On the face of it the new arrangement should prove acceptable.

The "His Master's Voice" Special News Items

An important announcement issued to dealers by the above company may now be made public. From October 17 the price of Plum label records are 4/-, ten-inch; 6/-, twelve-inch; and for the Black label, ten-inch, 5/6; twelve-inch, 7/6. As will be noted, these price reductions apply to what may be termed the popular labels, which, in consequence, will certainly enjoy a wider demand than ever.

Early advice has been given to all "His Master's Voice" dealers, in order that they may clear stocks of no less than 490 records, which are to be deleted from the company's Spring (1922)

FROM OUR LONDON HEADQUARTERS—(Continued from page 185)

edition catalog. With this advance notice dealers should have plenty of time to sell out on these numbers if they want to clear their shelves for up-to-date issues.

The great Chaliapine, who is now in America, made a number of records before his departure from London. These records are, of course, exclusively H. M. V. His two "Boris" records are being sold by the company for the benefit of the Russian Famine Relief Fund. That is, during the period October 1 to December 31 the whole profit on the sales of these two records will be handed over to the fund. It will be interesting to know the amount.

Effective Publicity Matter Issued by Pathé

Of late Pathé Frères have made notable advance in the quality and quantity of their trade publicity literature. This is very helpful to the dealer who is out to create sales by a wise distribution of record lists and the display of window streamers, etc. Recent issues include a new list of Hawaiian records, record catalog complete to date, leaflets re sound boxes, and much other useful sales literature.

The new Pathé needle-cut Actuelle record has been very favorably received and good orders placed by the trade.

Another Grand Championship Test Piece

For the third time since 1912 the St. Hilda Colliery Band has carried off the Grand Championship for the best rendition of a set test piece. The contest was held at the Crystal Palace, S. E. London, and twenty-one bands competed. In turn they each played what is regarded as the most difficult test piece ever set in a national competition—"Life Divine," an exquisite tone poem by Cyril Jenkins. The judges were locked in a room, guarded by the police from all interference.

As was the case last year, the British Zonophone Co. again secured the exclusive services of the St. Hilda Colliery Band for recording the winning item under the personal conductorship

of the composer. The record is No. 2168, and a fine one it is, too!

With the reduction in the price of Zonophone records to 3/- sales have increased enormously. Some fine selling titles figure in the current list. No. 2156, "Inagination Waltz" and "Amazon," two more tuneful items by the Black Diamond Band. "Amazon" also figures as a vocal by Herbert Payne. It is of the pathetic strain and is rather a difficult song to sing. Mr. Payne gives a good rendition, though, as also of "The Lisp of a Baby's Prayer," on 2161. A good selling record should be 2160, "Silver Star," which is most naturally sung by Robert Woodville, and "Sweet and Low" by the same artist. Sydney Collham contributes two of his ever-acceptable tenor songs on 2159—"Only You" and "Forever and Forever." A really magnificent piccolo recording by Geo. Walker (with piano) is on 2166—"The Mocking Bird" and "Slump," a piccolo rag of striking effect. Jack Hylton's Jazz Band gives itself over to riotous behavior in its playing of "Billy" and "Wang Wang Blues," two goodly numbers deserving of the band's remarkable efforts.

The Phonogram Year Book, 1922

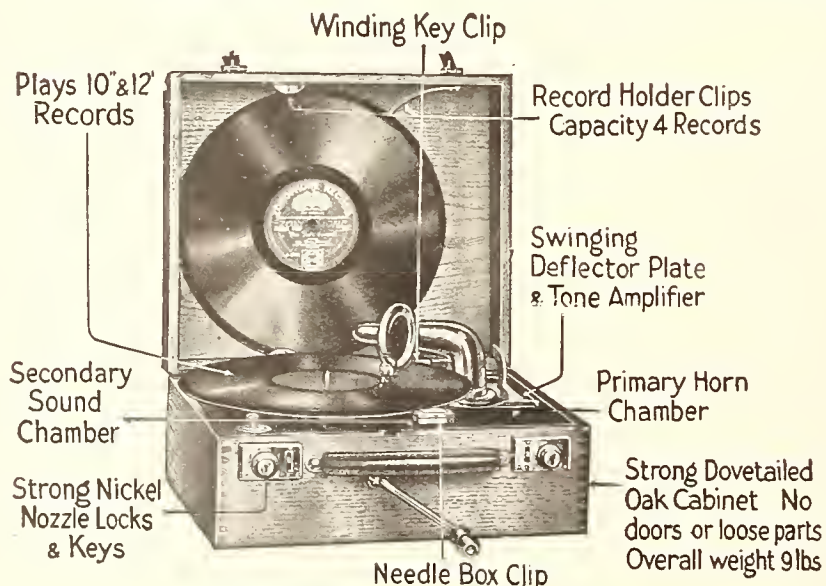
There are close upon twenty gramophone and phonogram societies active in the United Kingdom. That means a membership of approximately 1,000 real enthusiasts—men, and ladies, too, who pay fitting homage to the study of mechanically produced music. It is a growing movement and one that should be encouraged still more than it is by manufacturers.

W. J. W. Hamill, one of the originators of the society movement, believes that it should now be represented by its own organ of intelligence and has made a start by the issue of "The Phonogram Year Book and Talking Machine Society Guide." It is an encyclopedic little book which should serve as a reliable reference upon all matters appertaining to the society movement in this country. Many who take a leading part in

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FROM OUR LONDON HEADQUARTERS—(Continued from page 186)

the official side of the society work have contributed articles and advice which the reader of the Phonogram Year Book will peruse with interest. Of special value, too, is the list of societies, their places and times of meeting, officials and other useful information, with a short history of each. The book is published at 9/-. I heartily congratulate Mr. Hamill upon its issue. Copies may be obtained from him, at 3 Curzon road, Higher Broughton, Manchester.

Some Good Salable Sterno Lines

Dealers abroad would do well to keep track of the new goods so frequently issued by the Sterno Mfg. Co., City Road, London. Previous reference has been made to the "Elektromophon," a fine piece of electric mechanism for high-class machines. When mounted in the cabinet this motor is really noiseless, and noticeable, too, is entire absence of vibration. Its equipment includes an automatic stop electrically controlled. The "Elektromophon," fully described in a recent report from this office, will run on any voltage. It has interested the trade here and evoked high praise.

Another line by this company is the "Homochord" record, ten-inch double side, of which a big first list has just been announced. A fine

repertoire it is—many popular standard works by old masters, operatic and, of course, sentimental with a fair leavening of humorous records. The records are of good quality and will satisfy the most critical. Special mention should be made of the Homochord jazz issues. These are quite new numbers from the States, of real color—if anything, superior to the usual blatancy of jazz music. The Sterno people are evidently out to offer the British trade a better phase of this type of music, and in the records played over to me I think they have secured something which will win our dealers' approval.

Federation of British Music Industries News

At a recent meeting of the Federation Louis Sterling was elected to the post of chairman, succeeding Alexander Dow, who was desirous of retiring from that position. R. W. Pentland and A. J. Mason were re-elected deputy chairmen and William Rushworth honorary treasurer. Mr. Dow was elected honorary vice-president in recognition of his valuable services to the Federation. His address, as well as that of the new chairman, was listened to with great interest.

It was announced that eight Provincial papers were added to the list of journals accepting the

Federation's weekly articles on music. A consultative committee of prominent musicians to advise the Federation on musical and educational matters is now being formed. Sir Henry Hadow, Sir Alexander Mackenzie, Lt. Col. Stretton, Frank Roscoe and Robert McLeod have consented to serve.

In connection with the British Industries Fair to be held next year, arrangements have been made for the housing of the music section in one of the buildings. In this connection efforts are being made to have space at the fair allotted only to genuine British goods. This is somewhat of a difficult task, inasmuch as many instruments are imported in whole or in part and assembled in England, thus masquerading under the title of "British made."

KIMBALL CONSOLES IN DEMAND

Console model talking machines are in greater demand each month, reports the W. W. Kimball Co., of Chicago. People with a knowledge of music and of refinement are choosing this model in preference to others, not only for its musical qualities but for its artistic appearance, which makes it a valuable addition to home ornament.

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



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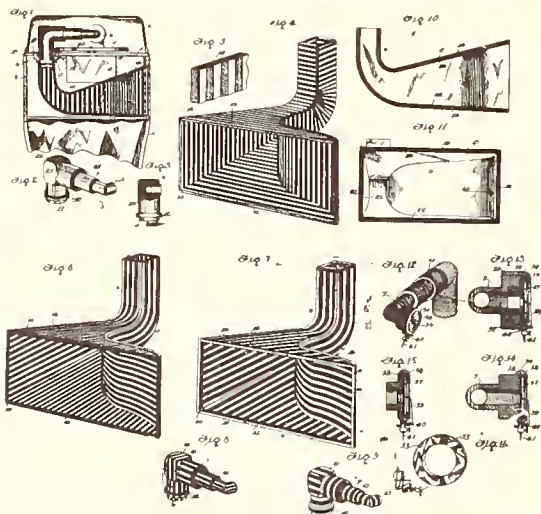
THE MUSIC TRADE REVIEW
 373 FOURTH AVENUE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., November 8.—Talking Machine. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Co., New York. Patent No. 1,387,575.

The main objects of this invention are to provide a talking machine with a continuous wooden sound amplifier of relatively great efficiency; to provide an improved sound amplifier constructed entirely of wood, thereby transmitting the sound waves from the sound box through a continuous wooden passage to the atmosphere, thereby increasing the sonority, brilliancy and other good qualities in sounds; and entirely eliminating the "brassy" or metallic sound so prevalent in talking machines; and giving a wonderfully clear, brilliant, broad and mellow quality to the reproduction; to provide a wooden tone arm constructed as hereinafter described, which will do away with the mechanical, harsh and metallic sounds produced in the operation of talking machines; and to produce a full, even and continuous volume of sound in which the articulation is clear, full and distinct; a further object being to provide a tone arm of the class specified which is made entirely of wood or other fibrous material, as hereinafter described; to provide a horn of wood or other fibrous material, constructed as hereinafter described, and to be so constructed that it shall have unexcelled acoustic properties, and to increase the volume and purity of the tone produced.

In the drawings Figure 1 is a side elevation, partly in section, of a talking machine cabinet having a talking machine provided with a wooden sound amplifier, and other details constructed in accordance with this invention; Fig. 2 is a perspective view of a wooden tone arm constructed in accordance with one embodiment of this invention; Fig. 3 is a view of the tone arm, partly in section, taken on the line 3—3 of Fig. 2; Fig. 4 is a perspective view of the preferred embodiment of the horn construction; Fig. 5 is a fragmentary sectional view showing the construction of the veneering of embodiment of Fig. 4; Fig. 6 is a modified form of the horn construction; Fig. 7 is another modified form of the horn construction; Figs. 8 and 9 illustrate perspective views of a tone arm constructed of a plurality of veneers or veneered material; Fig. 10 is a further modification of the horn construction; Fig. 11 is a front view of the modification illustrated



in Fig. 10; Fig. 12 is a perspective view of another modification of the improved tone arm; Fig. 13 is a sectional view of a tone arm and sound box; Fig. 14 is another modification of the combined tone arm and sound box construction; Fig. 15 is a sectional view of the improved sound box; Fig. 16 is a view showing the arrangement of the veneerings in Fig. 12.

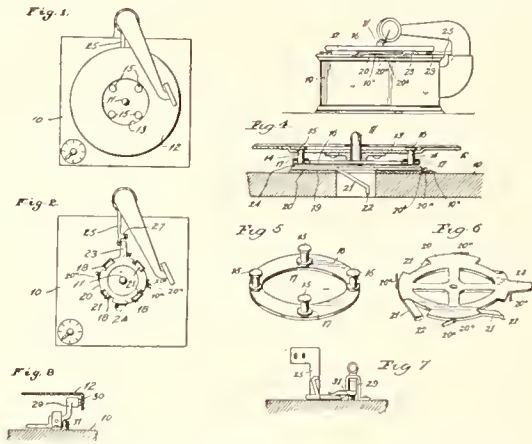
Talking Machine. Jobby Belpedio, Bridgeport, Conn. Patent No. 1,389,478.

This invention has for its principal object to provide a combination brake and disc elevator which is arranged in such a manner that when the tone arm is moved to a predetermined posi-

tion the record tablet or disc will be elevated above the top of the turntable to permit the ready removal of the same.

Another object of the invention resides in the provision of a lever adapted to be attached to the tone arm in such a position that when the tone arm is moved to the extreme right the brake and elevating mechanism will be automatically operated.

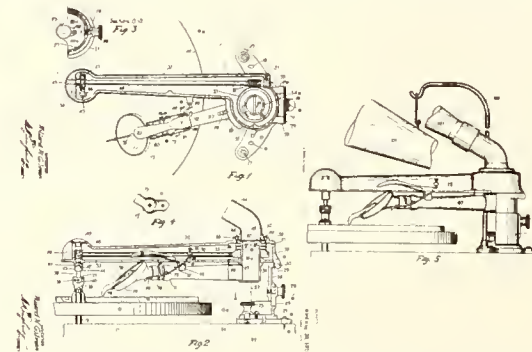
Figure 1 is a top plan view of a talking machine illustrating the elevating means on the turntable; Fig. 2 is a view similar to Fig. 1, showing the turntable removed to more clearly illustrate the details of construction; Fig. 3 is a



side view of Fig. 1; Fig. 4 is a fragmentary enlarged sectional view through the device; Fig. 5 is a perspective view of the elevating means; Fig. 6 is a perspective view of the cam ring; Fig. 7 is a fragmentary enlarged sectional view through a portion of the table, illustrating the brake in detail, and Fig. 8 is a view taken at right angles to Fig. 7.

Recording and Reproducing Attachment for Phonographs. Willard H. Gilman, New York, assignor to John A. McVickar, same place. Patent No. 1,389,429.

This invention relates to phonographs and particularly to an attachment for disc type phonographs which includes a mechanism whereby the records may be recorded and reproduced on any standard disc type phonograph. The objects of this invention are to provide a mechanism of this kind which is readily detachable and replaceable; which takes care of irregular movements of the turntable and the turntable stem; which provides for adjustments for different sizes of machines; which may be raised and turned back from the turntable while the latter is in motion and may be replaced while it is in motion; which permits the horn to be turned in any direction without disturbing the mechanism or the position of the phonograph; which automatically raises the stylus from the record when the machine has moved to a predetermined position and which includes means for raising and lowering the

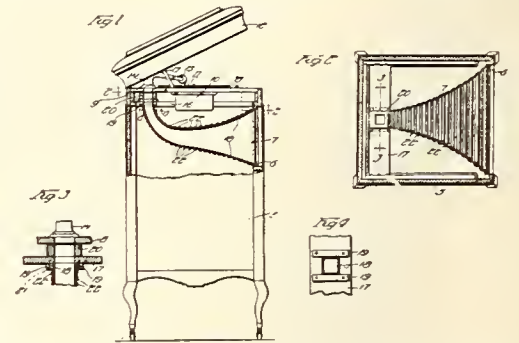


stylus and diaphragm head as may be desired. Other objects will appear from the drawings, in which Figure 1 is a plan view with the mechanism case in section; Fig. 2 is a vertical elevation in section through the center line of the mechanism; Fig. 3 is a detail of the support on line a—a, Fig. 2; Fig. 4 is a detail of the voice tube, and Fig. 5 shows a vertical elevation of the device complete.

Phonograph. John H. Anderson, Chicago, Ill. Patent No. 1,389,089.

The objects of this invention are to provide an improved phonograph wherein access to the interior of the cabinet and the motor, may be readily obtained; also wherein the horn is supported independently of the motor, turntable and tone arm.

Figure 1 is an elevation of the phonograph structure showing parts in section; Fig. 2 is a

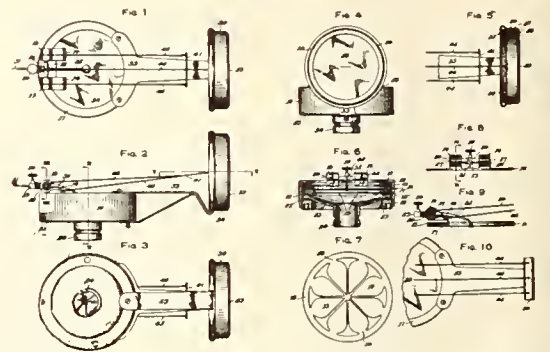


transverse section taken on line 2—2 of Fig. 1; Fig. 3 is a section taken on line 3—3 of Fig. 2; Fig. 4 is a section taken on line 4—4 of Fig. 1.

Phonograph. James T. Leitch, Allentown, Pa. Patent No. 1,389,058.

This invention relates to an improved sound box for phonographs which is termed an "articulator." The object of the invention is to provide an improved general construction of phonograph sound box having a resonator of novel construction whereby increased amplitude of vibration of the sound waves will be obtained and the absorption and consequent waste of sound-producing vibrations be eliminated. Other objects are an improved arrangement of needle arm and its bracket or support therefor in order to prevent damping of vibrations by absorption in the body of the sound box as well as to eliminate the production of metallic effects, and a novel amplifier so connected with the resonator that the produced vibrations will be collected and amplified.

Figure 1 is a front or face view of the improved reproducer; Fig. 2 is a side view thereof; Fig. 3 is a back view thereof; Fig. 4 is an end



view taken from the right-hand side of Fig. 1; Fig. 5 is a detail section on the line V—V of Fig. 2; Fig. 6 is a section on the line VI—VI of Fig. 2; Fig. 7 is a detail showing the perforated diaphragm removed from the box; Fig. 8 is a detail section on the line VIII—VIII of Fig. 2; Fig. 9 is a detail section on the line IX—IX of Fig. 8.

Talking Machine. Frank Talarico, Philadelphia, Pa. Patent No. 1,388,980.

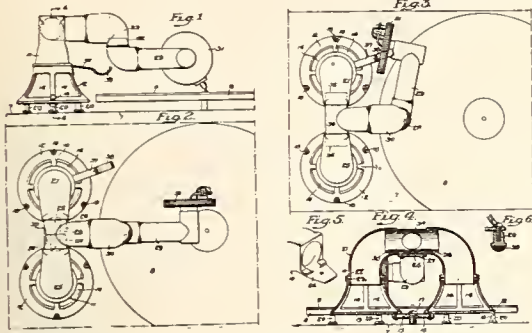
One object of this invention is to provide an improved sound conducting and amplifying means which can be easily and quickly placed in operative position on any supporting structure adjacent a record, thereby doing away with the necessity of employing complicated and expensive cabinets and amplifying means such as now commonly employed in connection with talking machines.

Another object is to so construct the device of the invention that it can be easily manipulated so as to transmit sounds, and when not desired

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 188)

for use the same can be moved into a position out of the way so as to permit a record to be removed from the turntable and another record placed thereon.

Figure 1 is a side elevation of the invention showing the same in the position which it occupies when playing a record; Fig. 2 is a top plan view of Fig. 1; Fig. 3 is a view of similar character to Fig. 2 showing the device in a position when not in use; Fig. 4 is a sectional elevation

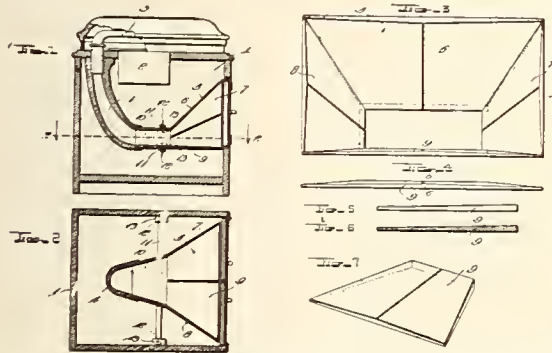


taken on the line 4—4 of Fig. 1; Fig. 5 is a fragmentary perspective view showing a certain feature of construction of a part of the invention, and Fig. 6 is a fragmentary view showing a modification of adjustable means which forms a part of the invention.

Amplifier for Sound-reproducing Machines. Franklin T. Shackelford, Minneapolis, Minn. Patent No. 1,389,999.

This invention relates to improvements in sound-reproducing machines and has more particular reference to a sound amplifier or horn for such machines, and it will evenly diffuse and amplify the sound waves passing therethrough and produce a clear, mellow tone and one which will be true to the original production.

Figure 1 is a vertical sectional view through a portion of a phonograph, showing an amplifier constructed in accordance with this invention applied thereto; Fig. 2 is a horizontal sectional view through the phonograph and amplifier taken on the plane indicated by the line 2—2 of Fig. 1; Fig. 3 is a front view of the amplifier detached



from the phonograph; Fig. 4 is a front edge view of the bottom of the amplifier; Fig. 5 is a side edge view of the bottom of the amplifier; Fig. 6 is a longitudinal sectional view of the bottom of the amplifier taken on the plane indicated by the line 6—6 of Fig. 4, and Fig. 7 is a perspective view of the bottom of the amplifier.

Stylus Holders for Talking Machines. Frank D. Lewis, West Orange, N. J., assignor to the Pathé Frères Phonograph Co., Brooklyn, N. Y. Patent No. 1,389,885 and Patent No. 1,389,886.

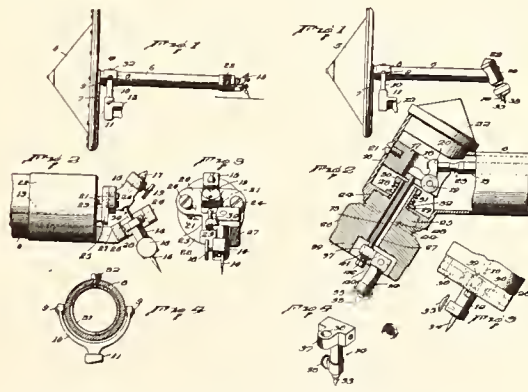
The first-named patent relates to improvements in stylus holders for talking machines, and in particular for talking machines of the Actuelle type as disclosed generally in Letters Patent No. 1,271,527, granted to Marcus C. Hopkins.

It is the object of the present invention to overcome the objection previously held by equipping the swinging arm with two separate and distinct stylus holders of different leverages, which are interchangeably brought into playing position by a rotation of the arm in the proper direction. The stylus holder now employed in the commercial Actuelle is utilized in connection with the playing of vertical-cut records, and hence receives the usual jewel-point stylus; and to this holder there is connected a second holder which receives the needle or stylus used for playing lateral-cut records. The second stylus holder is, or may be, mounted on the cap at the front end of the swinging arm, and its vibrations are transmitted to the first holder through its connection therewith, and thence, through the transmission device, to the diaphragm. The two holders are so arranged with relation to each other that a rotation of the arm through approximately 180 degrees is necessary to shift either holder out of working position and simultaneously bring the other into such position.

In the drawing Figure 1 is a part-sectional side elevation of a Hopkins-type diaphragm and its carrier arm, the latter being equipped with the improved stylus holder construction; Fig. 2 is an enlarged side view of the front end of the carrier arm and attached parts, showing the playing position for lateral-cut records; Fig. 3 is a front view of Fig. 2; Fig. 4 is an enlarged cross-section on line 4—4, Fig. 1.

The second-named patent relates to stylus holders for talking machines, and in particular for talking machines of the Actuelle type as disclosed generally in Letters Patent No. 1,271,527, granted July 2, 1918, to Marcus C. Hopkins.

It is the object of the present invention to eliminate the rotary movement of the swinging arm, and particularly of the diaphragm, both for the purpose of simplifying the former construction and its mode of adjustment, and in order to avoid the liability of the diaphragm being grasped and turned to effect the desired adjustment, with possible resultant injury to the diaphragm. Accordingly here is devised a construction in which, instead of the carrier arm and diaphragm being rotatable, those parts are relatively motionless, the sole adjustable or rotatable part being a cap or equivalent part which is connected to the end of the arm and to which the stylus holder is attached. The latter does not immediately vibrate the main transmission device, but, instead, actuates an intermediate or auxiliary device which is connected to vibrate the main device; the connection between the two vibration-transmitting devices preferably consisting of a bell-crank lever, to whose arms the ends of said devices are attached. The main transmission device—that is to say, the device utilized



in the commercial Actuelle—is left unchanged in so far as its construction, arrangement and function are concerned, so that the installation of this invention may be effected readily and with but little alteration or modification of parts.

In the drawing Figure 1 is a side elevation of a Hopkins-type diaphragm and its carrier arm, the latter being equipped with the improved stylus holder; Fig. 2 is an enlarged longitudinal sectional view of the front end of the carrier arm and attached parts, showing the playing position for Pathé or vertical-cut records; Fig. 3 is a view generally similar to Fig. 2, but showing the parts in position for playing lateral-

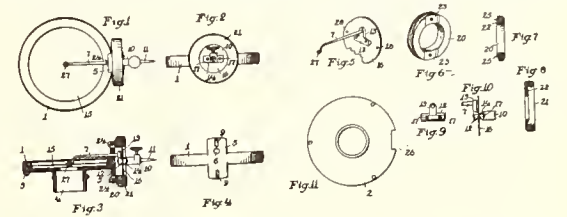
cut records; Fig. 4 is a detail view of the stylus holder.

Sound Box. George A. Moore, Medford, Mass. Patent No. 1,389,683.

This invention has for its object the construction of improved means for pivotally supporting the needle arm of a talking machine sound box.

To this end, the needle arm is clamped to a diaphragm supported at right angles to the plane of the resonator diaphragm, and provides means whereby the clamping device can be shifted in the plane of its diaphragm in order that the point of the needle arm's attachment to the resonator diaphragm may be entirely neutral thereto; in other words, that it may have no tension thereon in either direction.

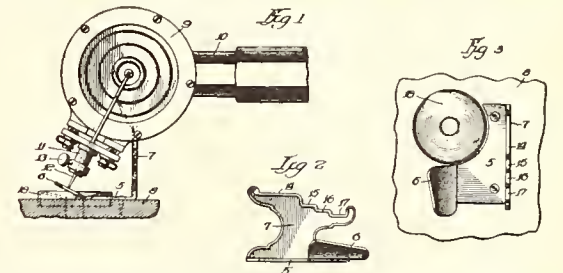
In the drawings forming part of this specification Figure 1 is a face view of a sound box embodying the improvements; Fig. 2 is a view of the same looking in the line of its stylus; Fig. 3 is a central sectional view of the same; Fig. 4 is a view similar to that in Fig. 2, but



with certain parts removed; Fig. 5 is a perspective view of a portion of the needle arm and its supporting diaphragm; Fig. 6 is a perspective view of the threaded annulus composing a part of the clamping means for the supporting diaphragm; Fig. 7 is a sectional view of the same; Fig. 8 is a sectional view of the other member of the clamping means; Fig. 9 is a view of one of the cross arms between which the supporting diaphragm is fastened; Fig. 10 is an edge view of the supporting diaphragm showing the cross arms of the needle arm attached thereto; Fig. 11 is a face view of the back plate of the sound box.

Needle Adjusting Means. Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,390,499.

The present invention resides in an improved needle positioning device by means of which the sound box may be conveniently supported to discharge the used needle into an adjacent receptacle and then moved upon its support into the proper position to permit the new needle



when inserted in its holder to project from the sound box a greater or less degree according to the sound volume desired.

Figure 1 shows an elevation of a sound box having a breech-loading needle-holder positioned to be used with the adjuster; Fig. 2 is an elevational view of the adjuster looking from the left-hand end of Fig. 1, and Fig. 3 is a top plan view of the adjuster.

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 - 18812 My Sunny Tennessee.....Peerless Quartet 10
 - Ain't You Coming Out, Malinda? Peerless Quartet 10
 - 18813 Sally, Won't You Come Back?.....John Steel 10
 - Bring Back My Blushing Rose.....John Steel 10
 - 18821 Kentucky Home, Henry Burr and Peerless Quartet 10
 - Who'll Be the Next One (To Cry Over You), Arthur Fields 10
 - 18816 Sal-O-May—Fox-trot, Joseph C. Smith and His Orchestra 10
 - Why, Dear?—Fox-trot, Joseph C. Smith and His Orchestra 10
 - 18823 One Kiss—Fox-trot, The Benson Orchestra of Chicago 10
 - Just Like a Rainbow—Fox-trot, The Benson Orchestra of Chicago 10
 - 18824 Canadian Capers—Fox-trot, Paul Whiteman and His Orchestra 10
 - Bimini Bay—Fox-trot, The Benson Orchestra of Chicago 10
- VOCAL AND INSTRUMENTAL RECORDS**
- 45257 The Virgin's Lullaby.....Merle Alcock 10
 - An Old Sacred Lullaby, Olive Kline and Lambert Murphy 10
 - 35712 Christmas Hymns and Carols—No. 1, Trinity Choir 12
 - Christmas Hymns and Carols—No. 2, Trinity Choir 12
 - 35711 Santa Claus Visits the Children—Part 1, Gilbert Girard 12
 - Santa Claus Visits the Children—Part 2, Gilbert Girard 12
 - 45255 Darky Stories.....Walter C. Kelly 10
 - Irish Stories.....Walter C. Kelly 10
 - 18815 Ross' Dog Trot....."Black Face" Eddie Ross 10
 - Ross' Reel....."Black Face" Eddie Ross 10
- RED SEAL RECORDS**
- 64996 Swingin' Vine.....Ralph L. Grosvenor 10
 - EMILIO DE GOGORZA, *Baritone*
 - 64997 Song of the Volga Boatmen..... 10
 - MISCHA ELMAN, *Violinist*
 - 66008 Canzonetta..... A. d'Ambrosio 10
 - AMELITA GALLI-CURCI, *Soprano—In French*
 - 74718 Les Pêcheurs de Perles—Comme Autrefois (Pearl Fishers—As in Former Times).....Bizet 12
 - ORVILLE HARROLD, *Tenor*, and EVA GAUTHIER, *Soprano—In French*
 - 74716 Louise—Depuis longtemps j'habitais cette chambre (For a Long Time I Have Occupied This Room).....Charpentier 12
 - MARCEL JOURNET, *Bass—In French*
 - 74519 Cantique Noël (O Holy Night).....Adolphe Adam 12
 - JOHN McCORMACK, *Tenor*, and FRITZ KREISLER, *Violinist* (Piano accompaniment, Edwin Schneider)
 - 87576 The Last Hour, Jessie C. Brown and A. Walter Kramer 10
 - SERGEI RACHMANINOFF, *Pianist*
 - 66007 Valse in G Flat Major.....Chopin 10
 - ERNESTINE SCHUMANN-HEINK, *Contralto*
 - 87330 Oh Come, All Ye Faithful (Adeste Fideles), Marcos Portugal 10
 - TITTA RUFFO, *Baritone—In French*
 - 88643 Patric—Cantabile de Rysoor (Song of Rysoor), Paladilhe 12
 - ARTURO TOSCANINI and LA SCALA ORCHESTRA
 - 64999 Carinen—Aragonaise (Prelude to Act 4).....Bizet 10
 - REINALD WERRENATH, *Baritone*
 - 74719 Nazareth.....Chorley-Gounod 12

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 - Hark, the Herald Angels Sing—Mezzo Soprano Solo and Male Quartet, Barbara Maurel and Male Quartet 12
 - 79891 Then You'll Remember Me (From "The Bohemian Girl")—Tenor Solo...Charles Hackett 10
 - A6198 Mary of Argyle—Soprano Solo, Corinne Rider-Kelsey 12
 - My Lovely Celia—Soprano Solo, Corinne Rider-Kelsey 12
 - 49968 Carmen, "Conzone del Toreador" (Song of the Toreador)—Baritone Solo and Male Chorus, Riccardo Stracciari and Male Chorus 12
 - 79708 Souvenir—Violin Solo.....Duci de Kerekjarto 10
 - A6197 Festival Overture, Key of "E" Flat Major, Cincinnati Symphony Orchestra 12
 - Under direction of Eugen Ysaye
 - Marche Joyeuse, Key of "C", Cincinnati Symphony Orchestra 12
 - Under direction of Eugen Ysaye
 - A3469 Nearer, My God, To Thee—Male Quartet, Columbia Stellar Quartet 10
 - Lead, Kindly Light—Male Quartet, Columbia Stellar Quartet 10
 - E7304 Dreams and Fairy-Tale.....Gypsy String Quartet 10
 - Flora.....Gypsy String Quartet 10
 - A3480 At the Mountain Inn—Violin, flute and harp trio, Stell, Schutze and Heinrich 10
 - On the High Alps—Violin Duet, Geo. Stell and Walter Biedermann 10
 - A3482 Yoo-Hoo—Fox-trot.....The Happy Six 10
 - Fancies—Fox-trot.....The Happy Six 10
 - A6199 Why, Dear? (Intro.: "Sweet")—Medley Fox-trot.....The Happy Six 12
 - When the Sun Goes Down Blues and Once in a Blue Moon—Medley Fox-trot.....The Happy Six 12
 - A3481 My Sunny Tennessee—Fox-trot.....The Columbian 10
 - Who'll Be the Next One (To Cry Over You?) (Intro.: "Daddy! Your Mama's Lonesome for You")—Medley Fox-trot.....The Happy Six 10
 - A3478 Sally, Won't You Come Back? (From "Ziegfeld Follies of 1921")—Tenor Solo...Joe Schenck 10
 - Follies of 1921—Tenor Solo...Joe Schenck 10
 - Learn to Smile (From "The O'Brien Girl")—Tenor Solo.....Charles Harrison 10
 - A3475 Sweet Lady, from "Tangerine."—Tenor Solo, Frank Crumit 10
 - You're Just the Type for a Bungalow—Tenor Solo.....Frank Crumit 10
 - A3474 The Memphis Blues, Marion Harris, Comedienne 10
 - Beale Street Blues.....Marion Harris, Comedienne 10
 - A3476 I Wonder If You Still Care For Me—Male Quartet.....Broadway Quartet 10

- Jealous of You—Tenor Solo...Charles Harrison 10
 - A3479 Nervous Blues (From "Put and Take")—Comedienne and Jazz Band...Edith Wilson and Johnny Dunn's Original Jazz Hounds 10
 - Vampin' Liza Jane (From "Put and Take")—Comedienne and Jazz Band...Edith Wilson and Johnny Dunn's Original Jazz Hounds 10
 - A3473 Ma (Intro. "When the Honeymoon Was Over") Medley Fox-trot...Ted Lewis and His Band 10
 - Bimini Bay—Fox-trot...Ted Lewis and His Band 10
 - A3472 Say It With Music (From "The Music Box Revue")—Fox-trot.....The Columbian 10
 - Just Like a Rainbow—Fox-trot...The Columbian 10
 - A3470 Canadian Capers (Intro.: "Dreaming")—Medley Fox-trot.....Paul Biese Trio 10
 - Dangerous Blues (Intro.: "Sweet Love")—Medley Fox-trot.....Paul Biese Trio 10
 - A3471 Saturday.....Nora Bayes, Comedienne 10
 - You've Made a Chicken of Your Mother (But You Can't Make a Goose of Me), Nora Bayes, Comedienne 10
 - A3477 Dapper Dan—Tenor Solo.....Frank Crumit 10
 - Ten Little Fingers and Ten Little Toes (Down in Tennessee)—Tenor Solo...Irving Kaufman 10
- SPECIAL LIST OF CHRISTMAS RECORDS**
- 79373 Holy Night, Peaceful Night.....Jeanne Gordon 10
 - A6169 Nazareth.....Seagle & Col. Stel. Quartet 10
 - Voice of the Chimes...Seagle & Col. Stel. Quartet 10
 - A2993 Ye Olden Yuletide Hymns...Columbia Stellar Quartet 10
 - A2385 Hark! The Herald Angels Sing.....H. Kopp 10
 - Adeste Fideles.....H. Kopp 10
 - A2790 The Star of the East...Maurel & Stellar Quartet 10
 - The Birthday of a King.....Barbara Maurel 10
 - A2789 Christmas—Pumpkin Center...Stewart, Jones & Q. 10
 - Evening—Pumpkin Center...Stewart, Jones & Q. 10
 - A2800 Kiddies Christmas Frolic.....Columbia Orchestra 10
 - A2788 Oh! Come All Ye Faithful...Columbia Stellar Qt. 10
 - Hark! The Herald Angels Sing...Columbia Stellar Qt. 10
 - A2392 Medley Christmas Carols.....Columbia Quartet 10
 - A2391 Oh! Little Town Bethlehem...Col. Double Mixed Qt. 10
 - White Shepherds Watched...Col. Double Mixed Qt. 10
 - A2801 Silent Night, Hallowed Night.....C. Harrison 10
 - Oh! Holy Night...Harrison and Stellar Quartet 10
 - A2644 Christmas Chimes.....Prince's Orchestra 10
 - Cathedral Chimes.....Prince's Orchestra 10

AEOLIAN CO.

- OPERATIC SELECTIONS**
- 30137 Tosca—Radondita armonia (Strange Harmony) (Puccini)—Tenor (in Italian), Vocalion Orch. Accomp.....Giulio Crimi 10
- STANDARD SELECTIONS**
- 30136 Will You Remember? (From "Maytime") (Young-Romberg)—Baritone, Vocalion Orch. Accomp.....John Charles Thomas 10
 - 30138 Chanson Provencale (Parker-dell'acqua)—Soprano, Vocalion Orch. Accomp...Sara Kouns 10
 - 48001 Mavis (Lefevre-Craxton)—Tenor, Vocalion Orch. Accomp..... 12
 - Kashmiri Song (Hope-Woodforde-Finden)—Tenor, Vocalion Orch. Accomp.....Colin O'More 12
 - 30139 Last Rose of Summer (Moore)—Soprano, Harp, Flute and Violin Accomp.....May Peterson 10
- CHRISTMAS SELECTIONS**
- 52020 Silent Night, Holy Night (Gruber)—Contralto, Vocalion Orch. Accomp...Marguerite D'Alvarez 12
 - 24020 Adeste Fideles (Come, All Ye Faithful) (Portugal)—Tenor, Vocalion Orch. Accomp., Colin O'More and Shannon Four 10
 - Christmas Carols (It Came Upon a Midnight Clear) (There Came Three Kings) (Arr. by R. H. Bowers)—Vocalion Orch. Accomp., The Cathedral Quartet 10
 - 14244 The Children's Christmas, Part 1 (Christmas Eve) (A Dream of Santa Claus) (Arr. by R. H. Bowers).....The Aeolian Concert Band 10
 - The Children's Christmas, Part 2 (Christmas Morning) (The Awakening) (Arr. by R. H. Bowers).....The Aeolian Concert Band 10
- INSTRUMENTAL SELECTIONS**
- 30140 Hungarian Dance, No. 5 (Brahms)—Violin, Piano Accomp. by Emanuel Balaban...Sasha Culbertson 10
- MONOLOGUE SELECTIONS**
- 14245 Me and Grant.....Frank Bacon 10
 - Lightnin' Bill Jones' Escape From the Indians, Frank Bacon 10
- POPULAR SELECTIONS**
- 14246 My Galway Rose (From "Irish Eyes") (Kershaw-Scanlan)—Orch. Accomp. Arthur Burns 10
 - When the Honeymoon Was Over (Fred Fisher)—Orch. Accomp.Sam Ash 10
 - 14247 Dapper Dan (Brown-Von Tilzer)—Orch. accomp., Irving Kaufman 10
 - Ten Little Fingers and Ten Little Toes (Pease-White-Shuster-Nelson)—Orch. Accomp., Ernest Hare-Billy Jones 10
 - 14248 Mandy 'N' Me (Kalmir-Conrad-Motzan)—Orch. Accomp.Charles Hart-Elliott Shaw 10
 - Plantation Lullaby (Stevens-Gillette-Holmer)—Orch. Accomp.Shannon Four 10
- DANCE SELECTIONS**
- 14249 It's You (Davis-Conrad)—Fox-trot, Played by Newport Society Orchestra 10
 - Hugs and Kisses (Freed-Meyor)—Fox-trot, Played by Newport Society Orchestra 10
 - 14252 Old Time Waltzes—Part 1—On the Bowery, Annie Rooney, When You Were Sweet Sixteen, After the Ball Is Over (Arranged by Selvin)....Played by Selvin's Dance Orchestra 10
 - Old Time Waltzes—Part 2—A Bicycle Built for Two, Sweet Rosie O'Grady, In the Good Old Summer Time, East Side—West Side (Arranged by Selvin) Played by Selvin's Dance Orchestra 10
 - 14253 Bimini Bay (Kahn-Egan-Whiting)—Fox-trot, Played by Bennie Krueger's Dance Orchestra 10
 - I've Got the Joys (Akst)—Fox-trot, Played by Bennie Krueger's Dance Orchestra 10
 - 14254 Mississippi Cradle (Yellen-Olman)—Waltz, Played by Selvin's Dance Orchestra 10
 - Song of Love (Waltz From "Blossom Time") (Schubert-Berte-Romberg) Played by Jockey's Dance Orchestra 10
 - 14255 Everybody Step (Introducing "They Call It Dancing") (Irving Berlin)—Fox-trot from "The Music Box Revue." Played by Jockey's Dance Orchestra 10
 - How Many Times (Robinson-Tark)—Fox-trot, Played by Jockey's Dance Orchestra 10
 - 52021 Song of the Flea (Moussorgsky)—Tenor, in Russian, Piano Accomp.....M. Vladimir Rosing 12
 - 52022 Prince Vladimir's Cavatina ("Prince Igor") (Borodine)—Tenor, Orch. Accomp., in Russian 10

- 30141 Spring Waters (Rachmaninoff)—Tenor, Piano accomp., in Russian.....M. Vladimir Rosing 10
- 35008 Poet and Peasant Overture—Part 1 (Von Suppe)...Played by Band of H. M. Life Guards 12
- Poet and Peasant Overture—Part 2 (Von Suppe) Played by Band of H. M. Life Guards 12

EDISON AMBEROL RECORDS

- REGULAR LIST**
- 4383 Rainbow Isle Medley (Introducing "Like No a Like").....Waikiki Hawaiian Orchestra 10
 - 4384 Ain't You Coming Out, Malinda? (H. Von Tilzer)—Orch. accomp...Al Bernard and Ernest Hare 10
 - 4385 Canadian Capers (Chandler-White-Cohen)—Fox-trot, for Dancing...Harry Raderman's Jazz Orch. 10
 - 4386 Boll Weevil Blues (Hess)—Orch. accomp...Al Bernard 10
 - 4387 Held Fast in a Baby's Hands (Perkins)—Tenor, Orch. accomp.....George Wilton Ballard 10
 - 4388 Persia (Wheeler-Walsh-Young)—Fox-trot, for Dancing.....Orlando's Orchestra 10
 - 4389 Sweet and Low (Barnby) and Forsaken (Koschat) Saxophone, orch. accomp.....Chester Gaylord 10
 - 4390 Portobello LASSIE (H. Lauder)—Orch. accomp., Glen Ellison 10
 - 4391 Down at the Old Swimming Hole (Wilson-Brennan)—Tenor and Baritone, Orch. accomp., Billy Jones and Ernest Hare 10
 - 4392 I Wonder Where My Sweet, Sweet Daddy's Gone (Hammed-Stark)—Fox-trot, for Dancing, Earl Fuller's New York Orchestra 10
 - 4393 Mavourneen—Irish Eyes (McDonough-Scanlan)—Tenor, orch. accomp.....Walter Scanlan 10
 - 4394 My Sunny Tennessee (Kalmir-H. & H. Ruby)—Fox-trot.....Broadway Dance Orchestra 10
 - 4395 Yield Not to Temptation (Palmer)—Mixed voices, Metropolitan Quartet 10
 - 4396 If You Only Knew (A. Von Tilzer)—Tenor, orch. accomp.....Allan Rogers 10
 - 4397 Gee Willikens (Wilson-Brennan-Henshaw)—Rube song, orch. accomp.....Byron G. Harlan 10
 - 4398 Tenderly (Little-Stanley-Dellon)—Fox-trot, for dancing.....Club de Vingt Orchestra 10
 - 4399 In My Tippy Canoe (Introducing "Hunika")—Medley, for Dancing...Green Bros. Novelty Band 10
 - 4400 My Little Sister Mary (Wendling)—Tenor, orch. accomp.....Lewis James 10
 - 4401 Merry Widow Waltz (Lehar).....Peerless Orch. 10
 - 4402 Christmas Carols—Chimes, Bells of Trinity, New York.....Played by William B. Murray 10
- OCTOBER HITS**
- 4378 Mandy 'N' Me (Conrad-Motzan)—Fox-trot, for dancing.....Club de Vingt Orchestra 10
 - 4379 In the Old Town Hall (Johnson-Pease-Nelson)—Tenor, orch. accomp., Billy Jones and Mixed Chorus 10
 - 4380 Ma! (Introducing "I'd Like to Know Why I Fell in Love With You") (Conrad-Timberg)—Fox-trot.....Harry Raderman's Jazz Orchestra 10
 - 4381 I Wonder If You Still Care For Me (Snyder)—Tenor, orch. accomp.....Walter Scanlan 10
 - 4382 Catalina (Gay)—Fox-trot.....Broadway Dance Orch.

EDISON RE-CREATIONS

- 50843 Christmas Carols—Chimes, Bells of Old Trinity, New York, Played by.....William Murray 10
- Old-Home Songs—Chimes, Bells of Old Trinity, New York, Played by.....William Murray 10
- 50844 Chautauqua at Pun'kin Center (Stewart)—Rural Story.....Cal Stewart 10
- Laughing Girl Has Her Picture Took—Norwegian-English Monolog.....Ethel C. Olson 10
- 50845 Rainbow Isle Medley (Intro.: "Like No a Like"), Waikiki Hawaiian Orchestra 10
- Dreamy Hawaii (Vandersloot)—Waltz, Waikiki Hawaiian Orchestra 10
- 50853 Invincible Eagle March (Souza), New York Military Band 10
- Here, There and Everywhere March (Bose), New York Military Band 10
- 80638 Ride of the Valkyries (Wagner), American Symphony Orchestra 10
- Prelude to Faust (Gounod), American Symphony Orchestra 10
- 80643 Nazareth (Gounod)—Baritone, Thomas Chalmers and Chorus 10
- Silent Night (Gruber)—Soprano, Tenor and Baritone, Elizabeth Spencer, John Young, Vernon Archibald 10
- 80645 Some Day (Wellings)—Violin, Violoncello, Flute and Harp.....Venetian Instrumental Quartet 10
- Tango Triste (Vecsey), Armand Vecsey and his Hungarian Orchestra 10
- 82237 No Night There (Danks)—Soprano.....Anna Case 10
- Love Lifted Me (Smith)—Soprano, Anna Case and Lyric Male Quartet 10
- 82238 Scène du Miroir (Mirror Scene) (Thaïs) (Massenet)—Soprano (in French).....Alice Verlet 10
- Duo de L'Oasis—Thaïs (Massenet)—Soprano and Baritone (in French), Alice Verlet and Arthur Middleton 10
- 82239 Largo—Xerxes (Händel)—Violin....Albert Spalding 10
- Indian Lament (Dvorák-Kreisler)—Violin, Albert Spalding 10
- 82240 Angel's Serenade (Braga)—Soprano, with Violin Obligato.....Frieda Hempel-Albert Spalding 10
- Merry Widow Waltz (Lehar-Eisler)—Soprano, Frieda Hempel 10
- 82241 Quartet—Bella figlia dell' amore—Rigoletto (Verdi)—Mixed Quartet, Odette Le Fontenay-Elizabeth Spencer-Max Bloch-Arthur Middleton 10
- Quand' ero paggio—Falstaff (Verdi), and Deh vieni alla finestra—Don Giovanni (Mozart)—Bass and Baritone (in Italian)...Arthur Middleton 10
- MANDY 'N' ME AND ELEVEN OTHERS
- 50825 My Daddy (Norworth-Swanstrom-Morgan)—Tenor.....Jim Doherty 10
- I'm Looking for a Bluebird (To Chase My Blues Away) (Rich).....Aileen Stanley 10
- 50846 Ma! (Intro. "I'd Like to Know Why I Fell in Love With You") (Conrad-Timberg)—Medley Fox-trot, for Dancing, Harry Raderman's Jazz Orch. 10
- Apache Love (Kendis-Brockman-Weslyn-Dyson)—Fox-trot, for Dancing...Harry Raderman's Jazz Orch. 10
- 50847 Mandy 'N' Me (Conrad-Motzan)—Fox-trot, for Dancing.....Club de Vingt Orch. 10
- Tenderly (Little-Stanley-Dellon)—Fox-trot, for Dancing.....Club de Vingt Orch. 10
- 50848 I Want My Mammy (Breau)—Tenor...Vernon Dalhart 10

ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 190)

- My Little Sister Mary (Wendling)—Tenor, Lewis James
50849 Mother, I Didn't Understand (Piantadosi)—Tenor, Walter Scanlan
Kentucky Home (Brashen-Weeks)—Male Voices, Crescent Trio
50850 Three o'Clock in the Morning (Intro. "Swanee River Moon") (Robledo-Clarke)—Medley Waltz, for Dancing, Club de Vingt Orch.
Rosy Cheeks (Squires)—Fox-trot, for Dancing, Club de Vingt Orch.
EDISON FLASHES FOR OCTOBER
50842 Merry Widow Waltz (Lehar)—Peerless Orch.
Maid of the Mountains (Fraser-Simson)—Selection Peerless Orch.
50851 Sweet Lady (Intro. "Listen to Me") ("Tangerine") (Crumit-Zooh-Carlo-Sanders)—Medley Fox-trot, Broadway Dance Orch.
By the Waters of Killarney (Sanders-Carlo)—Waltz, Broadway Dance Orch.
50852 On a Little Side Street (Harris-Howard), Ada Jones-Billy Jones
When Francis Dances With Me (Violinsky), Ada Jones-Billy Jones
50854 Fancies (Spencer)—Fox-trot, for Dancing, Green Bros.' Novelty Band
Mississippi Cradle (Intro. "Always in My Dreams") (Olman-Cooke), Green Bros.' Novelty Band
50855 Plantation Lullaby (Stevens-Gillette-Holmer)—Male Voices, Crescent Trio
Ten Little Fingers and Ten Little Toes (Down in Tennessee) (Pease-White)—Tenor and Baritone, Billy Jones-Ernest Hare
50856 Somewhere in Naples (Zamecnik)—Fox-trot, for Dancing, Lanin's Orch.

- STANDARD VOCAL
A20635 My Pretty Jane (The Bloom Is on the Rye), Charles Harrison
Sweet Genevieve, Charles Harrison
A20636 Long Ago in Alcalá, Wilfred Glenn
The Ringers, Wilfred Glenn
A20607 Mah Lindy Lou, Lora Hoffman
Mighty Lak' a Rose, Lora Hoffman

- INSTRUMENTAL
A20638 Three o'Clock in the Morning—Waltz, mandolin and guitar, DePace Brothers
Moon River—Waltz, mandolin and guitar, DePace Brothers

- BAND AND ORCHESTRA
A20637 Anvil Chorus (From "Il Trovatore") (Verdi), Empire State Military Band
The Jolly Coppersmith (Peters)—March, Empire State Military Band

- NEW DANCE RECORDS
A20630 Say It With Music (From Irving Berlin's "Music Box Revue")—Fox-trot, Casino Dance Orch. 10

- Apache Love—Fox-trot, Joseph Samuels' Music Masters 10
A20628 Yoo-Hoo—Fox-trot, Ernest Hussar and His Hotel Claridge Orch. 10
When the Honeymoon Was Over—Fox-trot, Joseph Samuels' Music Masters 10

- A20633 Sweet Lady (From "Tangerine")—Fox-trot, Markels' Society Orch. 10
Dream (From "Sonny")—Fox-trot, Markels' Society Orch. 10

- A20632 Tenderly—Fox-trot, Merry Melody Men 10
Bimini Bay—Fox-trot, Merry Melody Men 10
A20629 Mississippi Cradle—Waltz, Green Brothers' Novelty Band 10

- I Want My Mammy—Fox-trot, Green Brothers' Novelty Band 10
A20631 It Must Be Someone Like You—Fox-trot, Joseph Samuels' Music Masters 10

- I Wonder if You Still Care for Me?—Fox-trot, Markels' Society Orch. 10
A20634 Wang Wang Blues—Fox-trot, The Seven Black Dots 10

- Shake It and Break It—Fox-trot, Lanin's Southern Serenaders 10

- POP SUPPLEMENT" FOR JANUARY, 1922.
POPULAR VOCAL
A20645 Baby Face, Carlton Williams
Birds of a Feather, Lewis James and Elliott Shaw
A20646 Ten Little Fingers and Ten Little Toes (Down in Tennessee), Billy Jones and Ernest Hare
Dapper Dan, Billy Jones and Ernest Hare
A20647 Brother Low Down, Al Bernard
I've Got the Blues (But I'm Just Too Mean to Cry), Al Bernard

- A20648 Pretty Little Honey Lou, Vernon Dalhart
On a Little Side Street, Charles Hart-Elliott Shaw
A20625 Cry-baby Blues—Dance Rhythm, Ernest Hare 10
I Ain't Nobody's Darling, Byron G. Harlan 10

- A20626 Plantation Lullaby, Crescent Trio 10
Down in Happy Valley, Charles Hart-Elliott Shaw 10
A20639 When Francis Dances With Me, Patricia 10

- I Ain't Gonna Be Nobody's Fool, Patricia 10
SPECIAL (NEGRO COMEDIENNE)
A20627 He Took It Away From Me—Dance Rhythm, Lavinia Turner and Jas P. Johnson's Harmony Seven 10

- If I Were Your Daddy (And You Were a Mamma to Me)—Dance Rhythm, Lavinia Turner and Jas P. Johnson's Harmony Seven 10

- DANCE RECORDS
A20649 I've Got the Joys—Fox-trot, Lanin's Southern Serenaders
Mandy 'N' Me—Fox-trot, Lanin's Southern Serenaders

- A20650 Tuck Me to Sleep in My Old 'Tucky Home—Fox-trot, Merry Melody Men
Fancies—Fox-trot, Merry Melody Men
A20652 Roses and You—Fox-trot, Vernon Country Club, Cafe de Paris, New York

- Mister Minor—Fox-trot, Green Brothers Novelty Band
A20653 It's You—Fox-trot, Vernon Country Club, Cafe de Paris, New York
June Moon—Fox-trot, Selvin's Novelty Orchestra
A20654 Song of Love (From "Blossom Time" Waltz)—Selvin's Novelty Orchestra

- Good-bye, Pretty Butterflies—Fox-trot, Selvin's Novelty Orchestra
A20655 Love Will Find a Way (Introducing "In Honey-suckle Time")—Fox-trot, The Seven Black Dots

- Bandana Days (Introducing "Gypsy Blues")—Fox-trot, The Seven Black Dots
A20651 Leave Me With a Smile—Fox-trot, Woodland Trio

- Teach Me—Fox-trot, Woodland Trio
HAWAIIAN
A20643 Dream Kiss—With saxophone, Ferera and Franchini

- In My Tippy Canoe—With saxophone, Ferera and Franchini
Records marked "A" may be obtained as Actuelle (steel-needle-played) records as well as Pathé Sapphire records.

- GENNETT LATERAL RECORDS
4778 Tuck Me to Sleep (Young-Lewis-Meyer)—Fox-trot, Harry Raderman's Orchestra
Cho Cho San (Puccini)—Fox-trot, Falcone's Metronome Orchestra

- 10049 Hail, West Virginia (Miller-McWhorter-Deem)—Band accomp., Criterion Quartet
Old Gold and Blue (Doxsee-Dexter)—Band accomp., Criterion Quartet

- 4775 Peggy O'Neil (Pease-Nelson-Dodge)—Waltz, Joseph Knecht's Waldorf-Astoria Dance Orch.
That Haunting Waltz (Goldstein)—Waltz, Joseph Knecht's Waldorf-Astoria Dance Orch.

- 4746 Sweet Lady (From Musical Comedy "Tangerine") (Crumit)—Fox-trot, Lanin's Famous Players
Say It With Music (Berlin)—Fox-trot, Lanin's Famous Players

- 4774 Yoo Hoo (De Sylva-Jolson)—Tenor, with orch. accomp., Arthur Fields
Wha Wha (That Imaginary Isle) (Furman-Stevens)—Tenor, with orch. accomp., Arthur Fields

- 4776 Who'll Be the Next One (to Cry Over You?) (Black)—Fox-trot, Black Hawk Inn Orch.
I Wonder If You Still Care for Me (Snyder)—Fox-trot, Black Hawk Inn Orch.

- 4779 O Sanctissima (Florida)—Chimes, Sterling Brass Quintet
Adeste Fideles (O Come All Ye Faithful) (Florida)—Chimes, Sterling Brass Quintet

- 4780 Ten Little Fingers (and Ten Little Toes) (Pease-White-Schuster-Nelson)—Tenor, with orch. accomp., Charles Harrison

- When Francis Dances With Me (Ryan-Violinsky)—Tenor, with orch. accomp., Arthur Fields

- 4781 It's You (Davis-Conrad)—Fox-trot, Lanin's Famous Players
Bimini Bay (Whiting-Kahn-Egan)—Fox-trot, Lanin's Famous Players
4782 Little Orphan Annic (James Whitcomb Riley)—Recitation, Harry Humphrey

- Just 'Fore Christmas—Recitation, Harry Humphrey
4783 The Forge in the Forest (Michaelis)—Knights of Columbus Band, Paul Clifford, Conductor

- Anvil Chorus (From "Il Trovatore") (Verdi)—Knights of Columbus Band, Paul Clifford, Cond.
4784 Knights of Columbus March (Clifford)—Knights of Columbus Band, Paul Clifford, Conductor

- Sabre and Spurs (Sousa)—Knights of Columbus Band, Paul Clifford, Conductor
10051 Alma Mater (University of Pitt) (Baird)—Band accomp., Criterion Quartet

- Hail to Pitt (University of Pitt) (Kirk-Taylor)—Band accomp., Criterion Quartet
10052 Alma Mater (Carnegie Tech) (Taylor)—Band accomp., Criterion Quartet

- Dear Old Tech (Carnegie Tech) (Cameron-Cornwall)—Band accomp., Criterion Quartet

- CARDINAL PHONOGRAPH CO.
THREE BIG SPECIALS
2061 Say It With Music (From Irving Berlin's "Music Box Revue")—Fox-trot, Cardinal Dance Orch.

- Direction Maurice C. Rumsey
Tenderly—Fox-trot, Cardinal Dance Orch.

- 2064 Who'll Be the Next One to Cry Over You?—Fox-trot, The Merry Melody Men
I Wonder if You Still Care?—Fox-trot, The Merry Melody Men

- 2066 When Francis Dances With Me—Orch. Accomp., Billy Jones
Figaro, Arthur Fields

- Accomp. by The Merry Melody Men
CARDINAL VOCAL HITS
2067 Ten Little Fingers and Ten Little Toes—Duet, With Orch. Accomp., Ernest Hare-Billy Jones

- Weep No More, My Mammy—Orch. Accomp., Ernest Hare
2065 Mandy 'N' Me—Duet, With Orch. Accomp., Arthur Fields-Chas. Harrison

- Bimini Bay, Arthur Fields
Accomp. by The Merry Melody Men

- SACRED CHRISTMAS SELECTIONS
2068 Safe in the Arms of Jesus—Orch. Accomp., Reed Miller
The Ninety and Nine—Orch. Accomp., Reed Miller

- CARDINAL DANCE HITS
2062 When the Sun Goes Down—Fox-trot, Cardinal Dance Orch.

- Direction Maurice C. Rumsey
June Moon—Fox-trot, Ben Selvin's Novelty Orch.

- 2063 My Sunny Tennessee—Fox-trot, Ben Selvin's Novelty Orch.
Figaro—Novelty One-step, Ben Selvin's Novelty Orch.

- OKEH RECORDS
OPERA—STANDARD—INSTRUMENTAL

- 50003 O Lovely Night (Landon Ronald)—Tenor with Orchestra, John McCormack 12
52201 Martha—M'appari (Like a Dream) (Flotow)—Tenor (Italian) with Orchestra, Alessandro Bonci 12

- 52801 Otello—Morte d'Otello (Death of Othello) (Verdi)—Tenor (Italian) with Orchestra, Giovanni Zenatello 12

- 72102 Trovatore—Il balen del suo sorriso (The Tempest of the Heart) (Verdi)—Baritone (Italian) with Orchestra, Riccardo Stracciari 10 3/4

- 72701 Tannhauser—Oh! tu, bell'astro (The Evening Star) (Wagner)—Baritone (Italian) with Orchestra, Pasquale Amato 10 3/4

- 72303 Souvenir (Franz Drdla)—Violin Solo, Piano Accomp., Jan Kubelik 10 3/4

- (Above recordings were made in Europe)
4435 Minuet (Beethoven)—Violin Solo, Piano Accomp., M. Michailow 10
Carnival of Venice—Violin Solo, Piano Accomp., M. Michailow 10

- 4436 Am Meer (Schubert)—Piano Accomp., Cello Solo 10
Spring Awakening (Bach)—Piano Accomp., Cello Solo 10

- 4432 Comin' Thro' the Rye (Humoresque), Conway's Band 10

- The Observing Visitor, Conway's Band 10
4423 Wang Wang Blues—Octo Corda and Guitar Duet, Sam Moore-Horace Davis 10

- Tuck Me To Sleep in My Old Kentucky Home—Octo Corda and Guitar Duet, Sam Moore-Horace Davis 10

- VOCALS
4430 O Mary, Don't You Weep, Don't You Mourn—Spiritual Colored Quartet, Virginia Female Jubilee Singers 10

- Lover of the Lord—Spiritual Colored Quartet, Virginia Female Jubilee Singers 10

- 4437 Go Down, Moses, Way Down in Egypt Land—Spiritual Colored Quartet, Virginia Female Jubilee Singers 10

- When Jesus Christ Was Born—Spiritual Colored Quartet, Virginia Female Jubilee Singers 10
4431 Saved By Grace—Sacred Baritone with Organ, Wilfred Glenn 10

- Just As I Am—Sacred Baritone with Organ, Wilfred Glenn 10
4434 On the Road to Mandalay (From Kipling's "Barrack Room Ballads")—Baritone with Orchestra, Bernard Ferguson 10

- Armorer's Song (From Opera "Robin Hood")—Bass, Charles E. Gallagher 10
4433 Macushla—Lyric Tenor with Orchestra, Gerald Griffin 10

- Come Back to Erin—Lyric Tenor with Orch., Gerald Griffin 10
4176 Little Town in the Ould County Down—Tenor with Orchestra, Henry Burr 10

- Nora Acushla!—Tenor with Orchestra, Will Oakland 10

- 4439 On a Little Side Street—Contralto with Orchestra, Ada Jones 10

- Dozing—Contralto with Orchestra, Vaughn de Leath 10

- 4427 Mamma Wbip! Mamma Spank! (If Her Daddy Don't Come Home)—Popular Blues Vocal, Mamie Smith and Her Jazz Band 10

- I'm Free, Single, Disengaged, Looking for Someone to Love—Popular Blues Vocal, Mamie Smith and Her Jazz Band 10

- 4422 My Sunny Tennessee—Baritone with Orchestra, Ernest Hare 10

- Oh! Brother, What a Feelin'!—Baritone with Orchestra, Ernest Hare 10

BRUNSWICK RECORDS

- TWENTIETH RELEASE
30018 Carmen—Air de la fleur (Flower Song) (Act II) (Bizet)—Tenor, with orchestra, in French, Mario Chamlee

- 10044 Tosca—Vissi d'arte (Love and Music) (Act II) (Puccini)—Soprano, with orchestra, in Italian, Florence Easton

- 30020 Pagliacci—Prologo (Prologue) (Leoncavallo)—Baritone, with orchestra, in Italian, Giuseppe Danise

- 30019 Liebestraum (A Dream of Love) (Liszt)—Piano-forte solo, Leopold Godowsky
30021 Meditation (From "Thais") (Massenet-Marsick)—Violin solo, with orchestra, Max Rosen

- 13029 Bohemian Girl—Then You'll Remember Me (Act III) (Balfe)—Tenor, with orchestra, Theo Karle

- Love's Garden of Roses (Rutherford-Wood)—Tenor, with orchestra, Theo Karle
5047 Mighty Lak' a Rose (Stanton-Nevin)—Soprano, with orchestra, Irene Williams

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- 2145 On the Campus March (Sousa)—Concert Band, Walter B. Rogers and His Band

- Legion of Honor March (Sousa)—Concert Band, Walter B. Rogers and His Band
2146 Herd Girl's Dream (Labitzsky)—Violin, flute, harp, Gondolier Trio

- Love's Dream After the Ball (Czibulka)—Violin, flute, harp, Riviera Trio

- 2140 Ain't You Coming Out, Malinda? (Sterling-Moran-Von Tilzer)—Tenor and male trio with orchestra, Billy Jones and Male Trio

- Ten Little Fingers and Ten Little Toes (Pease-White-Schuster-Nelson)—Tenor and baritone, with orchestra, Billy Jones and Ernest Hare

- 2147 Don't You Remember the Time? (Williams)—Soprano and tenor, with orchestra, Irene Audrey and Charles Hart

- Love Sends a Little Gift of Roses (Cooke-Openshaw)—Baritone, with orchestra, Ford Palmer

- 2141 Swanee River (Clarke)—Tenor and baritone, with orchestra, Charles Hart and Elliott Shaw

- Gone, But Not Forgotten (Grant)—Baritone, with orchestra, Ernest Hare

- 5067 I Wonder If You Still Care for Me (Ted Snyder)—Fox-trot, for dancing, Isham Jones Orchestra

- June Moon (Magine-Straight-Lyons)—Fox-trot, for dancing, Isham Jones Orchestra

- 2144 One Kiss (Burnett-Arnheim)—Fox-trot, for dancing, Selvin's Orchestra

- Love Will Find a Way (From "Sbuffle Along") (Sissle-Blake)—Fox-trot for dancing, Selvin's Orchestra

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- CHRISTMAS RECORDS
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- God Rest Ye Merrie Gentlemen, Shannon Four
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- How Santa Distributes His Toys, Gilbert Gerard and Russell Hunting
A22191 Christmas Eve in the Toy Shop—Descriptive, Gilbert Gerard and Russell Hunting

- 'Twas the Night Before Christmas—Descriptive, Gilbert Gerard and Russell Hunting

- A29219 Adeste Fideles (O Come, All Ye Faithful), Shannon Four

- The Holy City, Helen Clark
A40058 Hark! the Herald Angels Sing, Tempo Male Quartet

- While Shepherds Watched Their Flocks By Night, Tempo Male Quartet

- A40186 Silent Night, Holy Night, Mendelssohn Mixed Quartet

- It Came Upon the Midnight Clear, Charles Hart

- 52045 Noel (O Holy Night), Percy Hemus

- Star of Bethlehem, Percy Hemus
62005 La Charité—In French, Noté
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54058 Silent Night, Holy Night, Margaret Matzenauer

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- 20452 O Come, All Ye Faithful and Christians Awake, Pathé Military Band

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- 49204 Christmas Spirit, Harmony Orch. 12

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- 1065 Oh, Tannenbaum, Chor der Oper, Berlin 10

- Stille Nacht, heilige Nacht, Chor der Oper, Berlin 10

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CONNORIZED MUSIC CO.

- 3019 Bimini Bay—Orch. accomp... Sung by Irving Kaufman

- 3021 Sweet Lady (From "Tangerine")—Fox-trot, Lanin's Famous Players

OLYMPIC DISC RECORD CORP.

- DANCE RECORDS
15130 Everybody Step (From "Music Box Revue" (Irving Berlin)—Fox-trot... Club Maurice Orch.

ARTO RECORDS

- DANCE RECORDS
9106 Weep No More, My Mammy (L. Pollock)—Fox-trot... Louis Cohen and His Orchestra

- O Holy Night (A. Adam)—Contralto solo, orch. accomp... Nevada Vanderveer

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The TALKING MACHINE WORLD


For the
makers &
sellers of
talking
machines

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



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CLEAR AS A BELL



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GEO. E. BRIGHTSON, *President*

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Canadian Distributors: I. Montagnes & Co., Toronto

The Talking Machine World

Vol. 17. No. 12

New York, December 15, 1921

Price Twenty-five Cents

COLOR LIGHTING A FACTOR IN SHOW WINDOW DISPLAY

Talking Machine Dealers Who Are Keen as to the Value of Their Window as a Publicity Medium Will Find the Use of Color Lighting a Material Aid to Its Attractiveness

Dealers who are alive to the publicity value of their windows may be interested to know that the arrangement of the display as well as factors contributing thereto may be brought to public attention in a very artistic and very striking way by the introduction of serviceable color lighting units. A simple window display reflector, holding a 150-watt light, a colored screen of glass or gelatine which fits into place across the face of the reflector—that is all there is to the modern window lighting unit. It is insignificant enough in appearance, but it certainly works a magical transformation in the artistic value of the window and is a potent contributor to the success of the display man's work.

A blaze of colored light on a display makes the window the cynosure of all eyes. It gives the window an atmosphere that excites the interest of the onlookers and helps to bring customers into the store—it not only brings them in, but makes them enthusiastic about the display.

With an equipment that is simple and practical there is no reason why the talking machine dealer in a small town should not be able to utilize this color scheme, for it is easy to install and makes the window, no matter how modest it is, of new value to the store, and brings the display of talking machines, records and artistically printed matter to the attention of the public in an entirely original and strikingly artistic way.

There is a large choice of colors, and the artistic sense of the window displayer can be manifested in using such hues as will suit the display and make it harmonious through the use of dull grays, browns and greens, or unusually striking and warm by the use of red, violet and gold, and other colors that appeal to the lovers of bright-colored lights.

There is no excuse to-day for the poorly kept store, or the neglected window, for dealers realize that there is no department of the business that pays a better profit than the well-displayed, well-lighted, often-changed window, backed up by a store arrangement that is artistically convenient and effective in service results.

Anything that will enable the store window to stand out so as to deliver greater advertising service is of paramount interest and value, and in this connection the use of color in window illumination is right up-to-date. The changing of window display and lighting effects weekly will in due course make the store employing these methods individual, and will therefore command more than the average attention from the public. This kind of advertising must undoubtedly pay. Anything that will "sell" your store to the public and thus bring to its notice the goods handled is worth consideration.

INDIANA SCHOOLS MUST HAVE MUSIC

All Elementary Schools Must Have Talking Machine and Records in All Rooms in Order to Be Eligible for Perfect Grade Score

To become eligible for a perfect grade score the elementary schools of the State of Indiana must equip every room with a talking machine and ten good records, according to a recent notice from the State Board of Education. In an effort to raise the scholastic standard of the elementary schools the board issued a score card designating the points under which the schools would have to qualify, including grounds, buildings, heating and ventilation, equipment, supervision, janitor service, teacher, etc. Under the main head of equipment it is stipulated that each room must have "a good talking machine with ten good records."

SAUL BIRNS OPENS SECOND SHOP

Handsome Victor Establishment in New York Enjoys Brisk Business on Opening Day—One of the Finest Stores in the Vicinity

An exclusive Victor shop was formally opened a fortnight ago at 113th street and Fifth avenue, New York City, by Saul Birns, well-known talking machine dealer and proprietor of several establishments in Greater New York. The store is one of the handsomest in the Harlem section of the city. Spacious double windows furnish the means for artistic displays. The interior is decorated in ivory and along both sides of the front of the store various models of Victrolas have been placed on display. A glass service counter and a record rack with a capacity of about 10,000 records are also part of the equipment.

A feature of the establishment, however, is the demonstration booths. These booths, eight in number, are finished in various colored tints, including old rose, pale green and blue. The colors are all harmonious and add to the effectiveness of record or machine demonstrations.

An exceedingly brisk business marked the opening day of the new Victor shop and many friends and acquaintances of Mr. Birns were present to extend in person their congratulations. Floral offerings were received from many of the local Victor wholesalers, who were also present personally at the opening.

TRENTON FIRM STARTS OPERATIONS

TRENTON, N. J., November 21.—The Hughes Phonograph Co., which was recently incorporated for \$250,000, has located its plant at 302 North Broad street, this city. The machines, parts of which are manufactured by various concerns, are assembled in and distributed from the local plant. The officers of the concern are: Albert Tilton, president, and Charles L. Shea, secretary. Other stockholders are Albert Hughes, C. D. Peck, sales manager, and E. L. Kearns, treasurer.

The World's Long Fight Against the Price-Cutting Evil

Editorials Published in 1914 Reflect Policy of The Talking Machine World Since Its Organization— Holds Same Views Regarding Situation To-day—Maintaining Soundness of the Industry

(Editorial in The Talking Machine World, January 15, 1914)

Talking machines should not be handled as a baiting piece of merchandise, and the impression should not be created that any house can violate legitimate merchandising conditions in order to attract customers to its establishment, with perhaps the hope that the customer will be impressed with the ability of the house to supply cut rates on some other lines of merchandise than those advertised.

It may be urged that such advertisements injure no one, but in our opinion they injure the entire trade and they impose a heavier burden upon dealers everywhere to meet such unbusinesslike offerings. The talking machine business is a wonderful industry, and the men whose interests lie therein should not, through alluring price offerings, aid to introduce a baiting element which may work out disastrously to the entire trade.

There can be no annihilation of selling terms without the entire trade feeling the effects of such a move.

We see no reason why the selling time should be extended under conditions which are contrary to sound business principles.

Such methods are not in harmony with the principles which have protected the trade through the enforcement of rules holding price maintenance to a point of unyielding rigidity.

Talking machines are profitable to handle and the retail purchaser secures excellent value. In other words, it is a perfectly fair arrangement all around, and it is absurd to offer a kind of bait to purchasers which conveys the idea that talking machines may be purchased at any kind of prices and terms.

It injures the business in that it creates a false impression in the minds of readers of the advertisements. Therefore, the opinion would then be formed that the prices at which the machines are sold afford unusually large profits to the retailers, else such allurements would not be made. This is creating a false impression.

(Editorial in The Talking Machine World, November 15, 1914)

No trade ever followed the cut-rate road to permanent success. It leads merchants into all kinds of pitfalls, and instead of building a permanent trade steadily lessens it and destroys the confidence of the public in values.

Talking machine dealers should appreciate the principles which the manufacturers in this trade have maintained in price standardization. It has been this solid and substantial foundation which has saved the industry during the days of storm and stress. It has saved the dealers from themselves, because many a man, in order to raise funds to meet maturing obligations, would be tempted at times to enter into a price-slaughtering campaign just for temporary needs, not realizing that by so doing he would commit an act which would injure his future success. Dealers in this trade have much to be thankful for that they have been saved from disaster—saved from the temptation of destroying their own enterprises by price annihilation.

We have seen some men in the course of our various travels who have expressed the wish to enter into a price-cutting campaign. Their reasons were based somewhat on spite and somewhat on the advertising which the house would get. We have reasoned with them. We have shown them clearly the folly of such a course and we desire to impress upon every talking machine dealer in the country that it would be an act of business suicide to make such a move.

Do not value your trade too cheaply. Do not figure that you are in a cut-throat and cut-rate business.

Put aside such temptations and conduct your business along progressive, straightforward lines.

Rely upon the merit of your products, the tact of your salesmen, the power of argument to make your sales and build your enterprise.

Fixity of price should be maintained, and so long as that is staunchly adhered to there will be no fear of trade disintegration.

How to Build Up an Effective Mailing List and Make It Pay Dividends in Actual Sales

It goes without saying that every live talking machine dealer makes use of a mailing list in the conduct of his business, the list being made up first of those who have bought machines and records from him and may be, therefore, considered in the light of regular customers or possible regular customers, and, secondly, of names obtained from various sources and representing those who might be expected to develop into purchasers.

Simply having a list, however, without seeing that it is properly classified and arranged so as to make possible most efficient results may almost be said to represent a waste of time and effort in compilation. The list should carry information relative to the credit standing of the prospect, something of his social status, whether or not he owns a talking machine and, if so, what make, and other facts that indicate to the dealer whether he is worth following up and perhaps just how he should be followed up.

After one or two sales the prospect's card should carry positive information regarding the type of music preferred so that the salesman can work along the line of least resistance in putting over the sales that are to come. The list as a whole can only be kept up to date through the efforts of a competent salesman who knows what is wanted and is able to get that information. The list should also be carefully checked at regular intervals to see that the deadwood is eliminated, for this means useless expense that will pile up enormously unless checked frequently.

For the making up of general lists the telephone directory is regarded as a first-class medium from the fact that in most cases it not only

gives the address of the telephone subscriber but also his business. It is generally held, too, that in the cities at least the telephone subscriber has a certain amount of money at his command.

Other good sources from which to build up prospect lists are the directories of club, society and association members, which may generally be obtained without any great difficulty. Those

The Mailing List Is Valueless Unless Properly Classified and Arranged So as to Insure Satisfactory Results

who belong to the larger and more important clubs or to leading societies are usually of the sort who may be considered as first-class prospects from a financial standpoint.

In practically every locality there are published separately, or in connection with the telephone directory, classified lists of business and professional men, in a great many cases with their home addresses, as well as business addresses, indicated. From such directories the dealer can select just the type of people with whom he de-

sires to do business. The marriage license lists and the wedding announcements also provide many prospects, as do the various published lists of city, State and Federal employes who have steady incomes even though they are not always large.

The plans by which the dealer can secure names directly through the mail are many and varied. He can advertise free concerts, with invitations thereto sent upon request by mail or 'phone. This gives him the names and addresses of those interested in music. He can also use the return coupon method in various ways, and can also, by handling the matter diplomatically, build up a substantial list from names given him by satisfied customers.

It is not always sufficient simply to send out the monthly record supplements to those on the mailing lists, for after a few months these become more or less a matter of course, even though interested recipients may buy some records.

A flashy postcard issued now and then, a bit of special literature prepared by the dealer himself and sent under letter postage, and perhaps a formal engraved invitation to visit the store on an appointed evening and listen to a special recital or a demonstration of new records will get results that the ordinary supplement could not be expected to bring.

Care should be taken to see that no mail matter is sent out without the dealer's name and address appearing somewhere on it so that the letter or card may be returned if the addressee is not found. By this means it is possible to keep the mailing list in good shape so far as removals are concerned.

A Merry Christmas and a Happy New Year

Strength
and
Durability



Low Prices
and
Special Features

New York Album & Card Co., Inc.

MAX WILLINGER, Pres., Treas. and Gen'l Mgr.

NEW YORK
23-25 Lispenard Street

CHICAGO
415-417 S. Jefferson St.

Victor Supremacy

is all the time and everywhere in evidence. Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit-producer, the Victrola stands supreme.

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

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

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

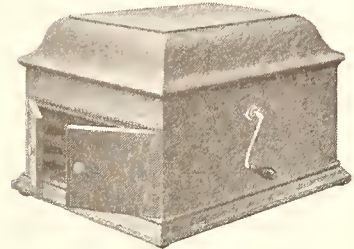
Victor Wholesalers

Albany, N. Y.....Gately-Haire Co., Inc.
 Atlanta, Ga.....Elyea Talking Machine Co.
 Phillips & Crew Piano Co.
 Baltimore, Md.....Cohen & Hughes
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
 Birmingham, Ala...Talking Machine Co.
 Boston, Mass.....Oliver Ditson Co.
 The Eastern Talking Machine Co.
 The M. Steinert & Sons Co.
 Brooklyn, N. Y....American Talking Mach. Co.
 G. T. Williams Co., Inc.
 Buffalo, N. Y.....Curtis N. Andrews
 Buffalo Talking Machine Co., Inc.
 Burlington, Vt.....American Phonograph Co.
 Butte, Mont.....Orton Bros.
 Chicago, Ill.....Lyon & Healy.
 The Rudolph Wurlitzer Co.
 Chicago Talking Machine Co.
 Cincinnati, O.....Ohio Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cleveland, O.....The Cleveland Talking Machine Co.
 The Eclipse Musical Co.
 Columbus, O.....The Perry B. Whitsit Co.
 Dallas, Tex.....Sanger Bros.
 Denver, Colo.The Knight-Campbell Music Co.
 Des Moines, Ia.....Mickel Bros. Co.
 Detroit, Mich.....Grinnell Bros.
 Elmira, N. Y.....Elmira Arms Co.
 El Paso, Tex.....W. G. Walz Co.
 Honolulu, T. H....Bergstrom Music Co., Ltd.
 Houston, Tex.....The Talking Machine Co. of Texas.
 Indianapolis, Ind...Stewart Talking Machine Co.
 Jacksonville, Fla....Florida Talking Machine Co.
 Kansas City, Mo....J. W. Jenkins Sons Music Co.
 The Schmelzer Co.
 Los Angeles, Cal...Sherman, Clay & Co.
 Memphis, Tenn....O. K. Houck Piano Co.

Milwaukee, Wis.....Badger Talking Machine Co.
 Minneapolis, Minn..Beckwith, O'Neill Co.
 Mobile, Ala.....Wm. H. Reynalds
 Newark, N. J.....Collings & Co.
 New Haven, Conn...The Horton-Gallo Creamer Co.
 New Orleans, La....Philip Werlein, Ltd.
 New York, N. Y....Blackman Talking Mach. Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 Charles H. Ditson & Co.
 Knickerbocker Talking Machine Co., Inc.
 Musical Instrument Sales Co.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Omaha, Nebr.....Ross P. Curtice Co.
 Mickel Bros. Co.
 Peoria, Ill.....Putnam-Page Co., Inc.
 Philadelphia, Pa...Louis Buehn Co., Inc.
 C. J. Heppe & Son.
 The George D. Ornstein Co.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa....W. F. Frederick Piano Co.
 C. C. Mellor Co., Ltd.
 Standard Talking Mach. Co.
 Portland, Me.....Cressey & Allen, Inc.
 Portland, Ore.....Sherman, Clay & Co.
 Richmond, Va.....The Corley Co., Inc.
 Rochester, N. Y....E. J. Chapman.
 Salt Lake City, U...The John Elliott Clark Co.
 San Francisco, Cal..Sherman, Clay & Co.
 Seattle, Wash.....Sherman, Clay & Co.
 Spokane, Wash....Sherman, Clay & Co.
 St. Louis, Mo.....Koerber-Brenner Music Co.
 St. Paul, Minn.....W. J. Dyer & Bro.
 Syracuse, N. Y.....W. D. Andrews Co.
 Toledo, O.....The Toledo Talking Machine Co.
 Washington, D. C...Cohen & Hughes
 E. F. Droop & Sons Co.
 Rogers & Fischer



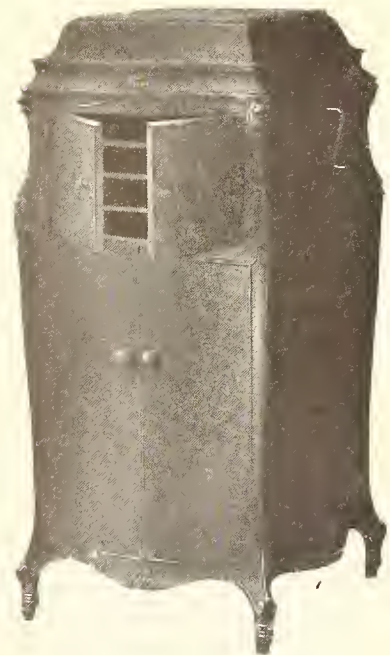
Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola No. 90, \$125
Mahogany, oak or walnut



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

Victor Talking Machine Co.
Camden, N. J., U. S. A.



Making Business Sunshine on Stormy Days Through Systematic Use of the Telephone

As a talking machine dealer, are your rainy days days of rest or days of effort? Do you accept what appears to be the inevitable and after condemning the weather man settle down to make the best of it, or have you evolved some plan for making the rainy day itself pay dividends in sales?

A talking machine dealer in New York, where the public is supposed to be very wise and acquainted with the various means used to make sales, has found a rainy day to be a mighty fine thing for him because it gives him a chance to get in touch over the 'phone with customers who have not been in the store for some time for one reason or another or who might be interested in certain records that he has just received.

The telephone campaign, however, is not carried on at random. If it is rainy on Monday, for instance, there is no general telephoning done that day or on the following day. This policy was adopted because the dealer found from experience that a good many of his prospects had Monday as wash or cleaning day and the housewife is invariably in no frame of mind to be pleasant to salesmen.

When the rain is on Tuesday, however, the old telephone is kept busy all afternoon, for the average housewife has gotten her washing out of the way and usually finds herself kept indoors by the rain on an otherwise free afternoon. The demonstration of a few records over the 'phone or the offer to send some up on approval at once quite frequently meets with favorable response as providing a break in the monotony.

Wednesday when it rains is a good day for telephone selling, for a surprising number of

women have developed the matinee habit and fix up things so they will be free on that afternoon. When the rain starts in the morning the theatre party is frequently canceled and the lady has another afternoon at home with little or nothing to do.

Thursday is the last good telephone day, for on Friday or Saturday there is the weekly housecleaning and shopping to do, work that is gen-

How the Dealer's Telephone May Be Made a Profitable Factor in Sales on Days When Jupiter Pluvius Reigns

erally carried on regardless of weather conditions. Under such conditions the housewife is not inclined to sit at the 'phone and listen to the dealer's talk. In fact, she is much more likely to come down to his store on one of those days to try out the records for herself.

It has been found that the best time to do the 'phoning is between two and five o'clock in the afternoon. The luncheon dishes have then been cleared away and there is no danger of interfering with the plans for the evening meal. Per-

haps in other localities the 'phoning schedules may require a different arrangement, but in New York the plan as outlined has actually worked—so satisfactorily that it is well worth trying out elsewhere.

DALLAS CONCERN CHANGES HANDS

New Owners of the Edison Shop, Inc., Increase Capital to \$60,000

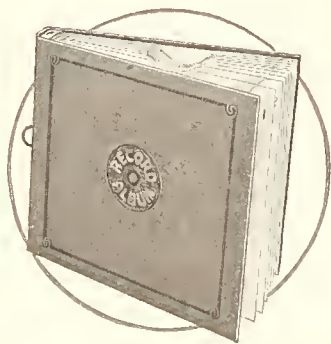
DALLAS, TEX., December 3.—Following the purchase of the Edison Shop, Inc., 1300 Elm street, by W. W. Dyer and S. H. Lynch, of Fort Worth, W. P. Fowler, of Duncan, Okla., and J. R. Spann, of Dallas, Tex., the capital stock of the company has been increased from \$20,000 to \$60,000, according to Mr. Dyer, president of the new organization.

The Phonograph Shop of Fort Worth, which had been owned by Mr. Dyer and Mr. Lynch, becomes the property of the new company and will be managed by Mr. Lynch, who is secretary-treasurer. Mr. Spann, vice-president, will manage the shop in Dallas. He has been connected with the Texas-Oklahoma Phonograph Co. for three years.

This company has announced the appointment of C. H. Mansfield, formerly president and manager of the Phonograph Shop of Dallas, as manager of advertising and sales promotion.

The greatest good that exceptional men do for their fellows is not always in actual accomplishments, but rather in the example they afford and the proof they give that human power is not so limited after all.

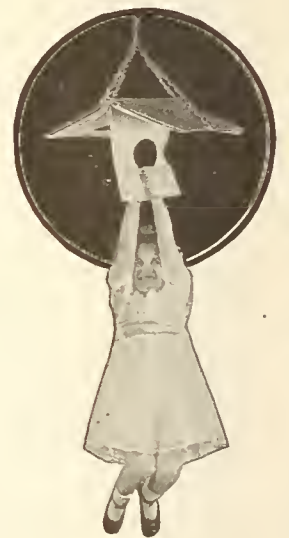
Good Will



More than all else does Peerless cherish the good will of its ever-increasing number of patrons. The dollars and cents return is of secondary importance compared with the growth of our clientele, in which respect the closing year was monumental.

There is deep satisfaction and a feeling of pride in welcoming so many new customers.

With a full realization of our responsibility for the maintenance of quality, service and a square deal, we wish to extend the Season's Greetings—to our patrons and to the entire industry—the best wishes for a banner year in 1922.



Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York City

Boston Representative
L. W. HOUGH, 20 Sudbury St.

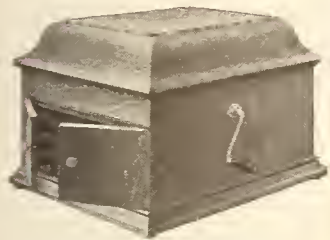
San Francisco Representative
WALTER S. GRAY CO., 942 Market St.



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

Victor Supremacy

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

With Victrolas in such splendid variety, every demand can be satisfied, 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.

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Victor Talking Machine Co.

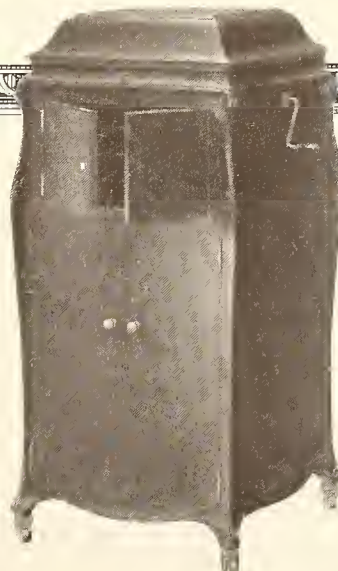
Camden, N. J., U. S. A.



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



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



Victrola No. 120, \$275
Victrola No. 120, electric, \$337.50
Mahogany or oak



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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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Cable Address: "Elbill," New York.**

NEW YORK, DECEMBER 15, 1921

DEVELOPMENTS AND PROSPECTS REVIEWED

THE year now rapidly coming to an end has been one of perpetual striving—one of constant effort in the talking machine industry. The gradual broadening out of business this Fall, following the cessation of activity earlier in the year, has been the result only of the most intense effort on the part of manufacturers, distributors and dealers.

Those who have worked hard, continuously and intelligently, are being rewarded. Dealers throughout the country have given more serious attention to real merchandising during the past year than ever before in history. They have remodeled their establishments and included every modern equipment that would make their stores attractive and enable them to give better service to their customers.

The competitive condition in the industry has unquestionably brought this about, and that is one big gain. The storm and stress have infused the industry with an element of progressiveness that is lending itself to better selling conditions in the main, although developments during the past few months in the matter of price-cutting are to be deplored. Strong men or strong houses do not indulge in such practices, because it is not only detrimental to the industry but helps to undermine the prestige of those who employ this unwise form of trade stimulation.

No dealer who expects to stay in business can indulge in price-cutting and expect to hold his trade indefinitely. The men who score real success are those who have confidence in the business in which they are engaged—confidence in the future development of the industry along correct merchandising lines.

The musical standing of the talking machine has received a great impetus during the past twelve months, and leading writers in the musical field have paid tribute to its increasing value in the musical life of the nation and as an aid in imparting musical knowledge in the schoolroom. Its influence in this respect is steadily broadening, thanks to the great educational conferences and other propaganda which have been developed so successfully throughout the country. Record music is making America more musical every day, and is contributing more to the musical entertainment of our people than any other single element. It is compelling dealers and salesmen to become acquainted with musical literature, with the operas and to become more familiar with their record stock, all of which is working out to higher and better things for the industry.

The approaching Christmas period finds the industry in a decidedly better condition than for some time past, although we are facing some big problems which will require close consideration from every branch of the trade. Without doubt the remaining days of the year will be used by talking machine men to excellent advantage, and already, judging from reports sent to The World from widely separated sections of the country, there is ample evidence that a good volume of trade will be closed before the advent of the New Year.

THE PASSING OF THE EXCISE TAX

ON November 23 the Revenue Act of 1921 was signed by President Harding, the measure as finally passed exempting entirely from excise taxation talking machines, records, pianos and other musical instruments, thus marking the successful end of a long fight to bring relief to the industry and for that matter to the public. The victory itself was due in no small measure to the efforts of certain members of the talking machine trade who, believing in direct action, went to Washington and got results.

That Senators generally were inclined to favor the amendment to free musical instruments from excise taxes is a tribute to the effectiveness of the organized campaign that had been carried on in all branches of the industry for several months under the general direction of the Music Industries Chamber of Commerce, with talking machine interests, particularly manufacturers and jobbers, aiding in the distribution of the propaganda.

That the Senate agreed to a *viva voce* vote—only three or four of its members were inclined to register with noes—is a fact of special significance when it is considered that a roll-call vote was demanded on sporting goods which were exempted only by the narrow margin of 31 to 30.

While this lifting of the excise tax may not serve to overcome all the handicaps under which the music industry is laboring just now, it will at least serve to put it on the same plane with many other industries in the efforts made to bring about a readjustment. The music industry has never demanded special favors in the matter of taxation, but has fought fairly against tax discrimination such as was suffered by only a very few industries. It is to be hoped that the victory in the case of the war excise taxes will prove to be a genuine stimulus to business.

One of the most pleasing reflections regarding the action of Congress in eliminating the tax on musical instruments is the fact that music has become recognized as one of the prime necessities of our civilization. It emphasizes that the campaign, which really started with the war, to win a wider recognition for music as a civilizing and refining influence in the community has won out. The people at large have come to value music in a new light, and the action of the Senate and the House in taking the tax off talking machines and musical instruments of all kinds is a fitting climax to a movement which bodes well for the future of the industry.

The talking machine today is playing a foremost cultural part in the domain of music by bringing into the homes of the people the very finest compositions of the masters if they choose to have them. And, despite the criticisms of the talking machine as a disseminator of jazz, the fact remains that there are many thousands—yes, millions—who, in their homes and in the schools, are using the talking machine as an educational force for good.

PRICE MAINTENANCE VS. PRICE CUTTING

PRICE-CUTTING by retailers on what may be termed standard lines of talking machines has always been one of the evils of the trade, although up to a year or so ago it had been kept more or less in check and had been spasmodic as a rule. For the past year, particularly for the past three months, the practice of shaving prices has not been confined to the few, but has been brought into the open and become the business policy of many, with a consequent harmful effect upon the legitimate trade that sees and has seen in price-cutting the breaking down of that solid foundation upon which the wonderful success of the entire talking machine industry has been built.

The trade-mark law of the United States has been a great thing for the price-cutter, because without generally recognized trade-marked goods to sell he would face real difficulties. To offer unknown and nameless talking machines and records at even ridiculously low prices means little to that growing proportion of the public that demands quality as well as low prices. When a well-known, widely advertised and standard make of machine or record is offered by

some unscrupulous dealer at a price that is lower than the usual price demanded for that particular product, then the public has a standard of comparison upon which to base judgment of values and is likely to be more or less interested.

For the manufacturer to reduce prices all along the line is not price-cutting in the accepted meaning of the word. It is when the retailer takes it upon himself to cut in below the accepted and recognized price of the article and, at a sacrifice of profit, seek to get more than an average share of business at the risk of disrupting the industry. The lengths to which the known price-cutters of the day will go in their efforts to secure machines and records of well-known makes through indirect channels indicate the importance of the trade-marked product in the carrying on of a successful price-cutting campaign.

It is a recognized fact that no amount of moral suasion or any number of resolutions passed by trade associations will stop price-cutting for the simple reason that in many of the assemblies subscribing so earnestly to price maintenance there are some who at that very time are among the offenders against whom the resolutions are directed.

Those members of the industry who have been firm for price maintenance, and have seen the industry develop tremendously under that principle, realize that there is a remedy for much of this price-cutting, but it is a remedy that is so drastic as to cause the average manufacturer or wholesaler to hesitate, even though it is held to be well within the law and has to do with the rights of the individual to do business with whom he pleases.

It is accepted that the wave of price-cutting is due chiefly to general market conditions and a surplus of stocks in certain lines, and it is a question as to how long such a campaign can exist provided it continues to distribute surplus stocks and brings the trade again to a point where there is only sufficient production to meet normal demands. It is very probable that such a solution cannot be arrived at for some months at least.

It may be that the majority of the dealers who ordinarily believe in clean business and fair prices, but have been led astray through panicky statements, will see the light and, having done a big volume of business without realizing any profit, change their methods for their own protection. That may be the final answer, but in any event the solution rests in action and not talk. Have the manufacturers and wholesalers who are suffering the required courage for direct action?

WISE TO KEEP IN TOUCH WITH THE BANKER

TAKE a banker's estimate of a business man and it can be accepted as a guide to just how that particular merchant stands in his community, both from a financial and moral point of view. To secure the endorsement of a real banker does not mean that the individual must be possessed of a great amount of money, or that he is riding on the wave of prosperity. It may be simply that he enjoys the reputation for being honest in his dealings and a good moral risk.

Comment has frequently been made in the talking machine trade on the fact that only a small percentage of retailers take full advantage of the facilities offered by local banks. They may be perfectly willing, of course, to go to the banker and demand credit, but are not always so willing to lay their cards on the table by placing their

To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

business affairs before the banker and at the same time build up a standing balance at the bank commensurate with the credit accommodations they expect to enjoy.

The banker is not in business for sentiment or for his health. When he loans money he is not interested in the customer's good intentions, but rather in the collateral that is offered. The fact that the talking machine dealer is selling musical instruments is not half so important to the banker as the fact that he carries a balance approximating 20 per cent of the amount of credit desired and that as collateral he can offer short-time paper or similar security that has some definite and material value. Even the dealer's exclusive franchise for a product in the local territory can be made a negotiable asset provided that franchise is backed up with evidences of sound selling methods and some tangible collateral.

There are no doubt many dealers who hesitate to go to their bankers for accommodation because they are in doubt as to just what is demanded of them in the development of bank credit connections. The retailer, however, who plays the game in the open, who keeps his banker acquainted with his business affairs, and profits by advice when given, is likely to benefit rather than suffer through such a course. The dealer who simply uses his bank as a temporary depository for current funds for years at a time and then expects to rush in and borrow substantial sums of money without question is due for a setback. He should have realized on the opportunity when it was his.

THE OPERA SEASON AS A FACTOR IN SALES

THIS is the season of the opera and the best time to feature opera records, for interest in opera music is already aroused, and it only remains for the energetic talking machine dealer to capitalize it and turn it into record sales. Not that opera records are slow sellers the rest of the year, but outside of the musical season the buying interest must be aroused by the dealer as a rule through unusual advertising and demonstration, but when operas are being presented the chief duty is to see that those who desire the music of their favorite operas in their homes can have their wishes gratified.

In this connection it is well for the dealer to keep an observing eye upon the programs presented at all concerts and recitals held in his territory, for in practically every program there will be found one or, more likely, several numbers which, although they may not be recorded by the artist giving the program, have nevertheless been put on the record by some artist of equal, or perhaps wider, reputation. An announcement in the concert program, or a card in the window, at the time of the concert, results in a merchandising tie-up of real value—it means hitting while the iron is hot.

The "VICSONIA" Reproducer

Opens the Entire Record Field to Your Customers

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

Fitted with permanent jewel point. No loose parts.

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

Sample Model "A" or "B" Vicsonia will be sent on receipt of \$4.50. Retail price \$7.50.

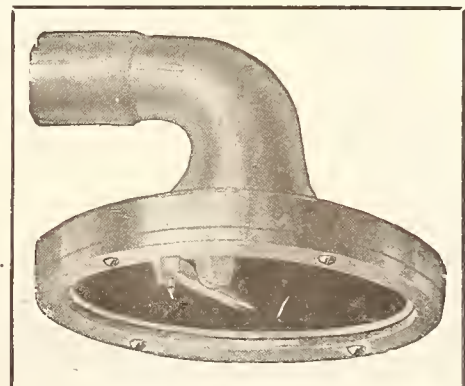
Note: Model "B" Vicsonia plays both Edison and Pathé records.

A Quality Product for Which there is a Large and Growing Demand

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.





The
Pearsall Kid

extends
his heartiest
wishes
for a

Merry
Christmas
and
a
Happy
New Year



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

10 East 39th Street
New York
Wholesale Only

Some Practical Merchandising Suggestions for the Talking Machine Trade

By Russell R. Voorhees

THE FIVE-FOOT GIFT SHELF

A dealer in an Eastern town used a novel gift idea window display recently which would make an excellent window trim for the coming holidays. This dealer had a rather complete mailing list and knowing that many of his customers made gifts at the time of the year he used this display.

He had a shelf made five feet long and about a foot-and-a-half wide. Then he cut a piece of plush to fit this shelf and give it a finished look. The shelf was then placed on some fixtures he had and put in the center of the window. On the shelf he put a small talking machine in the center, some records on either side and a few accessories around on the shelf to take up the rest of the space.

Very little else was used in the window, the idea being to emphasize the shelf. Over the shelf in the center of the window hung a large sign reading as follows: "Our Five-Foot Gift Shelf."

The idea attracted considerable attention and recalled to the onlooker the now famous five-foot book shelf idea on which this gift shelf display was based.

MISFORTUNE HELPS ADVERTISE

Generally misfortune is considered a piece of bad luck, but a talking machine dealer in a Western city used such an event to advertise his store. An explosion in his neighborhood took off a part of his front and exposed the interior of his store to the public view from the street. While waiting for workmen to come and repair the damage, he put up a large sign reading as follows: "Nothing to Hide Here—Watch Us Do Business."

People were attracted to the section on account of the explosion and naturally this store came in for quite some attention because of the original sign and the enterprise of the dealer.

YOU CAN'T GAMBLE HERE

The now famous "put and take" top was recently used by a music dealer with quite some success. He secured a quantity of those little brass "put and take" tops and scattered them around his window. Then he had some small signs made, reading as follows:

IF YOU MUST GAMBLE

We Will Give You a "Put and Take" Top to Gamble With

Because You Cannot Gamble When You Buy Anything Here—It Is Always Worth What It Costs.

Then as a central feature in the window he had a large wooden "put and take" top on which was the following slogan: "You Can't Gamble with What You Buy Here."

BUY 'EM BY THE LOAD

A talking machine dealer recently put himself in right with the small boys of the neighborhood and has them all rooting for him. He secured a quantity of those small wagons that little boys take such a delight in playing with and in each he put five new talking machine records. Then he trimmed his window with these wagons with the records. On each wagon he had a small sign reading as follows:

All the Latest Music in Blank Records
Buy 'Em By the Wagon Load
Wagon and Contents
\$4.25

Needless to say, he sold them all and could have sold more if he had had more wagons. Considering the small cost of the idea, he feels it was more than worth it.

YOU'VE SEEN OUR PICTURES

Two men who recently entered the talking machine business did considerable newspaper advertising. And in all of their advertising they

used their pictures. After several weeks of this sort of advertising their faces became known to everyone, so they decided a little change was in order. Instead of using their pictures they used a solid black silhouette of themselves, with this catch phrase at the top of the advertisements: "You've Seen Our Pictures, Now Come and See Us."

It proved to be a perfect link-up with their former advertisements, and carried the idea they had in mind of making their business a personal affair.

HEY, DAD, ASK MA, SHE KNOWS

"Hey, Dad, Ask Ma, She Knows," proved to be a good slogan for a talking machine dealer with a store on a street where considerable traffic consisted of men. The proprietor of this

store noticed that many men passed his store and decided to try to build up his business among them to a greater degree than he enjoyed at the time.

The slogan, "Hey, Dad, Ask Ma, She Knows," he coined from the famous cigarette slogan, "Ask Dad, He Knows," believing that it would prove worth while because of the fact that his slogan would suggest the other.

Then from time to time he would trim his window with records, talking machines and other merchandise he carried that would be especially attractive to the women folk and in the center of the window he would use a large sign with his slogan on. It seemed that the idea was psychologically effective, for it suggested buying a record or something to take home to "Ma" and resulted in quite some new business.

NEW VOCALION RECORD CATALOG

All Vocalion Records up to October Carefully Classified and Listed in New Volume

The Aeolian Co. has just issued a new, complete and carefully compiled catalog of Vocalion records for 1922, including all records issued up to and including October, 1921. The new volume is most substantial in size and its arrangement indicates much thought and care.

In the first section all the records in the Vocalion list are carefully listed alphabetically, as are the names of the recording artists and organizations. A practical system of cross indexing simplifies the work of finding any desired record, and portraits of the more prominent recording artists scattered through the pages serve

to break the monotony. In the back of the catalog a special section is given over to the list of exclusive Vocalion record artists, including Frank Bacon, the star of "Lightnin'"; Giulio Crimi, Metropolitan Opera tenor; Sasha Culbertson, noted violinist; Marguerite D'Alvarez, contralto; Nellie and Sara Kouns, the popular sopranos; Colin O'More, Evelyn Scotney and Marie Sundelius, Metropolitan Opera sopranos; John Charles Thomas, popular baritone, and Josef Shlisky, well-known cantor, who recorded several Jewish songs for the Vocalion.

As it is now constituted the Vocalion record list is most interesting in every particular and is well balanced, there being types of records to suit all musical tastes and all of them carefully classified in the new catalog, which, by the way, is admirably produced.

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



This is the Widdicomb console model of Queen Anne period with divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. New prices on the various models range from \$95.00 to \$300.00.

Widdicomb

PHONOGRAPH

The Aristocrat of Phonographs

The Widdicomb offers unusual sales possibilities

Merchants find that discriminating buyers enthusiastically endorse its twofold appeal

Phonograph merchants holding the Widdicomb franchise tell us they find unusual sales possibilities in the twofold appeal of the Widdicomb to discriminating buyers.

For the Widdicomb is not alone a musical reproducer of superior type. It is an article of fine furniture fitted to take its place harmoniously in the most perfectly appointed home.

Built in the popular period designs, its various styles are faithful interpretations of the best work of the old masters of the art of wood fashion-

ing. Added to this is a touch of rare charm and artistry so distinctive of all Widdicomb fine furniture creations for three generations.

Tonal superiority is attained by the Widdicomb Amplifying Tone Chamber, an exclusive Widdicomb feature. This chamber extends and expands the sound waves as they pass through, at the same time eliminating all metallic harshness or "blasting."

Every note of the chromatic scale, high and clear or rich and deep, is

given its proper emphasis, no more nor less. Every subtle individuality of the artist—vocal or instrumental—is faithfully reproduced.

To merchants who are interested in laying a strong foundation for increased patronage among the best class of trade, we have an excellent proposition to offer. Write today for complete catalog and full particulars concerning the Widdicomb franchise.

The Widdicomb Furniture Company
GRAND RAPIDS, MICH.

Fine furniture designers since 1865.

All Widdicomb models are now selling at pre-war prices

Intelligent Salesmanship Is Biggest Single Need of Talking Machine Industry Today

How many hours a day does the average outside salesman put in by way of actual work?

This question was argued pro and con by a whole convention of business paper editors and publishers in Chicago the other day. And the general consensus of opinion was that the number of hours is extremely small during which actual "selling" work is being done by the average salesman outside, in the average town, on the average day, with the average line of goods.

One eminent trade paper man (not in the talking machine field, however) was perfectly certain that the average outside salesman works no more than three hours per day. The gentleman explained his cruel words by saying that when he said "work" he was not referring to street-car riding or automobile trips from place to place. He was not even referring entirely to the number of calls made in the usual day by the usual salesman. He was referring to the actually productive work, to work in selling which either produced sales or showed that there was a prospect of producing sales later on.

It was said by these executives that salesmen have lost their pep during recent years, that times have been too easy and that far too much of the "take-it-easy" spirit has been engendered recently on account of peculiar conditions of the war-time period. It was said that a revival of business cannot be speeded unless and until there has been a revival of the art of salesmanship, and that the principal ingredient in this art is intelligently directed effort. Effort, that is to say, not necessarily exciting and noisy, but intelligent and directed effort, effort which is planned and organized, effort which is based on a system and directed to an intelligently conceived and understood end.

All of which is fine. But, does it apply to the talking machine business? And does it entirely depend on the salesman himself, whether in the talking machine business or in any other?

It does without doubt apply to the talking machine business, both wholesale and retail. From the wholesale standpoint intelligent salesmanship is the biggest single need our business has to-day.

That is to say, our business needs, and needs vitally, what may be called intelligent sales policy. Sales managers throughout the country are confronted with a fairly large problem in respect of selling the talking machine to the dealer in the wholesale way, for the dealer is still largely in a state of mental perturbation and is less than usually certain about prospects for the coming Winter. Sales managers have to inspire their salesmen, then, with an energy, and an intelligence, too, which will enable them to show to dealers the folly of a hand-to-mouth policy in ordering. But sales managers can hardly do this unless they have the wholehearted support of the heads of the manufacturing houses themselves. The problem is not merely a salesman's problem, not merely a question of the individual capacity of salesmen. It is a problem for the heads of the houses, an executive problem. And as such it ought to form a vital part of the work of each executive head of a manufacturing house during the next few months. It may be thus formulated: "How can we best resell the idea of talking machine trade prosperity to the dealer?"

Likewise, from the retail standpoint, intelligent salesmanship is not entirely a question for the individual salesman. Speaking of the canvassing policy which is now so much being taken up by dealers, one can plainly see that there is nothing to be done by the ordinary outside salesman save, in most cases, at any rate, to gain prospects. Talking machine selling is demonstrative selling. To get the people down to the store and show them the machine, optically and

aurally, is the secret of success. Of course, records could be sold from house to house wherever a talking machine is already installed if a salesman is good at his work and knows how to gain the good graces of those on whom he calls. Portable machines can be sold in this way, and even better ones, if the salesman has a motor car, with space for carrying one or two. But to gain prospects is the outside retail salesman's best job.

Yet even here intelligent direction is the principal need. Salesmen ought to be made to real-

ize that a regular settled policy of talk, terms, prices and methods of approach can best be worked out by the head of the house in consultation with all his men, and unfortunately such policies are not being generally worked out.

still more right—or one of them, at least, was—in pointing out that this is an executive problem first and foremost. What is wanted is executive control and direction of salesmanship, whether wholesale or retail, based on conference between all elements in the business and directed toward the single end of

Reselling the talking machine into the affections of the people, so that there will never again be a moment when the permanency of that affection, and consequently of the talking machine, can be even remotely questioned.

A Settled Policy of Talk, Terms, Prices and Best Methods of Approach Should Be Adopted by Executive

ize that a regular settled policy of talk, terms, prices and methods of approach can best be worked out by the head of the house in consultation with all his men, and unfortunately such policies are not being generally worked out.

The eminent trade paper men were right about the need for intelligent direction. But they were

NEW YORK CONCERN INCORPORATES

Lansman, Weinberg & Lansman, dealers in furniture and talking machines, Brooklyn, N. Y., have been granted a charter of incorporation under the laws of the State of New York, with a capital of \$15,000. Incorporators are B. and I. H. Lansman and C. E. Weinberg.

BRUNSWICK SHOP AT TEPPER BROS.

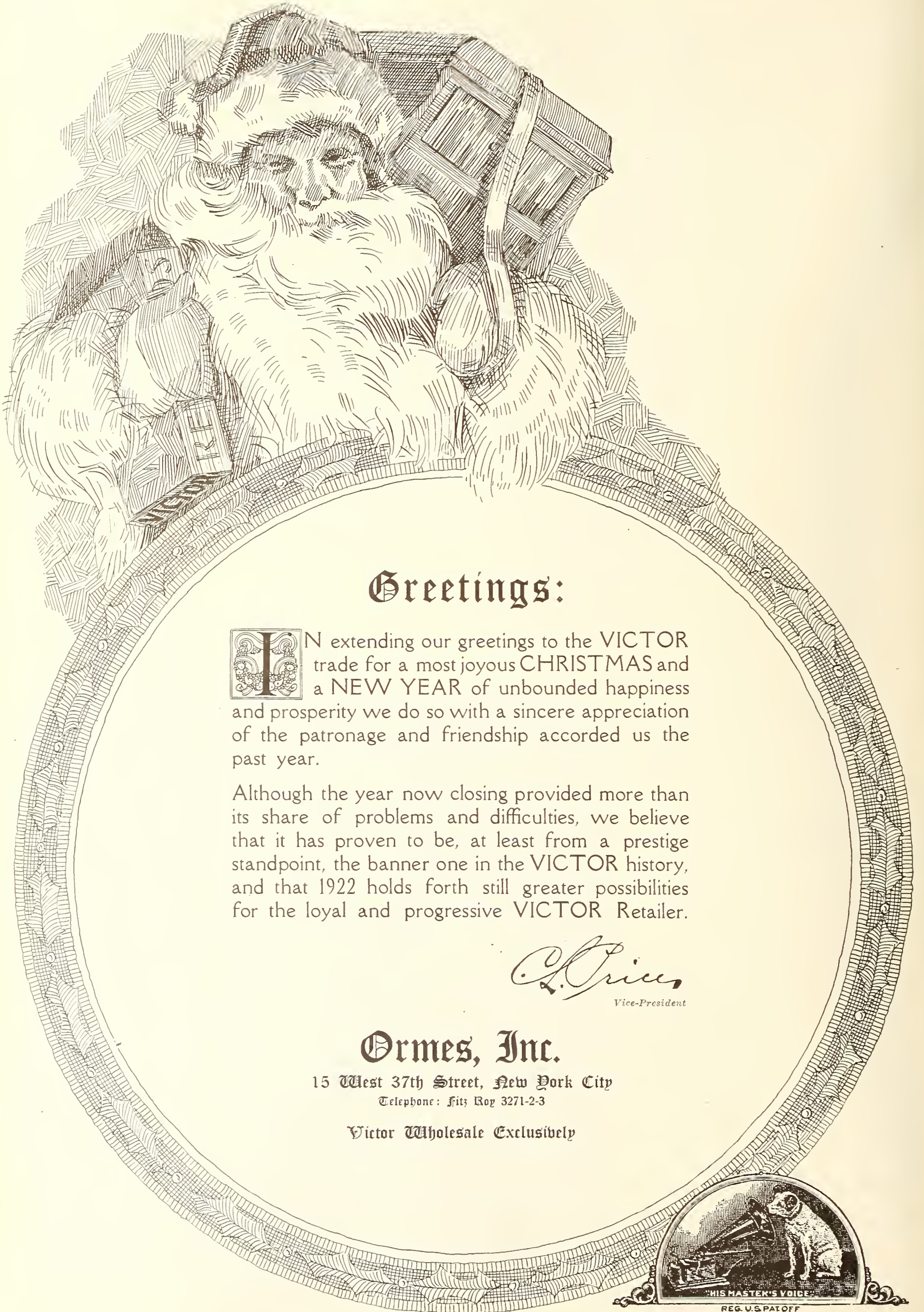
FORT WAYNE, IND., December 2.—Tepper Bros., importers and jobbers, of this city, have turned over part of their establishment to Arthur J. Fedewa and C. Sauers, who have converted it into a talking machine department which will be known as the "Brunswick Shop at Tepper Bros." A complete stock of Brunswick phonographs, records and accessories has been installed.

Business building is the art of securing permanent and profitable patrons. If the retailer secures a sufficient number of permanent and profitable patrons he builds up his business.



Seaburg Mfg. Co.
Jamestown, N. Y.

No. 250T, List Price \$250.00
Usual discounts to dealers
48"x28"x31" high. Finished all
around
Solid Mahogany, Walnut or Oak



Greetings:

IN extending our greetings to the VICTOR trade for a most joyous CHRISTMAS and a NEW YEAR of unbounded happiness and prosperity we do so with a sincere appreciation of the patronage and friendship accorded us the past year.

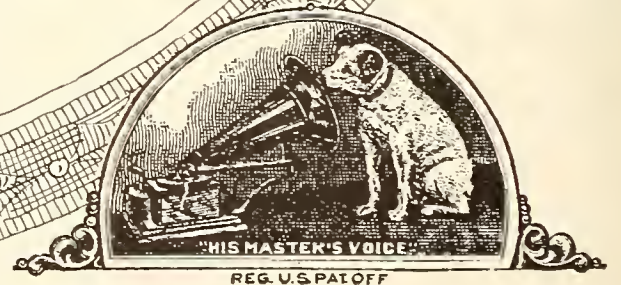
Although the year now closing provided more than its share of problems and difficulties, we believe that it has proven to be, at least from a prestige standpoint, the banner one in the VICTOR history, and that 1922 holds forth still greater possibilities for the loyal and progressive VICTOR Retailer.

C. Price
Vice-President

Ormes, Inc.

15 West 37th Street, New York City
Telephone: Fitz Roy 3271-2-3

Victor Wholesale Exclusively



The Sales Formula of Advertising, Salesmanship and Hard Work Still Scores :: By D. G. Baird

There is an abundance of business to be had at present by the aggressive talking machine dealer. The reader who takes issue with this statement need only read on to find proof, for this is the story of one dealer who is at present doing nearly four times as much business as he did during the same season last year when business was almost at its height. He has not changed his location, his line of goods, nor his methods. He has merely intensified the latter. He is working.

This shop has not sold less than \$3,000 worth of records during any month of the present year, while it did not sell as many as \$3,000 worth of records during any one month last year. And to cap it all, this firm did not have a regular record department—a counter and shelves, cabinets, and the like—up until the middle of August of this year. All it had was a kind of stock room, the door of which was kept closed, and two demonstration rooms for trying out records.

Nor are the records the only part of this dealer's business that is growing. On the seventh of one of the recent Summer months, when business was supposed to be gone clear to the bowwows, the total business done by this shop during the six working days of that month passed the mark reached on the fifteenth of the same month in 1920. During the month of April of this year a young man just out of high school, not yet twenty years old, sold \$83,000 worth of talking machines for this shop by direct canvassing, with a few sales picked up in the shop.

It Pays to Advertise

The explanation? The old, old formula of advertising and salesmanship. The Brunswick Shop, of Detroit, which is setting this pace, believes in advertising and salesmanship combined with hard work.

"Persistent, intelligent, aggressive work is the solution of the present problem," declares J. Francis Quinn, president of the company that operates this shop. "There is an abundance of trade," he continues, "and there are many reasons why we should go after it. More than fifty per cent of the people are working, and many of these are in better circumstances than they have ever been before. Take office employes right here in the shop, for example. When prices began to mount, we had to raise their salaries to enable them to meet the increased cost of living. We raised them time and again; so did other employers. Now prices have declined, however, while our employes' salaries remain at their highest point.

"Nearly all necessities are far cheaper than they were a short time ago, yet clerks, salespeople, clerical workers, professional people such as teachers, civic employes and many others are

working steadily at the highest salaries they have ever enjoyed. They are in a better position right now to buy talking machines than ever before.

"These people have money and it is their duty to keep it in circulation. What is to become of the country if all those who have a little money run and invest it in bonds? We believe that it is every person's duty to buy all he can right now, because in so doing he is hastening the return to normal conditions and we don't hesitate to tell him so.

"In the interest of his organization, it pays the dealer to go after business. Let him ease up on his advertising and aggressiveness and trade immediately takes a slump. Few people enter his establishment and those who do so probably come in just to look around. His salesforce lose their initiative and make little

*Business Depression
Cannot Exist Where
Persistent, Intelligent,
Aggressive Work Is
Practiced Assiduously*

effort to sell. The people forget his address and by the time conditions improve to the point where he feels justified in resuming his advertising and sales efforts he finds that he must build from the ground up again.

"By keeping up his advertising and his aggressive methods the dealer keeps his business before the people, holds his organization together and gets what business there is to be had. Then, as soon as conditions begin to improve, he feels the effects immediately.

"We firmly believe that one gets out of a business just what he puts into it. We certainly can't expect to get trade without expending any effort or publicity. Therefore we are putting more than ever into our business, and we are getting more than ever out of it. At the same time we are keeping our business before the people all the time, giving them no opportunity to forget that we are here to serve them.

"Not only this, but we are not in business for the present only. We are in business for the future as well as for the present. The firm that

operates this shop has always been a heavy advertiser, but we are doing fifty per cent more advertising at present than we have ever done before. We have always tried to use intensive sales methods, but we are using more intensive salesmanship right now than ever before.

"The result is that we are doing more business right now than ever before. Take our record business, for example. We are doing a record business of \$60,000 a year—some four times what we did last year, and now that we have completed our remodeling and enlargement of the main shop here we are in a position to handle really worth-while trade."

As examples of how the Brunswick Shops is (or are—there are four shops operated by the Wallace Brown Co. in Detroit, but three of these are merely branches of the main shop) advertising, it may be said that the usual newspaper space used is four columns by ten to twenty inches, the company has 300 billboards in the county and twenty-eight in the city proper, and street-car cards are displayed in all the cars of the city.

At the present time the company is having built a sixty-foot billboard, which is to be a replica of the shop and is to contain real phonographs and will be lighted up to represent an actual talking machine establishment. This will be located on the Grand Boulevard of the city, where it will attract the attention of thousands of motorists daily.

Brings Orchestra to City

Another advertising feature that was recently used by this firm was that of bringing Isham Jones and his orchestra to Detroit and giving a dance at the Hotel Statler. Twelve hundred invitations were sent out to a selected list and then advertisements asking those who wished to secure reservations to come to the shop and secure their tickets were run in the daily papers. Tickets were \$5 each, plus 50 cents war tax. About six hundred persons responded and a very enjoyable occasion was the result. This was immediately followed up with newspaper publicity featuring Isham Jones records and brought a tremendous sale, of course.

This was a very expensive project, but it worked out well in this case and Mr. Quinn is persuaded that it brought excellent results.

This firm has advertised so long and so heavily that its advertising pulls splendidly now. For four years it has been running all kinds of publicity, from full-page advertisements to little eye-catchers, and its slogan—"Just You Hear a Brunswick Play a Brunswick Record"—is as familiar to Detroiters just as are "His

(Continued on page 18)

RECORDS SELL BEST when they are

Okéh Records

We are the big distributors in the South

Let us serve you

J. K. POLK FURNITURE CO.

294 Decatur Street, Atlanta, Ga.

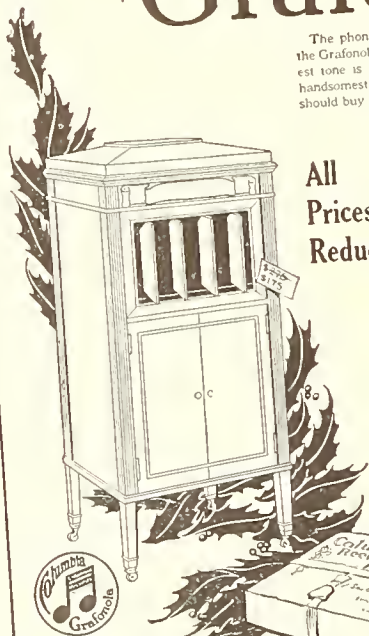
Get your share of this

for Christmas

Give music this year—the gift that all the family, young and old, will share and welcome and enjoy. In giving music you give happiness that will last and grow when other Christmas presents are lost, worn out, or forgotten. Give music in its best and most appealing form.

Give a Columbia Grafonola

The phonograph that gives the biggest musical value is the Grafonola. The phonograph that has the clearest, sweetest tone is the Grafonola. The phonograph that has the handsomest cabinets is the Grafonola. The phonograph you should buy is the Grafonola.



	Model	NOW	You Save	\$100
All Prices	\$275	\$175	\$100	
	\$225	\$150	\$75	
Reduced	\$165	\$140	\$25	
	\$150	\$125	\$25	
	\$140	\$100	\$40	
	\$125	\$85	\$40	
	\$75	\$60	\$15	
	\$50	\$45	\$5	
	\$32.50	\$30	\$2.50	

These Dealers Give Easy Terms:

DEALERS' NAMES AND ADDRESSES to be inserted in this space by newspaper in as large and bold face type as space and dealers' names will permit.



You Save \$100
 " " \$75
 " " \$25
 " " \$25
 " " \$40
 " " \$40
 " " \$15
 " " \$5
 " " \$2.50

Save \$100
 " \$75
 " \$25
 " \$25
 " \$40
 " \$40
 " \$15
 " \$5
 " \$2.50

Easy Terms:

DEALERS' NAMES AND ADDRESSES

to be inserted in this space by newspaper in as large and bold face type as space and dealers' names will permit.

Terms:

DEALERS' NAMES AND ADDRESSES to be inserted in this space by newspaper in as large and bold face type as space and dealers' names will permit.

Columbia

big Christmas business

When your customers think "Christmas" they're sure to think "Columbia Grafonola" as a result of our powerful advertising in newspapers throughout the country.

Examples of this advertising are shown at the left.

Get your share of this big Christmas business by backing up this advertising in your windows and in your store.

Use the Salesroom and Booth Hangers, the Monthly Window Display Service and the Dealer Advertising Service to turn prospects into sales.

The business is

there. You'll get it if you go after it. Let's go!

—and turn contracts into ready CASH

Under our new Dealer Financing Plan you can convert installment contracts into cash.

If you want immediate liquid capital, simply turn over as collateral your good installment contracts which have not yet matured, and get the credit you need to expand your business. Find out from

the nearest Columbia Branch Manager, or from us direct, what the new Dealer Financing Plan means to *you*.



COLUMBIA GRAPHOPHONE COMPANY

New York

Grafonola

HERE IS YOUR CHANCE FOR A GOOD BARGAIN

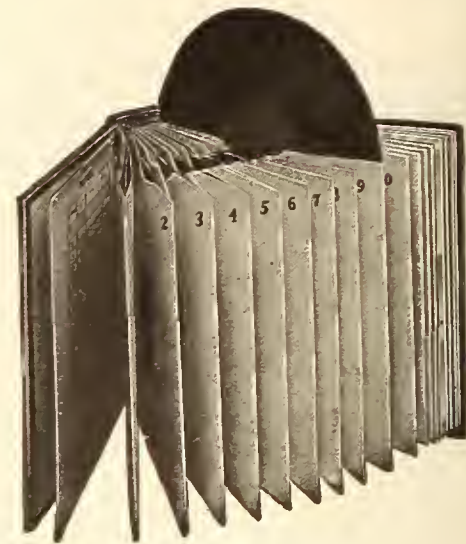


SELECTING THEIR FAVORITES

Not seconds nor cripples, but **NEW Record Album stock, first-class in every particular.**

We are manufacturing a large stock of regular 10" and 12" Albums, each holding 12 records, to give our employees as much work as possible, which stock we are offering for sale *without profit*. Write for prices, stating quantity. This offer will expire January 15th, 1922.

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



THE PERFECT PLAN

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

SALES FORMULA THAT STILL SCORES

(Continued from page 15)

Master's Voice" or "Eventually, Why Not Now?"

A short time ago the shop ran an advertisement of used machines, and on the following day two salesmen sold twenty machines—most of them new ones, by the way.

Enlarging Quarters

So rapidly has the business of this shop grown that it has become necessary to find more room. An adjoining store has been taken over and the entire place has been enlarged and remodeled. The enlarged shop has a fifty-foot frontage on Grand River avenue and contains fourteen demonstration rooms, a record department and a mezzanine floor for offices. Several of the demonstration rooms are unusually large and are furnished to represent living-rooms. Mr. Quinn is very optimistic. He says he doesn't merely believe that they are going to continue to grow; he knows it. Therefore, he is going right ahead with his plans for expansion while nearly all other dealers are seeking means of curtailment.

How It Is Done

As has already been pointed out, this firm advertises very heavily. But it doesn't stop there. "The whole law and the prophets," declares Mr. Quinn, "hinge on persistent, intelligent work." Believing this he sends his salesmen out into the homes of the people and they

sell phonographs and records. No better method can be found, in his opinion. His canvassers go out in search of information. They tell the lady of the house that they desire her assistance in compiling some statistical information—they would like to know what kind of phonograph is in the home, what kind of records are used, and the like. In case there is no instrument in the home, the canvasser is, of course, greatly surprised, and remarks that the householder is one of very few who do not have talking machines of some kind these days. This naturally leads right into a sales talk. In case the party has a machine she is invited to stop in at the shop and hear a Brunswick record.

These canvassers are real sales persons. Mr. Quinn doesn't believe in wasting time and annoying the people with merely finding out whether a person has a talking machine, then sending a follow-up salesman. Canvassers are salespersons themselves.

"The psychological approach is the most important feature of the sale," declares Mr. Quinn. "Human sympathy and helpfulness are as natural as breathing. Get a person to help you in some way and you have gone a long way toward selling that person. That is why we ask for assistance in the matter of gathering information.

"In developing the sale I believe in adopting a simple, cordial relationship with the prospect. We all have many things in common and what

interests you is very likely to interest me also. Very few sales are made on the strength of mere technical, academic knowledge of salesmanship.

"A good example of what I have in mind is afforded by one of our salesmen. He is an ex-service man and bears injuries received in France that disable him on wet days. At the time he came to us he was doing some other work and could devote only half a day at a time to canvassing. I took him into the shop for a couple of days and gave him some pointers, got him interested in our product and sent him out. He became so thoroughly convinced of the excellence of our machine that he bought a \$250 model himself and in three days' time sold three others; all \$250 models just like the one he himself had bought.

"Those three machines were sold to good risks, with a nice initial payment and the contract all signed up properly, and the machines were delivered to the homes before the purchasers had seen them. In other words, these people were so thoroughly convinced by this salesman that they bought these expensive machines without having seen them once, much less heard them."

Mr. Quinn cares little for the regular meeting of salesmen kept up by many dealers. He has had experience in such meetings, he says, and has found that they usually result in depressing the poorer or less fortunate salesmen rather than encouraging them to make new efforts. Instead of the general meetings he encourages each salesperson to come to him with his problems and to consider each case individually. He takes a new salesman into the shop for a few days, talks with him from time to time, and lets him observe the methods of trained salesmen in actual demonstrations.

No Machines on Approval

This company sends out no machines on approval. Prospects are invited to come to the shop or are brought in by the salesman. In case it becomes necessary to give a home demonstration a definite appointment is made and at that time a machine and records are taken out by the salesman and he gives the demonstration. When he leaves he takes the records with him, so that there is no opportunity for the people to keep the machine and play it themselves for several days. The sale is made at the time the demonstration is given, or else the instrument is returned to the shop on the following day.

Satisfaction is guaranteed in every case and service men look after sold machines without charge. Records that have been tried in the shop before being purchased are not exchanged, but others are, in case of complaint of imperfection, taken back and exchanged or money refunded. The latter expedient seldom becomes necessary, however. Bulletins are sent out to a mailing list of some 12,000 names, while canvassers are instrumental in selling many records also.

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.



1922 and Normalcy

THE Talking Machine Industry will witness a return to normal conditions during 1922.

Normal Buying—Not a Buyers' Strike.
Normal Competition—Not a Price Cutting Riot.
Normal Service—Not "Doubtful Service."

PREPARE for this Normalcy by bringing your department to the highest state of sales efficiency. Secure your full share of this normal business.

WHAT do you require in equipment?
Quality? The Highest!
Price? The Lowest!
Service? The Best!

THE answer is spelled in one word—of five letters:

UNICO

*A Word from you will bring
"Profit Building" service from us*

UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.
299 Madison Ave., Cor. 41st St.

ATLANTA, GA.
49 Auburn Ave.

DALLAS, TEXAS
209 Dallas Bank Bldg.

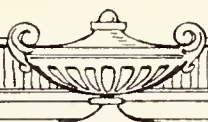
CHICAGO, ILL.
30 North Michigan Ave.

LOS ANGELES, CAL.
274 I. W. Hellman Bldg.

DENVER, COL.
1741 Champa St.

SALT LAKE CITY, UTAH
150 Main St.

Address our nearest office TO-DAY



1921—New Unico Records Accomplished

At Home and Abroad



Hellrung & Grimm, H. F., Co., St. Louis, Mo.

Edgar Music Shoppe, Tulsa, Okla.

The Gramophon Co.

Our Clients Are Justifiably Proud

"We are told that we have the most complete and up-to-date Victrola department west of New York City."—*Hellrung & Grimm, St. Louis, Mo.*

"I think we have the best-looking Victor shop in the Southwest, thanks to your company."—*Edgar Music Shoppe, Tulsa, Okla.*

"There is no doubt that we are going to lift the plane."—*The Gramophon Co., St. Louis, Mo.*

Unico Prices are Lowest

1922 Unico Prices—A New Low Level

- Unico Demonstrating Rooms, Now . . . \$149.40 upwards
- Unico Record Counters, Now 80.00 upwards
- Unico Record Racks, Now 28.80 upwards
- Complete Unico Departments, Now 334.00 upwards

Lower prices for Unico Quality are not possible.

Unico Prices are so guaranteed!

Unico Quality

in spite of lower prices, production.

Unico Quality—always maintained. The letters above quoted are evidence of Unico Quality from raw materials to be unfailingly maintained.

Unico Quality

Resolve Now to Install The Unico System—

UNIT CONSTRUCTION

Rayburn Circle

58th Street and Grand

NEW YORK, N. Y.
299 Madison Ave., Cor. 41st St.

ATLANTA, GA.
49 Auburn Ave.

DALLAS, TEX.
209 Dallas Bank Bldg.

DENVER, CO.
17th St.

1922—New Unico Standards Established

For Price—Quality—Service



Krause Furniture Co., Chicago, Ill.

Weil Bros. Furniture Co., New York City

London, Eng.

of Their Unico Departments!

"I want to thank you for giving me what I believe to be the finest Victor store in Chicago."—*Krause Furniture Co., Chicago, Ill.*

"We are very proud of our department and are satisfied that we have the best-arranged department in New York City."—*Weil Bros. Furn. Co., N. Y. City.*

is Highest

Unico Service is Unparalleled

We have amplified our service by establishing seven branches at strategic points throughout the country.

These branches are under expert management, each with complete organizations for instant real service which leaves nothing to be desired.

so guaranteed!

Unico Service is so guaranteed!

Means Increased Sales and Profits for You!

CTION COMPANY

Smith, President

venue, Philadelphia, Pa.

SALT LAKE CITY, UTAH
150 Main St.

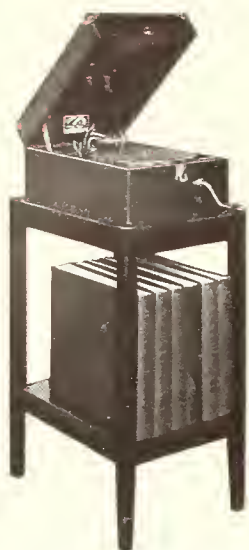
LOS ANGELES, CAL.
274 I. W. Hellman Bldg.

CHICAGO, ILL.
30 North Michigan Ave.

COL.
pa St.

Unico Accessories

The Two Cabinet Stand Hits



Unico Fifty
Dealer Price, \$9.00 Each

Unico No. Fifty Portable Cabinet Stand
for Victor Portable Model 50.

Unico 4-6 Combination Stand
for either No. 4 or No. 6 Victrola.

Your Jobber Can Supply You All Products
on This Page or Order Direct From Us.

Literature on Request.

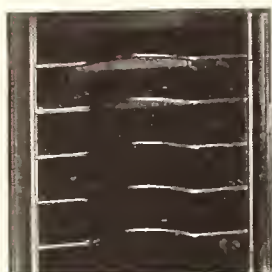


Unico Four-Six
Dealer Price, \$4.80

Prepare Now for the Active Record Season

Better Sales Facilities—Better Appointments
—will increase your sales and profits.

Get these Unico Sales Helps!



Unico Shelves for
Victrola 80
Dealer Price, \$3.00



Unico Sales Stimulator
Dealer Price, \$12.00

Make it easy for your customer
to find his records, you will sell
more of them.



Unico Self-Service Record Display

Displays 24 records on four sides. Record capacity 1,000.
Dealer price, \$90.00. Display or rack units separate if
desired. Other display units from \$9.60 up.

Three distinct purposes; used in
place of table. Record selection
feature, Record display feature.



Unico Lighting Unit
Dealer Price, \$9.60 each



Unico Ventilating Unit
Dealer Price, \$19.20



Good Repair Service Makes Satisfied Customers

The Unico Repair Bench for Victor Dealers
Price \$120.00 each.

A convenient place for each part or tool.
Complete chart for keeping parts furnished with
each bench. Keeps down investment in parts,
saves loss and speeds up service.



BRANCH OFFICES
New York, N. Y.
Atlanta, Ga.
Dallas, Tex.
Denver, Col.

UNIT CONSTRUCTION COMPANY
RAYBURN CLARK SMITH, *President*
PHILADELPHIA, PA.

BRANCH OFFICES
Chicago, Ill.
Los Angeles, Cal.
Salt Lake City

**MICA
DIAPHRAGMS**

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order.

American Mica Works
47 West St. New York

MERCHANDISING TOPICS DISCUSSED

Knickerbocker Talking Machine Co.'s Dealers' Meeting Hears Plan of Moving Slow Records

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, held a very interesting and largely attended dealers' meeting at its attractive uptown quarters on Tuesday, November 15. The meeting was held in the company's auditorium and concert hall and more than fifty dealers were present. This meeting was one of others to be held during the coming months where dealers will meet and discuss local problems in Victor merchandising.

Abram Davega, recently elected president of the company, was in charge of the proceedings and many subjects of interest to the dealer were discussed. One of these was a cleverly designed plan for moving slow-selling records. Mr. Davega is responsible for this idea, which consists of intelligently laid-out programs of Victor records that oftentimes become buried on the shelves due to the dealers' lack of interest or knowledge of the same. These programs can be mimeographed and sent out to the dealers' customers periodically and from them the new Victrola owner can make his purchases intelligently, so that his selection will be arranged in an interesting manner, thereby increasing his interest in Victor records. Any pur-

chaser of records will in all probability not purchase all these records, ten in number, at one time, but he may purchase a part of these and later on, from time to time, fill out the rest of the program, thereby giving him an incentive to purchase more records. The dealers present received this idea very enthusiastically and it is expected that it will prove a success.

At 12:30 p. m. all the dealers present were entertained at luncheon at the Hotel Theresa by Mr. Davega and immediately afterwards returned to the auditorium for a further discussion of topics of interest. The meeting was adjourned at 3:00 p. m. and dealers went away with a feeling that much had been accomplished in real dealers' service help.

MATHUSHEK STORE REFURNISHED

Seven Talking Machine Demonstration Booths and Other Improvements Installed

NEW BRUNSWICK, N. J., December 1.—The Mathushek Store, this city, has been entirely remodeled and redecorated and it is now one of the finest establishments in this vicinity. The improvements consist of seven new sound-proof demonstration booths, a service counter conveniently placed near the entrance to the store and racks for talking machine records and sheet music. The interior has been refinished in mahogany and white. J. E. Harper, manager, states that business has been remarkably good during the past month and indications point to a bright future. Talking machines, records, musical instruments and supplies are handled.

DEVOTED TO WINDOW DISPLAYS

To bring the latest and unusual ideas in window trimming to merchants and display managers is the object of The Window Display Reporter, to be published by Ernest A. Dench, the well-known trade paper writer of Sheepshead Bay, N. Y. The first issue will be out early in January, 1922.

DEMAND FOR THE PERIOD STYLES

Los Angeles Examiner Devotes Interesting Illustrated Article to the Present Demand for Elaborate Music Room Equipment

Nearly a page in a recent issue of the Los Angeles, Cal., Examiner was given over to an illustrated article regarding modern music rooms and the period styles of talking machines and pianos now being manufactured to put into such rooms. After an introduction telling of the many decorative styles in which talking machines can now be obtained the article went on to give the history of several of the leading period styles, including the Chippendale, William and Mary, Heppelwhite, Adam, etc. The whole article was most interesting and should have been put to good use by local talking machine retailers.

FINDS IMPROVEMENT IN SOUTH

Change in Cotton Situation Has Saved the Business in That Section, Declares Ray

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., returned recently from an extended tour through the South and brought back some good reports from that section. The cotton situation has saved business in the South, declared Mr. Ray, but the business men of that section are not experiencing any boom. At the present time they are building business on a sound, conservative basis, and show a tendency to take on only such lines as promise solidity and permanency.

VOCOGRAPH CO. INCORPORATED

The Vocograph Co., of Manhattan, was incorporated at Albany recently with a capital stock of \$20,000 for the purpose of manufacturing and selling phonographs. Those interested are J. B. Salwen, L. Levinson, I. N. Glas; attorney, A. Schapiro, 261 Broadway, New York.

WHY NOT THE BEST?

The old established fact that the Best is the Cheapest is particularly true of Talking Machine Needles.

Always Insist on Getting

DE LUXE NEEDLES

and you won't be disappointed.

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.



Full Tone



Medium Tone

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

Three for 30 cents (40 cents in Canada)

LOUIS BUEHN'S TALK TO NEW JERSEY DEALERS

Important Meeting and Luncheon of the Victor Retailers of New Jersey Attended by Prominent Distributors and Dealers in Newark

NEWARK, N. J., December 6.—The regular meeting and luncheon of the Victor Retailers of New Jersey was held on Tuesday, November 22, at the Robert Treat Hotel, this city. The meeting was well attended, dealers coming from all parts of the State, even from as far distant points as Woodbury, N. J., which is only eight miles out of Philadelphia.

After the luncheon had been served the speaker of the day was introduced, Louis Buehn, president of the Louis Buehn Co., Victor wholesaler, of Philadelphia, Pa. Mr. Buehn spoke forcefully and interestingly on the subject of soliciting business on the outside and emphasized the importance of this phase of doing business. The points brought out were practical rather than theoretical and were illustrated from actual experiences of various dealers. Mr. Buehn also stated that the subject as presented was based upon discussions taken up at numerous meetings of the sales staff of the Louis Buehn Co. It was the speaker's contention that while the developing of prospects might be safely entrusted to a professional canvasser, yet the actual closing of the sale ought to be consummated by a thoroughly experienced talking machine man. Many useful hints were given for the preparation of a prospect list. Mr. Buehn referred to an exchange of lists between non-competing houses, such as vacuum-cleaning firms, etc., and suggested that lists be compiled from daily newspapers, telephone directories, tax lists and particularly the published lists of marriage licenses. This latter class, he declared, would possibly prove the most likely prospects. The relative values of straight salary, straight commission and commission and salary for the canvasser and salesman were discussed. That outside solicitation pays was proved in an instance cited by Mr. Buehn, in which one dealer found that 43 per cent of his monthly business was developed through outside work. Mr. Buehn recommended that if a Victrola was placed in a home it should not be allowed to remain there more than forty-eight hours and gave as his reason the advantage of quick action and also as a minor reason the lesser wear entailed upon the instrument. In selling talking ma-

ETCHED METAL NAME-PLATES

FOR MANUFACTURERS AND DEALERS

SMITHOLA
MADE BY
JOHN SMITH & CO.
NEW YORK, U.S.A.
MODEL SERIAL NO.

*Write for prices
stating quantity
desired*

SOLD BY
HENRY JONES & CO.
81 UNION ST.
ALLEGHENY, PA.

EVERLASTING

ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.

NEAT IN APPEARANCE

chines in rural districts the use of a large truck with a number of instruments and a supply of records was recommended as the best way. He stated that a number of their dealers in central Pennsylvania were doing considerable business in this manner.

Mr. Buehn also touched on the selling of records and on this subject recommended that in



Louis Buehn

canvassing for record sales more stress be laid upon the securing of regular monthly purchases of records rather than the immediate sale. It was the speaker's idea that during the progress of the sale forceful follow-up literature be mailed to the prospect from the dealer's headquarters and urged that the dealer, even though the sale is consummated, personally call upon the customer, and declared that just

as the Victor distributor keeps in touch with his dealers and knows their preferences through meeting them face to face so should the dealer know his customers intimately through visiting their homes.

Mr. Buehn was given a rising vote of thanks and after his address the meeting was thrown open for general discussion. The entertainment of the day was furnished by the Broadway Music Corp., under the direction of S. Ross, and several of its artists present featured four of the popular hits entitled: "Dapper Dan," "Weep No More, My Mammy," "June Moon" and "If You Only Knew."

The meeting was well attended, not only by New Jersey dealers, but by representatives of the various neighboring Victor distributors. Among the distributors present were: Louis Buehn, president of the Louis Buehn Co., Philadelphia, Pa.; L. W. Collings and J. L. Spillane, of Collings & Co., Newark, N. J.; J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York City; Thomas F. Green, president of Silas E. Pearsall & Co., New York City; Clarence Price, vice-president and general manager of Ormes, Inc., New York City.

FUNERAL ADDRESS BY PHONOGRAPH

Music Supplied Also at Burial Service Conducted in Alaska—Requested by Deceased

ANCHORAGE, ALASKA, December 3.—A burial service with the music and sermon on a talking machine was conducted at a railroad camp 386 miles inland last week.

Ellis Donley, a popular track layer, was fatally injured and left a dying request that he be buried in the grade of the new Alaska railroad, and for his obsequies W. J. Bryan's "Prince of Peace" record at the camp bunk-house be used.

The man's desire was complied with by his friends, and the services were uplifting and largely attended. The trading foreman took charge of the funeral and read some scripture, followed by sacred music by several of the world's greatest artists on the talking machine, then part of the famous lecture.

SOME EFFECTIVE ADVERTISING

Plaut-Cadden Co., of Norwich and New London, Conn., Features Victor Line in Big Way

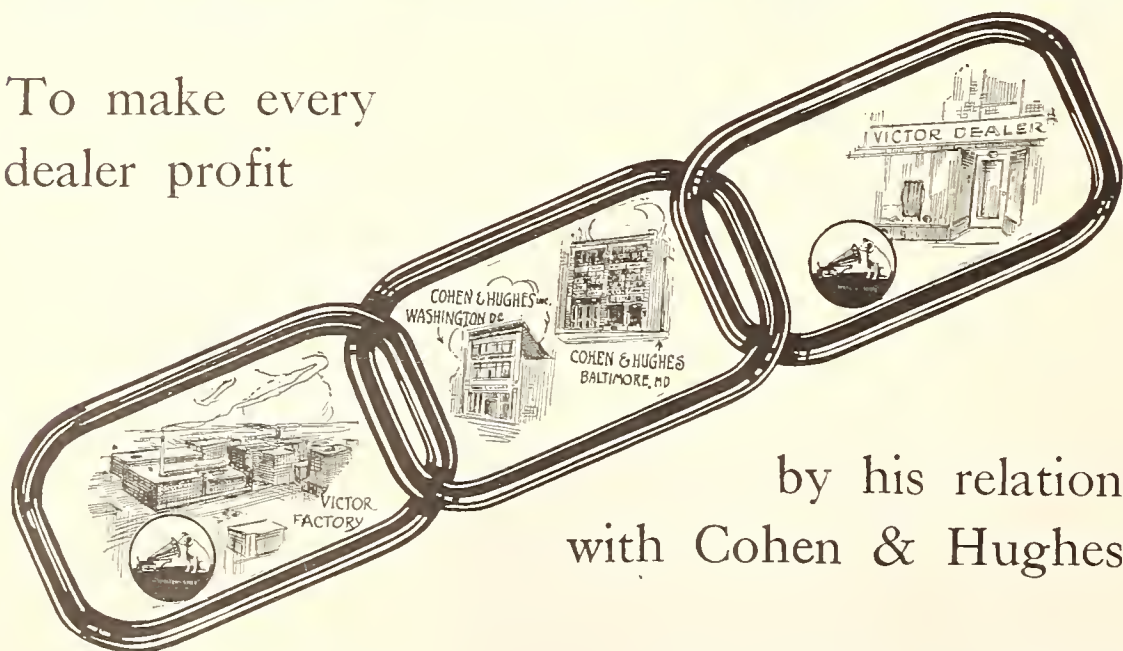
The Plaut-Cadden Co., which operates successful Victor departments in its two stores in Norwich and New London, Conn., has been carrying some particularly interesting and original advertising in the local newspapers of those cities featuring the Victrola and Victor records. One of the effective pieces of advertising couples up the Plaut-Cadden name with the Victor trade-mark in the lid of the machine, while others serve to call attention to the new record hits in no uncertain manner. A special piece of copy featuring the song "Ma!" simply could not be ignored.

It does not so much matter what a man knows but rather what he does. The world measures a man by what he accomplishes, and sets its seal of approval upon those who succeed. The world does not inquire into the process, it notes the result; not the road he travels, but the goal he reaches.

"RESOLUTION"

To Our Customers We Owe All—To Them We Give All

To make every
dealer profit



by his relation
with Cohen & Hughes

COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON

MOTROLA

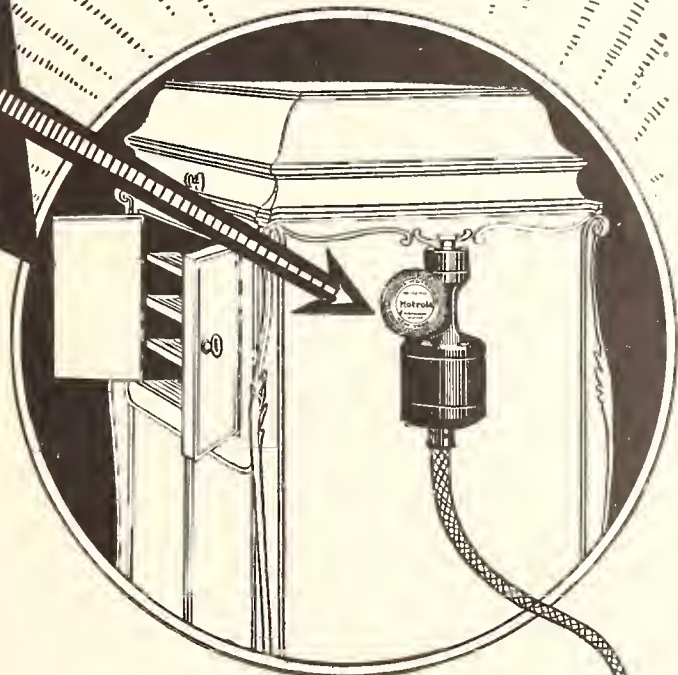
The
NEW

with
Universal Motor \$19⁵⁰
Retail Price

A saving of \$10.50 from the former price, \$30.00

The *New Motrola* does not replace the spring motor or change any part of the talking machine or phonograph, except winding arrangement, and is quickly and easily attached to any and every make instrument where the old-style crank handle comes out.

It is a universal motor operating on all electric currents 105 to 125 volts. Special types are made for 32 volt farm lighting current and 200 to 250 volts.



Through our new method of distribution all dealers are now assured of prompt and efficient service from our local jobbers. Don't delay. Write your nearest distributor today for full details and trade discounts on this wonderful proposition:

Distributors for State of Illinois
RUDOLPH WURLITZER CO.,
Chicago.

BRUNSWICK-BALKE-COLLENDER CO.,
Chicago.

COLE & DUNAS MUSIC CO.,
Chicago.

H. A. WEYMANN & SON,
Philadelphia, Pa.
Exclusive distributor for Eastern Pennsylvania, Southern New Jersey and Northern Delaware.

BUEHN PHONOGRAPH CO.,
Pittsburgh, Pa.
Exclusive distributor for Western Pennsylvania, Eastern Ohio and Edison Dealers in West Virginia.

MOTROLA SALES CO. OF NORTHERN OHIO,
1404 E. 9th St., Cleveland, Ohio.
Exclusive distributor for Northern Ohio.

Distributors for Greater New York

CHARLES H. DITSON & CO.,
New York City.

SILAS E. PEARSALL CO.,
New York City.

BLACKMAN TALKING MACHINE CO.,
New York City.

CABINET & ACCESSORIES CO.,
New York City.

KNICKERBOCKER TALKING MACHINE CO.,
New York City.

GREATER CITY PHONOGRAPH CO.,
New York City.

INTERSTATE SALES CO.,
Milwaukee, Wis.

BADGER TALKING MACHINE CO.,
Milwaukee, Wis.
Exclusive distributors for Wisconsin.

KRAFT, BATES & SPENCER,
Boston, Mass.
Exclusive distributors for New England States.

COHEN & HUGHES,
Baltimore, Md., and Washington, D. C.
Exclusive distributors for Maryland, District of Columbia, Virginia, North Carolina, Southern Delaware and West Virginia.

BUFFALO TALKING MACHINE CO.,
Buffalo, N. Y.
Exclusive distributor for Western New York.

STEWART TALKING MACHINE CO.,
Indianapolis, Ind.
Exclusive distributor for Indiana.

PERRY B. WHITSIT CO.,
Columbus, Ohio.
Exclusive distributor for Central Ohio.

LOUIS A. SCHWARZ, exclusive factory representative for the United States and Canada

JONES-MOTROLA, Inc.

29 West 35th Street

New York City



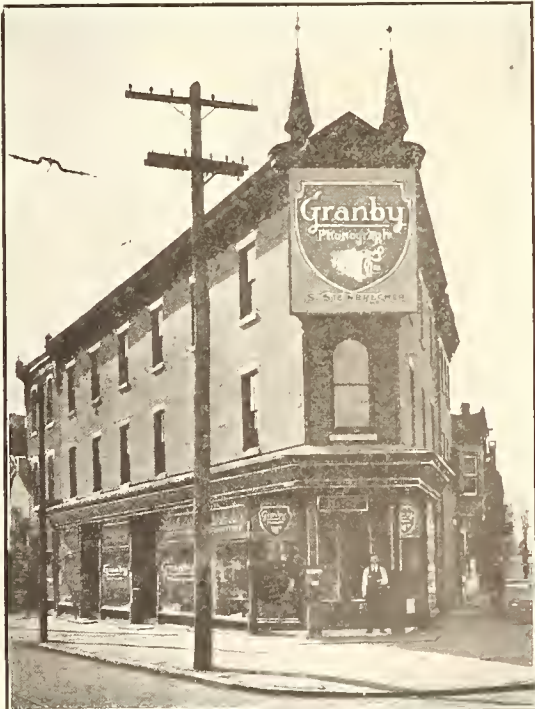
“Shipmates o’ Mine” and “Five and Twenty Sailormen” are famous old deep-sea chanteys sung with splendid spirit by the famous baritone, Louis Graveure. Lovers of concert music will buy this record liberally. A-3492.

**Columbia Graphophone Co.
NEW YORK**

GRANBY QUAKER CITY DEALER

How S. Steinbrecher Has Developed a Very Successful Business in Philadelphia

PHILADELPHIA, PA., December 6.—S. Steinbrecher, 1850-52-54 Ridge avenue, of this city, a Granby dealer and in the furniture business, is a hustler. Some time ago Mr. Steinbrecher took on the



S. Steinbrecher's Attractive New Home

Granby line and his store has become the Granby headquarters in his part of the Quaker City. The store is located on a corner and 100 cars pass every hour, so that the Granby message, which has a prominent place on the point of the building, gets wide circulation. When Mr. Steinbrecher started in business it was in a small way, but hard work and broadminded principles of merchandising built up his business to its present very satisfactory proportions. His

deliveries now require the use of several trucks. The business to-day is crowding his store and he is already beginning to see the necessity for larger quarters.

OWEN PLANS ROCKRIDGE STORE

Second Garrett Owen Music Store Soon to Open—Singers to Entertain at Opening

ROCKRIDGE, CAL., December 3.—Plans are under way here for the opening of a new music store at 5600 College avenue by Garrett Owen. The new establishment, which will feature various makes of the best-known talking machines, will be the second store operated by Mr. Owen. Alterations at the new location will soon be completed and immediately following the installation of stock a formal opening will be held at which Helen Clark, well-known contralto; Joseph Phillips, baritone, and Thomas George, pianist, will entertain those present.

BACH CO. MADE BRUNSWICK AGENT

ROCHESTER, MINN., December 1.—The Bach Music Co., of this city, has been made agent for the Brunswick phonograph and will have the exclusive sale of these machines in Rochester and vicinity. The Bach concern possesses a fine modern establishment and the policy of the company is of an aggressive nature, insuring success with the new agency.

A \$300,000 CAPITALIZATION

The Black Swan Phonograph Co. has been incorporated under the laws of the State of Delaware, with a capital of \$300,000, for the purpose of manufacturing records.

It is the way a man sticks to a thing that marks him as a success or a failure. Many a fellow has won out at the eleventh hour just because he wouldn't let go.

PHONOGRAPH AS A VOICE CRITIC

Miss Barbara Maurel, Exclusive Columbia Star, Emphasizes the Value of the Phonograph as an Aid to the Student of Singing

Miss Barbara Maurel, well-known mezzo soprano, who records exclusively for the Columbia



Miss Barbara Maurel Graphophone Co., recently gave an interesting interview to the newspapers regarding the value

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**

of the phonograph as a voice critic. Miss Maurel, who has attained exceptional success on the concert stage, is keenly enthusiastic as to the educational value of the phonograph, and her interview in part reads as follows:

"Not only did I learn through listening to my own records what mistakes I was making in matters of diction and phrasing—details which are extremely hard for the average singer to judge in his own work—but I also learned much about the quality and evenness of the tone I was producing. The instrument is almost terrifying to a singer, so inevitably does it record every deviation from the perfect and then hold these deviations.

"In some respects it is more useful than a teacher, for no matter how intelligent a teacher may be nor how retentive his memory, he cannot be depended upon to notice every mistake, nor, if he notices it, to hold the memory when the singer has completed the song in question. The teacher has only one recourse—to stop the student whenever he makes a mistake. It can be readily appreciated that in doing so he is bound to break the full interpretative line and sometimes even to reduce the singer's delivery of a song to a mere succession of technical phrases.

"But in the case of the phonograph the singer will sing an entire song, and then at his leisure can examine the effect, can take up the individual mistakes one by one and rectify them, retaining at the same time the satisfaction that comes from the interpretation of a complete musical unit."

A TALKING MACHINE DAVENPORT

Electrically Operated Instrument Provides Music and Comfort at One Sitting

One of the most interesting of the new wired pieces of furniture is a davenport, in the arm of which has been set a small compact electric talking machine. The davenport itself is massive and has huge wide arms. The felt arm is utilized to conceal the instrument, and a cabinet for storing records is set in the right one, so that it is possible to sit curled up in a corner of the couch and play the machine at will without once getting up.

The motor of the machine itself is said to operate noiselessly on either current, and it has an electrically operated automatic stop, as well as a small electric light to illumine the records for starting the machine. The arm of the davenport itself is also the lid, and this will remain stationary in any position the player wants, or close with a slight downward pressure, to suit the player's whim.

VOCALION CHRISTMAS BULLETIN

December Record Supplement Is Particularly Interesting—Special Lists of Christmas Music Featured in Folder and Hanger

The December Vocalion record bulletin, just issued by the Aeolian Co., is one of the most attractive and interesting so far gotten out by that company. In the bulletin are listed several records particularly suited to the Christmas season and in addition a well-balanced list of all classes of records, accompanied by unusual portraits of various Vocalion artists. The title page of the folder bears a typical old-time Yuletide scene that is most appropriate.

In addition to the regular bulletin there has been prepared for the holiday trade a special folder of Christmas and sacred selections, together with an attractive hanger featuring the same numbers.

In developing prospect-interest it should be borne in mind that there is a big difference between "attention" and "interest." Interest must be aroused before a sale can be closed. As a writer in *The Wanderer* points out, "A salesman can build a prospect-interest only through prospect-attention secured by means of personal calls."

BAND MUSIC BY WIRELESS PHONE

Distinguished French Expert Talks Across Six Hundred Miles of Sea—Ship's Band Heard Two Hundred Miles Away—The World Moves

Emile F. Girardeau, president of the French Wireless Telegraph & Telephone Companies, was in New York recently on his way to the Arms Conference in Washington, and stated that during his trip on the French liner "Paris" he had conducted experiments proving the practical utility of the wireless telephone.

"This means of communication has been known for years technically," Mr. Girardeau continued, "but it is only now that we have made practical tests. On this voyage from Havre we conversed with shore stations and with other steamships over a distance of 600 miles with power not exceeding that required to light an ordinary 25-candlepower electric lamp.

"Passengers on the American steamship 'Panhandle State' heard the orchestra playing 'La Tosca' on the 'Paris' 200 miles away while they

were only twenty-five feet from the telephone.

"The wireless telephone technically is good for all distances, but practically it cannot be used with success at sea beyond a radius of 500 miles. A storm would not interfere with the conversation if it were some distance away, but if the vessel were in the center of it there would no doubt be some conversational difficulty. I talked with the French Minister of Posts and Telegraphs in Paris when the liner was fully 650 miles from that city."

SALES HELPS FOR VICTOR DEALERS

A handsome lithographed folder, showing the various models of talking machines, is being sent out by the Victor Talking Machine Co. for distribution by dealers as an aid in the promotion of Christmas sales. The folder displays the machines in six colors on coated paper of fine quality.

Another Christmas sales help for distribution to Victrola owners consists of a list of specially selected records for the holiday season and emphasizes the value of records for gifts.



STANDARD
ELECTRIC
EQUIPMENT,
TRU-TIME
MOTORS

THE CONCORD

"The Instrument
with the
Human Throat"



OLD MAHOGANY! What thoughts that brings to the minds of persons of taste and refinement. One of America's largest furniture manufacturers told us *in his office* he would not own a phonograph until someone had learned how *not* to build the cases. He came *to our office* and now says he'll sell ours as furniture. Your customers will have satisfaction in owning an instrument which does not proclaim itself a talking-machine by its very appearance, the more so when it has other real utility, for instance, a desk and chest of drawers, in addition to a wonderful musical instrument, the one having a throat of carved wood instead of the "piece of pipe." The character of these phonographs in design and tone quality commands more sales. We guarantee more profits. Write us, we will prove this.

THE MANOPHONE CORPORATION

4 West 40th Street
New York

MAKERS

Adrian
Michigan

What are your plans for Christmas?

THE holiday season is golden for the dealer whose phonograph line is adequate, whose stock is complete, and whose selling franchise is right. It will be a memorable year for Dalion dealers—with every indication of a whirlwind finish.



Dalion Model 40 is a veritable jewel among phonographs. It offers you a leader which will change the preconceived notions of any prospect. Featured as gift model.



This truly meritorious phonograph is offered in a wide range of size, price and style. Cabinet work of uncommon beauty. Mechanically, none is better. It sells because it is absolutely a *value leader*. With as many exclusive features as any!

If you look *further than the product* in making a connection with manufacturers, Dalion factory and sales department policies will clinch the decision.

There is still time to fall in with the Dalion instruments for the Christmas Season. By so doing, you might double—yes, triple—any sales volume possible with a less interesting proposition to your public. Correspondence invited.



Milwaukee Talking Machine Mfg. Co.

MILWAUKEE, WIS.

Some Sales Stunts of Prominent Dealers that Merit Special Commendation :: By W. B. Stoddard

An excellent idea for calling attention to its talking machines and records has been devised by the Hennessy Music Co., Butte, Mont. Under the direction of Maurice Tennis, head of the Victrola department, it arranged a series of five Saturday morning concerts, from 10 to 11.15. At the first of these concerts fifteen selections, chosen from a wide range of composers, were played. The name of the composer and a brief analysis of the composition were given before each was played. At the second concert a week later fifteen more compositions were played, also with the composer's name and resumé of the pieces. On the following two Saturdays these thirty records were repeated, with only the name of the composer given. On the last Saturday morning the entire thirty were played, with no reference to the composer. On this occasion substantial prizes were given to the persons identifying the largest number of records. The contest was open to any pupil above the sixth grade and included all high school students. In order to become eligible the entrant had to register at the Victrola department two days before the first concert and attend all of the concerts, unless some valid excuse was given. The contest excited much interest, and the papers and the school board both gave it encouragement.

Making an Appeal to the Children

The Rudolph Wurlitzer Co., Cincinnati, recently had a very effective window, which suggested to a number of parents the great saving that could be effected by buying a popular-priced talking machine for the children. The display showed a small boy placing a record on a machine, and beside him was a card:

Little Tommy Tittlemouse has a Victor at his house. His mother lets him use it to give him pleasant music.
Give the kiddies their own Victrola—save the big machine.
A nursery toy that grows up with the children—a nursery outfit.
A No. 4 Victrola, with 6 nursery rhyme records, \$30.10.

Linking Talking Machines With the Movies

The wise music dealer takes advantage of every timely event to increase his sales, and one of the best plans along this line was recently adopted by a group of leading merchants of Helena, Mont., aided and abetted by an astute newspaper solicitor. A movie film—"The Old Nest"—which had attained considerable national popularity, was scheduled to appear at one of the local theatres. As it dealt with a mother and children in the home it was deemed a good subject for exploitation, so a full page was taken in the newspaper. In the center in bold letters was placed "The Old Nest," together with a picture from the play and a brief resumé of the

story. Forming a border all around were ads of the different merchants, each of whom linked up his lines with the title of the play. E. A. Taylor & Co. in their ad said: "What can make the old nest more pleasant than a phonograph? It brings sunshine into the home."

How to Give a Concert in Your Own Home

During the Autumn an octet of male singers who record for one of the talking machine companies have been making a tour of the larger cities, singing in person the melodies that have made them famous in record land. It is not done as an ad, as the artists charge a good stiff price of admission to their concerts and distribute their programs all over the surrounding towns. The Parks Music House, of Louisiana, Mo., was quick to see the advertising possibilities in playing up this concert, so it had printed copies of this program and sent it to each of the names on its record list with a short letter:

Dear Sir (or Madam):
We hand you a program of the concert given by Eight Famous Victor Artists in St. Louis on October 10th. You will note the price of admission of one dollar. Would you like to hear this concert absolutely free? If so, come to our store on the evening of the 10th and this same group of young men will be heard in the solos, duets, quartets and choruses, rendered on the talking machine. Come and bring your friends and enjoy an evening of entertaining music.

There was a large crowd assembled on the evening in question, and the entire concert program was rendered as had been announced. At the conclusion the manager made a little speech and told the audience how they could have a concert like this any time they desired by merely purchasing the records of these singers—and the artists would respond to as many encores as desired by placing the record upon the machine.

Calling Attention to New Records

The Columbia Grafonola Shop, of San Diego, Cal., has an excellent method of calling attention to the new records that are released each month. The air is so balmy in this Southwestern town that people stroll the streets in December as freely as in May. As soon as the new records have arrived the Columbia Shop places a machine at the entrance of the store and promptly at eight o'clock it is set in motion and all of the records just received are played. The name of each record is placed in a double groove affixed to the side of the machine and remains there all the time that particular air is being rendered. Inside the store blanks are handed out to all who ask for them, and on these the contestant writes his name and address and his estimate of the three that will prove the most popular. For the one who estimates correctly all three of the records a prize of \$25 is offered; to the one guessing two out of three, \$10, and to

the guesser of a single one, \$5. If more than one person guesses all three the first prize is divided pro rata, and similarly with the others. The prizes are distributed at the end of the month, when it is found which records have had the largest sale. Crowds gather to hear the demonstration and in this way many hear the new records who would not do so otherwise, and, being attracted by special numbers, make purchases then and there—and thus the sale of the new records is boosted to a considerable degree.

AN EFFECTIVE BONUS PLAN

Prize Money Plan Put Into Effect Among Edison Employees Is Described in Detail by Vice-president William Maxwell in System

A bonus plan, complicated, perhaps, but very effective, is described in the December issue of System by William Maxwell, vice-president of Thomas A. Edison, Inc. The plan, which was put into effect in the sales and advertising divisions of the Edison phonograph industry, was designed primarily for the upbuilding of the morale of the workers in these divisions and to fit them for promotion. It also enabled the executives of the company to keep in close touch with the work of employes.

Briefly, the plan described is as follows: Each salaried employe is provided with a score card on which is listed the basic mental and moral qualities deemed essential to success in these departments. Concentration, thoroughness, comprehensiveness of thought and action, ability of analysis, co-operation and other qualities of the employe are checked by means of a demerit system. The employe's rating for the prize award was based on the lack of demerits received. Every worker having less than fifty and seventy-five demerits at the expiration of a six-month period is entitled to prize money equaling 25 per cent and 15 per cent of his salary respectively.

VICTOR CO. SPEEDS PRODUCTION

CAMDEN, N. J., December 3.—The approaching holidays have been very keenly felt at the factory of the Victor Talking Machine Co. here. For the past five or six weeks the demand for Victor products has been stimulated to such a degree that the working force at the factory has been steadily increased to provide for more rapid production. More than 1,000 additional workers have been added to the Victor force, bringing the total number employed up to approximately 10,000.

WHOLESALE



DISTRIBUTOR

WHERE Service to Victor Dealers is Backed by Long, First-hand Experience in the Field of Distribution.

EMANUEL BLOUT

VICTOR EXCLUSIVELY

2799 BROADWAY, at 108th Street, : : : NEW YORK



"Traumerei" played by the greatest 'cellist in the world, Pablo Casals! There's a selling combination that's irresistible. Order Columbia 49795 accordingly.

**Columbia Graphophone Co.
NEW YORK**

WOMEN'S REST ROOM A WINNER

Its Installation in Every Talking Machine Shop in U. S. Would Work Wonders for Trade—Its Success Already Fully Demonstrated

If a sign with these words thereon, "Women's Rest Room—Come Again and Tell Your Friends," were hung outside of every talking machine store, large or small, in the country and stamped on the cover of each magazine flyleaf of each book in the room itself, wonders would be achieved in gaining the approval of women folks for your store and making it more effectual as a monetary proposition. So believes Addison M. Clark, sales promotion manager for Edison Phonographs, Ltd., of San Francisco.

Mr. Clark is a firm believer in rest rooms for women in talking machine shops and thinks that each proprietor of these should set aside some corner of his store, no matter how small; partition it off and furnish it as attractively and costly as his means will permit. Money so invested, he says, will yield dividends as surely as money invested in gilt-edge bonds—and at a higher rate.

"A small dressing room," he suggests, "with toilet facilities, opening off the rest room, will double your store's value and make it more talked about—and that's the finest sort of advertising there is. It beats printers' ink a mile." Continuing, he says:

"While it may seem superfluous to mention it,

of course a phonograph should be a conspicuous feature of the scenery—of the proper period design, if you have 'gone in for' a period room. Naturally, a few carefully chosen records should be 'carefully' laid out on a stand near the instrument—not in tattered envelopes, either.

"If the windows of the room look out on attractive surroundings, have them curtained and draped to disclose those surroundings. If on an alley or dingy backyard, apply imitation stained glass decalcomanie, to the glass—the lower sash at least—and choose drapes to suit the case.

"A few magazines on the stand will provide relaxation. Not too many, or your real end will be defeated. They should be current ones, though—not the ancient-history sort found in the ante-rooms of some doctors and dentists. At least one should be a musical periodical. A record catalog with the latest supplements inside can be unobtrusively included. Two or three books on operas, composers and artists will serve a good end also, by stimulating interest in high-class records.

"Have the toilet room done in white enamel, or in real or imitation white tile effect. A small dressing table with a triplicate mirror, and a bench or chair to match—such as Milady would use in her own boudoir—can be had at a reasonable price. A few accessories, such as a bottle of fine talcum, comb and brush, clothes brush, and the like, will suggest themselves. So will other conveniences that will prove magnetic

to Madame and impel her to call soon again.

"Having equipped your rest room—set your stage, as it were—your next move is to 'tell the world.' Advertise it attractively on the woman's page of your local newspaper. Advertise it not once, but frequently. Advertise there on shopping days in your morning paper, or the nights before shopping days in your evening paper. Publish a halftone cut of a photograph of the room. Probably, on opening it to your local public, the news value of it will appeal to the city editors—particularly if they know you are planning to use display advertising space!—and they will come across with some news-column publicity.

"The day you open your rest room to the ladies, give a phonograph concert—a sort of musical reception. Send out tasteful invitation cards, and get the society editors to carry an announcement (if you can!). On this occasion Mere Man may be allowed to enter its sacred precincts; but thereafter never again.

"Does all this seem fantastic, Small Town Dealer? Something to be thought of only by the big corporations doing business in the metropolitan centers? A thing superfluous and not to be dreamed of in your scheme of things?

"The truth is quite the contrary. You are just the chap who can cash in most profitably on the plan—particularly if your town is a buying center for a farming region, whither farmers and their families flock as to Mecca on Saturdays, not to mention the other week days.

"If you add such a room to your plant, and make the women folks of every farmer in your tributary territory feel that your store is their headquarters whenever they come into town, and that your rest room is theirs, you surely do not belong in the phonograph business if you cannot coin their approval and use of it into dollars."

CONCERT HELPS EDISON BUSINESS

WAKEFIELD, MASS., December 1.—L. J. McMaster, local Edison dealer, through the medium of an Edison concert and comparison tests with Re-Creations and the artists, has stimulated interest in Edison machines and Re-Creations considerably. Invitations to the concert were sent out to more than a thousand residents of this community and a large crowd attended the concert, which was held in the town hall.

MISS C. FREES STUDIES AVIATION

READING, PA., December 1.—Miss Carrie Frees, of the Metropolitan Phonograph Co., this city, is probably the first woman connected with the talking machine industry who is taking up aviation seriously. Miss Frees has already taken several lessons in flying at the Reading Fair Ground and hopes, when the lessons are completed, to qualify for a pilot's license.

Misrepresenting goods is taking chances with your reputation. There may be ways in which it is worth while to take chances, but never with your reputation.



HENRY BURR



BILLY MURRAY



ALBERT CAMPBELL



FRED VAN EPS



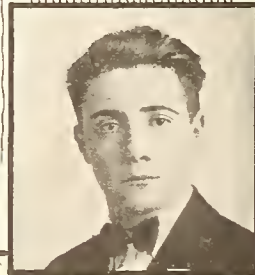
JOHN MEYERS



FRANK CROXTON



MONROE SILVER



FRANK BANTA

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of

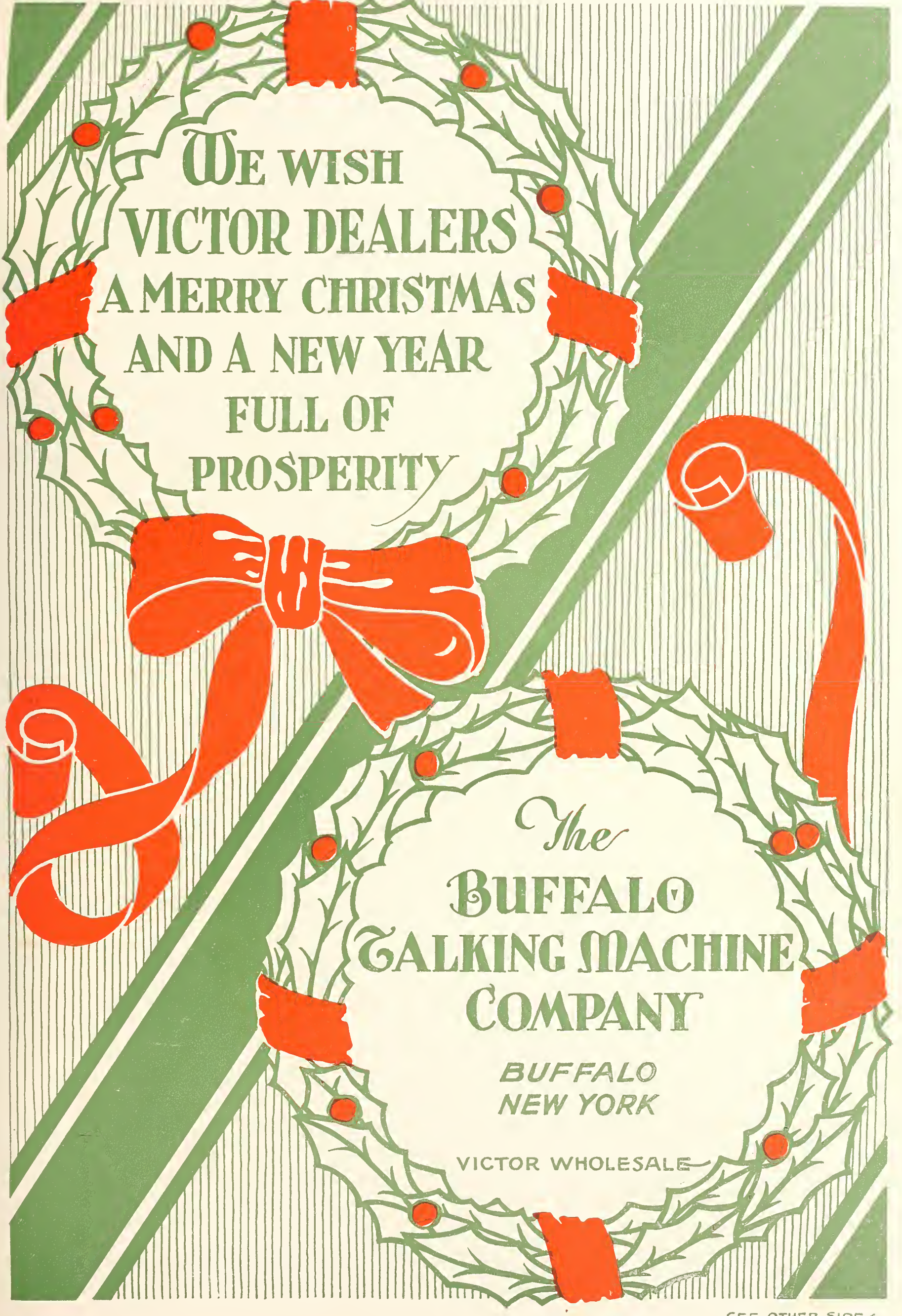
Eight Popular Victor Favorites on One Program

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

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



WE WISH
VICTOR DEALERS
A MERRY CHRISTMAS
AND A NEW YEAR
FULL OF
PROSPERITY

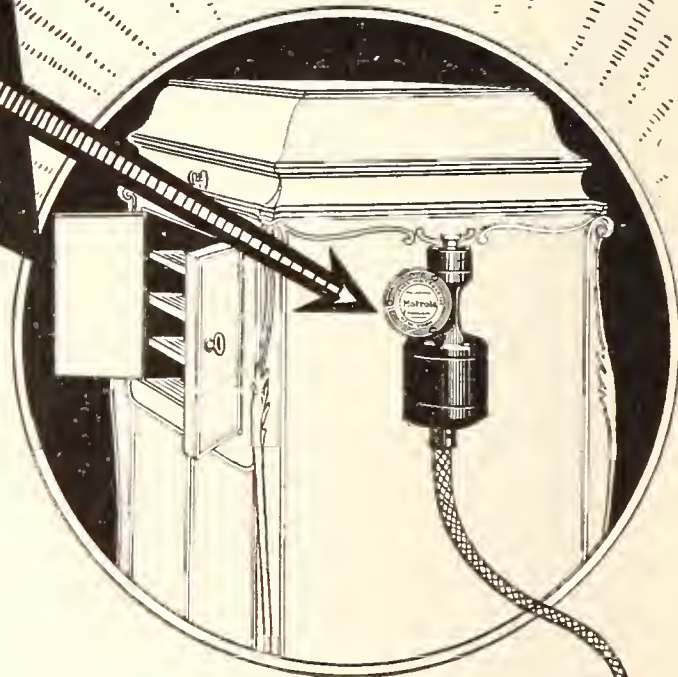
The
BUFFALO
TALKING MACHINE
COMPANY

BUFFALO
NEW YORK

VICTOR WHOLESALE

MOTROLA

The
NEW



With Universal Motor **\$19.50**
Retail Price

A saving of \$10.50 from the former price, \$30.00

THE New Motrola does not replace the spring motor or change any part of the talking machine or phonograph, except winding arrangement, and is quickly and easily attached to any and every make instrument where the old-style crank handle comes out.

It is a universal motor operating on all electric currents 105 to 125 volts. Special types are made for 32-volt farm lighting current and 200 to 250 volts.

Now Sold Exclusively by

The

BUFFALO TALKING MACHINE CO.

IN THE STATE OF NEW YORK (Except in the Metropolitan District) and
IN NORTHWESTERN PENNSYLVANIA

It is much **easier** to sell than \$19.50 worth of Records and makes it much easier to **sell** Records and sells **more** records.

Telegraph an Order for Your Holiday Supply



BUFFALO TALKING MACHINE CO.

VICTOR DISTRIBUTORS

"Every Motrola sold by us is guaranteed by us"

BUFFALO, N. Y.



IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Oké Records

SOME RECENT GRANBY ACTIVITIES

Connelly Doing Good Work in South—J. G. Widener a Visitor—Harry Coplan Covering Many Points in the South

NORFOLK, VA., December 1.—Recent activities in the Granby organization have been numerous. Fred W. Connelly, of the sales staff, who is at present in North Carolina doing special work for the company, is a vocalist of some note and has been using this ability to increase his sales. He has already taken part in several church entertainments in the larger cities of North Carolina, singing to the accompaniment of the Granby phonograph.

J. G. Widener, president of Widener's, Inc., distributor of the Granby phonograph, recently spent several days in the State of Virginia on a hunting expedition.

The Granby Corp. announces the appointment of Austin L. Fordham to cover eastern Pennsylvania.

Harry Coplan, Granby sales manager, is continuing to cover a large part of the country in a short space of time. He recently spent two weeks in North Carolina, attended a furniture exposition in New York, covered Philadelphia and was last reported in Pittsburgh making a personal investigation of trade conditions in that city.

Dorothy W. Ferrier, private secretary to H. H. Schumaker, general manager of the Granby Phonograph Corp., recently returned from Kansas City, where she helped represent Virginia at the recent convention of the American Legion.

SOLVE DOMESTIC HELP PROBLEM

The much-discussed servant question is at last on its way to being solved. Those who study the complexes of the human consciousness will admit that it is possible for a domestic to have the talking machine urge. All of which was used to advantage by the suburban housewife.

"I advertised in the paper," she said to a reporter of The Sun, "that I supplied a small talking machine for the exclusive use of the maid. I also promised to get her four new records a month. This was over a year ago and I've had her ever since."

Bigness in a man may be roughly described as the ability to foresee the possibilities of the future, the intelligence to formulate plans for turning such foresight to advantage, and the capacity and resourcefulness to push them through to a successful conclusion.

FILLING ALL WIRE ORDERS

Max Willinger Optimistic Over Conditions in Middle West—Discusses the Situation

Max Willinger, president, treasurer and general manager of the New York Album & Card Co., New York City, recently returned from a trip throughout the Middle West which disclosed healthy conditions throughout the trade in general. The holiday business had opened in an auspicious manner and general optimism was expressed regarding the coming year. Mr. Willinger reports that dealers' stocks at the present time are at a very low point and that orders for "Nyacco" albums are invariably rush orders and sent by wire. Mr. Willinger anticipated this situation some time back and kept both the New York and Chicago plants busy accumulating stock. Therefore, at this present season of rush orders the company has been able to make immediate deliveries on all orders received.

No man can discredit his employer or his co-workers and escape the shadow himself.

MAY ABANDON VALUATION PLAN

American Valuation Plan May Be Discarded in Favor of Another Program of More Merit, Say Washington Officials—New Plan Ready Soon

WASHINGTON, D. C., December 6.—The storm of protest and criticism which has been in evidence for some time over the proposed American valuation plan has made itself felt here, with the result that indications now point to the abandonment of the plan. According to statements made by several officials the administration is convinced that the plan is not feasible, but preparations are under way for the formulation of a new program which is expected to satisfy the need for protection to business interests and at the same time will be clear of the defects in the original plan. As yet details of the substitute plan have not been made public, due to its incompleteness, but it is understood that the basis of the new program will prove satisfactory to business interests of the country, who are now in evidence both for and against the American valuation plan.

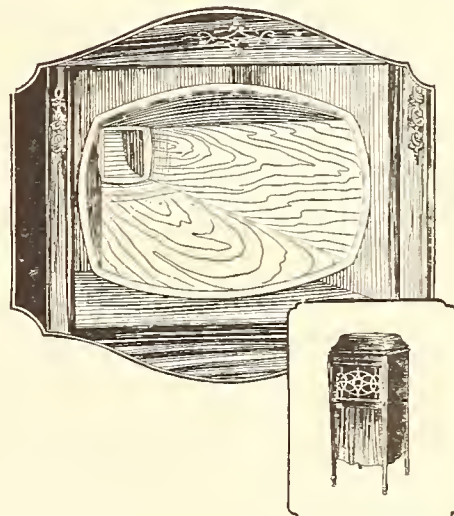
**An Interesting Proposition for the
JOBBER**

Jobbers, who want a real talking machine proposition, should communicate with us immediately.

Our low manufacturing and distribution expenses permit us to make a jobber proposition that is a real money maker for the jobber.

We appreciate the services of jobbers who are organized to properly exploit a line, and we meet such jobbers more than half way.

The Harponola is the kind of



machine to tie to. Its splendid merit backs up the efforts of both dealers and jobbers.

With the Harponola line there are never any "kick-backs" from constructional defects, for the Harponola has no constructional defects. Harponolas are right

and are backed by a company that keeps them right. We suggest that you advise, at once, if you are in a position to handle a jobbing territory in an aggressive way.

THE HARPONOLA COMPANY

101 MERCELINA PARK

CELINA, OHIO

Edmund Brandts, President

The Phonograph with the "Golden Voice"

HARPONOLA

The Brass Tacks Question

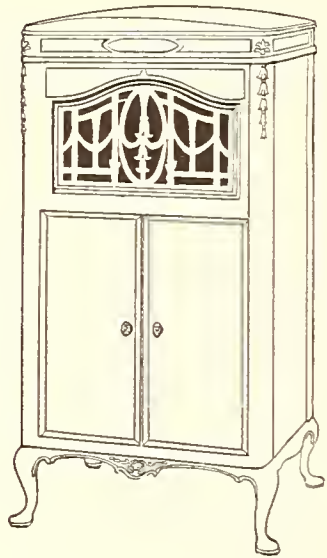
WHAT IS THERE IN IT FOR ME?

Boiled down, this is what interests the Phonograph Merchant. He wants to know exactly what benefits are his when he takes on a line.

GRANBY PHONOGRAPHS

"As Mellow as Southern Moonlight"

have special claims for your immediate consideration because:



Queen Anne Upright

Their exquisite Tone—their Classic Period Designs—staunch Construction—and technical features are backed by a genuine Granby merchandising policy.

It is a policy that builds up business and converts Prospects into Purchasers.

You profit by this active co-operation.

NOW is the time to get the benefits of the Granby selling franchise.

Ask us about it—TODAY

Use the coupon.

GRANBY PHONOGRAPH CORPORATION

LEVY BUILDING

N O R F O L K - V I R G I N I A

Tear off Coupon—Sign—Mail TODAY

I shall be glad to receive the Granby proposition.

Name

Address

City

State

Promoting Record Sales Through the Medium of Suggested Home Programs

By Abram Davega
President, Knickerbocker T. M. Co.

How best to increase business is an everlasting study and one worthy of earnest consideration. Now, what is your main principle in conducting your business? You are operating in a legitimate way, making legitimate profits, trying to meet competition in a fair manner. Therefore, probably the most important business principle which you could have is "that every owner of a Victrola should obtain the most pleasure out of the use of his instrument." It is your specific duty to see that they do, and the dealer who does see to this important essential will find, as we do, that people who get constant pleasure out

and got bored and probably said to yourself that you would not go to any more vaudeville shows for a long time? This sameness should be eliminated in playing Victor records.

Clerks should arrange the playing of records for customers in some diversified order. Owners of talking machines should do the same. We have thought out a plan to help both obtain more pleasure out of the Victrola with a better understanding of the records themselves and with a proper arrangement of the record playings. This plan embodies the selling of practically every record in the catalog in due time. For an experiment pick out ten different records which you have in stock and try to arrange the playing of them in an order which you think will properly diversify them to give you the most enjoyment. We are sure you will not find it so easy as you think. We had a record expert arrange a program for us of ten Victor records,

Looking at Victor records from this angle, don't you see the enormous possibilities of selling larger assortments of records to owners of instruments? Record salespeople will only recommend the easiest selling records as a rule. It is our belief that only 25 per cent of the Victor record library receives an active sale for this reason alone. Now it is absolutely necessary that all records should receive their proper share of sales in order that the owners of talking machines get the proper assortment of musical enjoyment.

Before we can properly discuss an ideal plan for selling all of the records in the catalog we must first dwell upon the subject of properly classifying Victor records. Some records appeal to more people than others, but every record has some particular appeal. Study each record and find the customer to whom that record will appeal and you've found the secret of selling more records. Bring it to the attention of the listener, and he will enjoy the record that much more. If it were possible to classify every record in your stock, you would have the real secret of selling more Victor records. This is an important subject to get your customers interested in; the very same principles which apply to you in selling records must be observed by them to obtain more pleasure from their record libraries

SUGGESTED HOME CONCERT—List No. 1

A PROGRAM WORTH HEARING

- Carmen—Prelude to Act I—"Light Instrumental Ensemble." Played by Phila. Symphony Orch. Victor Record No. 64822
- Madame Butterfly (Au bel di redrema)—"Emotional Melodious Operatic Arias." Sung by Geraldine Farrar. Victor Record No. 88113
- The Fountain—"Melodious Piano Display." Played by Alfred Cortot. Victor Record No. 74659
- Carry Me Back to Old Virginny—"Southern Memory Song." Sung by Alma Gluck. Victor Record No. 74420
- Souvenir—"Emotional Melodious Violin Selection." Played by Mischa Elman. Victor Record No. 64644
- Bobeme (Racconto di Rodolfo)—"Passionate Melody, Splendid, Thrilling Song." Sung by John McCormack. Victor Record No. 74222
- Danny Boy—"Mother's Song of Devotion." Sung by Schumann-Heink. Victor Record No. 88592
- Pagliacci (Vesti la Giubba)—"Dramatic Operatic Aria." Sung by Enrico Caruso. Victor Record No. 88061
- Love's Dream After the Ball—"Catchy Emotional Instrumental Ensemble." Played by Venetian Trio. Victor Record No. 17720
- Lucia Sextet (Chu mi Frena)—"Emotional Dramatic Operatic Aria." Sung by Galli-Curci, Egner, Caruso, deLuca, Journet, Bada. Victor Record No. 95212

of their Victrolas will buy more records. This is the best way to meet competition and keep your trade.

Sending your customers a list of current releases each month moves the new stock, but there are many excellent numbers now on your shelves that ought to be in the record library of your customers. The following plan which we outline herewith will, in our opinion, not only move a large proportion of your stock of standard numbers, but, more important still, will inspire greatly increased interest in building up a complete record library on the part of your customers.

Have you ever gone to a vaudeville show and heard and saw too many acts of a similar nature,

SUGGESTED HOME CONCERT—List No. 2

A WELL-ARRANGED EVENING'S HOME ENTERTAINMENT

- Walkure—"The Ride of Valkyries." Played by Phila. Orch. Victor Record No. 74684
- Call Me Thine Own—"Emotional Operatic Aria." Sung by Mabel Garrison. Victor Record No. 74612
- Troika en traineaux—"Melodious Splendidly Interpreted Piano Selections." Played by S. Rachmaninoff. Victor Record No. 74630
- Carmen, Habanera—"Catchy Operatic Aria." Sung by Gabriele Besanzoni. Victor Record No. 74613
- Nocturne—"A Melodious Violin Selection." Played by Mischa Elman. Victor Record No. 74643
- Elijah, if With All Your Hearts—"Sacred Oratorio Aria." Sung by Edward Johnson. Victor Record No. 74654
- Quartet in F Major—"Weirdly and Profoundly Exquisite String Tones." Sung by Flonzaley Quartet. Victor Record No. 74611
- Iris (Aprì la tua finestra)—"Emotional Operatic Aria." Sung by B. Gigli. Victor Record No. 64959
- La Pisanelle Le Quai (du pot de Famagousto—"Novelty Concert Instrument Ensemble." Played by Toscanini LaScala Orch. Victor Record No. 64952
- Beau Soir—"A Smooth, Floating Melody Song." Sung by Giuseppe DeLuca. Victor Record No. 64934

and it took him quite a long time to select what he thought was a real entertaining assortment. When you stop to think that a theatre manager spends all his time planning out a proper arrangement of acts, and then again when you stop to think of the five thousand and more Victor records in the catalog, it is rather a difficult task to properly select an assortment of records and play them in a proper arrangement so as to give you the right variety and the best enjoyment.

SUGGESTED HOME CONCERT—List No. 3

A NIGHT IN VAUDEVILLE

- Light Cavalry Overture—"Dramatic Military Overture." Played by Sousa's Band. Victor Record No. 35045
- All by Myself—"A Serio-Comic Popular Song." Sung by A. Stanley. Victor Record No. 18774
- St. Louis Blues—"A Dance Record With Grotesque Effects." Played by Original Dixieland Jazz Band. Victor Record No. 18772
- I Love a Lassie—"A Scotch Love Song." Sung by Harry Lauder. Victor Record No. 35116
- The Love Boat—"A Waltz Love Song." Sung by John Steel. Victor Record No. 18695
- Virginian Judge, Parts 1 and 2—"Comic Dialogue." Walter Kelley. Victor Record No. 45180
- My Old Kentucky Home—"A Novelty Record." Old Black Joe—"Instrumental Number." Played by Meyers and Hanford. Victor Record No. 18767
- Please Keep Out of My Dreams—"A Dream Song." Sung by Nora Bayes. Victor Record No. 45136
- Songs of the Past, Nos. 3 and 4—"Ensemble." Sung by Victor Light Opera Co. Victor Record No. 35483
- National Emblem March. Played by U. S. Marine Band. Victor Record No. 18498

and a desire on their part to want a larger assortment of records.

The Victor ready-reference labels are a big aid to the clerk in classifying records. The Red Seal Record Course given at the Victor factory is the best suggestion we can give for a better knowledge of classifying records.

Taking all these facts into consideration we submit our special plan for selling a larger variety of Victor records. Each week of the year feature a special list of ten records. Number them consecutively. Arrange them in program form—as illustrated on this page. Give each record some classification appeal in writing the title of the record, name of artist and the record catalog number. Arrange the order of their playing to give most pleasing results. Diversify the lists each week, so that the variety of the program is changed as much as possible. Don't feature the same records in any two lists. In a year's time you will have featured 520 records out of your stocks. Lists should be saved, as they are valuable. They can be used over and over again for different customers. Perhaps it would be well to state upon these lists your object in issuing them; that every owner should obtain more pleasure out of the playing of the Victrola. It would also be well to give each list a general title. For example: "An Evening at Home With the Victrola"; "At the Vaudeville With the Victrola"; "At the Opera With the Victrola," and many other topics and subjects too numerous to mention.

Did you ever have a customer ask you to play some Victor records, not knowing what they

(Continued on page 32)

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers
and Dust Covers for the Wareroom

Distributors

- BRISTOL & BARBER, INC.
3 E. 14th St., New York City
- YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
- BECKWITH-O'NEILL CO.
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.
- THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. O. & C. N. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & DOULEY 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.

BAGSHAW

The Oldest and Largest
Manufacturers of Steel
Talking Machine
Needles in the World

NEEDLES

Best By Comparison

By actual comparison, BAGSHAW NEEDLES are the finest steel talking machine needles manufactured today. Each BAGSHAW needle is backed by the reputation of the pioneers in the talking machine needle industry. They are guaranteed by the manufacturer, the jobber and the dealer alike.

Whether you desire needles packed in cans, envelopes or in bulk—or under your own trade-mark—W. H. BAGSHAW CO. can best satisfy your requirements.

*Samples and Prices
Upon Request*

The famous BRILLIANTONE and genuine PETMECKY brands are manufactured by BAGSHAW. The world over, BAGSHAW steel talking machine needles are renowned for their uniform length, uniform points and uniform hardness.

W.H.BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610

On With The Dance!

LET SALES BE UNCONFINED



The Very Latest Dance Records of

Isham Jones
Paul Whiteman
Art Hickman

The Finest Dance Music in the World

Only the finest DANCE NEEDLES in the world can do justice to these master-creations. Brilliantone Dance Needles are the supreme product of the oldest manufacturer of steel talking machine needles in America. When you sell Brilliantone Dance Needles to your customers you insure complete satisfaction—and thereby you sell more dance records!



(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)

BRILLIANTONE

STEEL NEEDLE CO. of America, Incorporated

Selling Agents for
W. H. BAGSHAW & CO. Factory, Lowell, Mass.
347 FIFTH AVENUE,
AT 34th STREET NEW YORK SUITE 610

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



Hulda Lashanska's sweet soprano will bring back old memories to your customers as you play "Long, Long Ago" to them. Each playing should mean a sale of Columbia 49963.

**Columbia Graphophone Co.
NEW YORK**

THE PROMOTION OF RECORD SALES

(Continued from page 29)

wanted? Isn't it a good stunt to get them sold on this new idea? Give them a program and play ten records in their regular order. If they already have some of the records they will try out the program idea in their homes and buy the records they need to complete the program. Don't you think it a good plan to go into the customer's home after you have sold them a Victrola, or if they already own one, and see them on this idea? Arrange their records in the album in an evening's entertainment order. This very same idea with the albums can be used in your stores. The main idea, however, is to do anything that will help your customer to get more pleasure out of the playing of his records.

Have you ever given careful thought to the educational features of the Victrola records? For children, giving them a musical education; for singers, helping them in their studies; for all kinds of musical instrument students. The Victrola, with its educational courses, is adopted in 10,000 cities and forty-two States. Educational records are staple, no cut-outs. Get children interested so that when they grow up they will be good music lovers—which means the permanent upbuilding of business.

The Weber Music Co., of Red Wing, Minn., is making an aggressive drive on Brunswick machines and records.

TALKING MACHINE MEN HOLD DANCE

Association of Local Talking Machine Dealers Holds Public Ball at Hotel Pennsylvania—Very Interesting Program of Music

For the first time in the history of the talking machine industry a public ball was held under the auspices of a talking machine dealers' association. This ball took place on Thursday night, November 17, at the Hotel Pennsylvania, and was sponsored by the Talking Machine Men, Inc., the dealer association, comprising dealers located in New York, New Jersey and Connecticut.

A most interesting program for this ball had been arranged by the entertainment committee of the Association, and over 500 attended the ball, all of whom voted it a huge success. There was continuous dancing from 8.30 p. m. till 2 a. m. and a diversity of dance music provided plenty of entertainment for the guests. Etzel's Elite Orchestra, a well-known and popular dance organization, was engaged as the resident orchestra for the evening, but the most important part of the program consisted of the appearance of a number of prominent orchestras which make records for the various companies and which are well known in the recording field.

Among the orchestras which accepted the committee's invitation to visit the ball and play for a half-hour or more were the following organizations: Paul Whiteman's Orchestra (exclusive Victor), Benny Krueger's Orchestra (exclusive

Brunswick), Yerkes' Happy Six (exclusive Columbia) and the Vincent Lopez Orchestra. These orchestras all played from thirty to forty-five minutes each and were accorded an ovation by the dancers. Between their visits Etzel's Orchestra supplied the music and occasionally some of the representatives of the leading music publishing houses appeared, rendering their latest hits.

The success of the ball makes it probable that similar events will be launched in the near future, as it enables the public to visualize the musical attainments of the dance orchestras which make records for the different companies. The dealers co-operated with the Association in every possible way and Irwin Kurtz, president of the Association, together with his brother executives, well deserved the congratulations that they received at the close of the evening.

NEW ARTO "BLUES" RECORDS

Recordings by the Well-known Colored Singer, Lucille Hegamin, Appear in the December List of Arto Co., Inc.—Proving Very Popular

Lucille Hegamin, the well-known colored singer of "blues" songs who makes frequent recordings for the Arto Co., Inc., and who recently returned from a very successful tour



Miss Lucille Hegamin

of the principal cities of the Eastern States, has been re-engaged by the Arto Co. for the coming year.

In the December list of Arto records appear several new recordings by this popular artist, including "Mississippi Blues" and "Wabash Blues." The latter number has already attained much popularity and as "Mississippi Blues" is by the writer of "Arkansas Blues," and is a typical number of that style of song, this new record will, undoubtedly, be received most favorably.

JENSEN FILES BANKRUPTCY PLEA

Nils G. Jensen, proprietor of talking machine establishments in the Florence Apartment and the Greyhound Building, Utica, N. Y., has filed a petition in bankruptcy in the Federal Court, listing liabilities of \$9,305 and assets of \$6,357.

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

BEDTIME MUSIC FOR CHILDREN

The Talking Machine Is Proving a Big Factor in Supplying Delightful Music for Children

It is a fact that we have two minds—a conscious and a sub-conscious mind—and that this sub-conscious mind is busy all the time we are asleep, or when the other mind also is busy with practical affairs. If this were not so we should never wake up, or suddenly think of something we ought to do, or originate one of those "bright ideas" which we say "occur" to us. It is because of the busy working of the sub-conscious mind that children should be sent happy to bed—with "Bedtime Stories," and other pleasant or cheerful experiences and evidences of love and of living in a beautiful world; for when the conscious mind is asleep, the sub-conscious mind is "listening over again" to the entrancing bedtime stories, and the inner spirit of the child is having "a great time" all by itself, and is as happy as can be; and so when the conscious mind awakes the child opens its eyes on a sunny world, and is, as we say, in a happy frame of mind, says the Halifax Herald.

For the same reasons there should be "Bedtime Music" for the little ones—and the parents will derive just as much benefit from it as will the children. For the fact is that even "Tom, Tom, the Piper's Son," played from one of the miniature records will pique the curiosity of the older folks as well as of the children, and all will laugh at Tom's funny experiences, while the pretty though simple tune will "stick" in the sub-conscious mind, sing itself there all night when parents and children are asleep—and, note this, will produce the same effect of happiness and good cheer on the spirit that the real music did when heard by the outer ear. We advise parents to give their children a half-hour of simple music—at any rate ten or fifteen minutes of it—before bedtime. Unfailingly it will, subconsciously during the night, refresh and rebuild the body and mind of the children, and prepare them to be happy—and "good"—

children the next day. This is an established fact; not an opinion.

All that is needed in the way of music for this end is the singing of a sweet hymn, mother leading, or a cheery song; or some simple brightening music from a phonograph or pianola. Or let there be a simple folk dance, or, still better, one of the many "musical games" now in vogue in the day schools. It will make all engaged the happier then and on the day following; and, above all, it will work a love of harmony into their hearts and conduct.

TUMULTY'S VIEWS ON MUSIC

Secretary to President Wilson Brings to Light Interesting Wartime Letters Classifying Musical Instruments as Non-essentials

Joseph P. Tumulty, who figured prominently in the affairs of the country during the late Wilson Administration as secretary to the President, has in his story of "Woodrow Wilson as I Know Him," which has appeared in the New York Times, revived many interesting episodes of the war period not generally known.

Of particular interest to members of the music industry, however, was the attitude shown by Tumulty during the war in connection with the classification of essential and non-essential industries. In a letter he sent to the President on January 17, 1918, and reproduced in full in his story, there appears the following significant paragraph: "It is a difficult thing, I know, to distinguish between essential and non-essential industries, but I am sure the country will understand if such a distinction is made, if, for instance, institutions that make pianos and talking machines and candy and articles that are not immediately necessary for our life were cut down altogether and things necessary to our sustenance kept."

The letter throws an interesting sidelight on the forces that were operating against the music industry during the war period and which were so successfully overcome.

"BLACK DIAMOND" GRAPHITE Spring Lubricant

The Lubricant Supreme



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in collapsible tubes; 1/2, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.

North Side, Pittsburgh, Pa.

Manufacturers' Representatives

LOUIS A. SCHWARZ, INC.

1265 Broadway, New York City

21 East Van Buren St., Chicago, Ill.

525 Forsyth Bldg., Atlanta, Ga.

FOR SALE BY ALL LEADING JOBBERS

VICSONIAS FOR SOUTH AFRICA

Export Orders a Notable Feature of Demand for the Vicsonia Reproducer

W. J. Sess, head of the Vicsonia Mfg. Co., makers of the Vicsonia reproducer for playing Edison records on other types of machines, reports that the demand for the Vicsonia is showing a steady and gratifying increase. A particularly noteworthy feature of the demand is the volume of orders that is being received from foreign countries. Only recently several orders have been received from Johannesburg, South Africa, and other distant points.

Polzin's Furniture Store, Rapid City, S. D., is featuring Victor fox-trot records made by the Paul Whiteman Orchestra and the Benson Orchestra of Chicago.

Sherman, Glay & 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

VOCALION DISTRIBUTORS IN OHIO

Vocalion Co. of Ohio Organized in Cleveland to Look After Wholesale Distribution of Vocalion Phonographs and Records in Ohio

CLEVELAND, O., December 3.—The Vocalion Co. of Ohio has just been organized here to act as distributors for Vocalion phonographs and records in the Ohio territory and has already made arrangements to enter the field in a big way. The new company has secured quarters at 328 West Superior street, this city, where a liberal amount of space is available for office and wareroom purposes, and has arranged to carry a complete stock of both machines and records for the purpose of rendering quick service to the trade. James Pentz, who formerly looked after the distribution of the Vocalion products in the Pittsburgh territory, is sales manager of the new company and is rapidly perfecting a strong sales organization. Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., was in Cleveland last week completing the new distributing arrangements.

OPENS EXCLUSIVE OKEH SHOP

ATLANTA, GA., December 3.—Charles L. Adams recently opened an exclusive Okeh record store at 73 Decatur street, this city, which is known as The Okeh Record Shop. Mr. Adams states that he intends to confine his efforts exclusively to the Okeh line, owing to the rapidly increasing demand for these records. The Okeh Record Shop is also handling the Steger phonograph and an extensive local campaign on this line is being planned.

PADDACK PRODUCTS ORGANIZED

Paddack Products, of New York, manufacturers of sound-reproducing instruments, have received a charter of incorporation in that State, with a capital of \$20,000. Incorporators are J. H. Cerbone, S. D. Paddack and F. W. Kristeller.

WAXED PAPER PROTECTS SHIPMENTS

Shipments of Pianos and Talking Machines Can Be Protected From Atmospheric Changes by Lining Cases With Waxed Paper

The Music Industries Chamber of Commerce has received from the Waxed Paper Manufacturers' Association, 505 Fifth avenue, New York, the following communication of interest to exporters in the music industry who ship instruments to or through the tropics:

"I received a letter in this morning's mail from the Specialties Commodity Department of the Bureau of Foreign and Domestic Commerce, Washington, D. C., suggesting that piano and talking machine people have a good deal of difficulty with all transoceanic shipments on account of the damage sustained by the cases through the transportation across the warm and humid tropics. I am also told that there is much difficulty experienced even in shipping to Europe.

"The furniture manufacturers of Grand Rapids, Mich., have devised a scheme for meeting this situation, as far as office furniture is concerned, by lining the cases with a very rough waxed paper, sealed at the edges with hot paraffin spray. This adds but a few cents to the cost of the case and is a very complete protection for the product.

"Waxed paper is manufactured in all grades and weights. It is even manufactured in as heavy weights as building paper and with all degrees of toughness and durability, according to the quality of paper lot ordered.

"This paper is handled for such cases as follows: The sides, top and bottom of the packing case are made up separately and are completely lined with heavy waxed paper sheets. Then the portions of the packing case are put together and workmen with a hot paraffin atomizer simply seal the edges and all joints by spraying with a little hot paraffin. Then when the cover is put on the edges of that are sprayed. Consequently the article of furniture and metal parts reach their destination in exactly the same atmospheric con-

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.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of
Write for special proposition to jobbers.
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

dition as that in which they were manufactured. It has proved so satisfactory in the furniture business that the metal office people have made inquiry in regard to the possibilities of its use."

FOUR-RECORD TURNTABLE INVENTED

New Multiple-record Turntable Facilitates Demonstration of Records

A late model multiple-record talking machine which utilizes the motion of a turntable to effect record changes is now on the market, says the Popular Mechanics Magazine in an illustrated article. Four revolving record tables carry the records and pass in consecutive order under the tone arm for playing. Instead of the tone arm being guided across the records by the record grooves, a large revolving table, supporting the four spinning discs, slowly moves the groove under the tone arm. During the playing the larger table moves very slowly. When the piece has been finished the tone arm automatically rises and the larger table, after a short stop, suddenly makes a partial revolution by which the next record is brought into play.

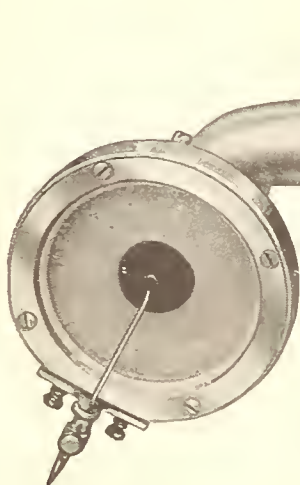
BARTER & CO. DECLARED BANKRUPT

Involuntary petitions in bankruptcy have been filed against Barter & Co., of Watertown, dealers in talking machines, sporting goods, etc. Assets are about \$26,000 and liabilities are expected to total \$34,000. Harry A. Heikok and Fred W. Empsall have been appointed receivers.

Individuality in Your Product Will Mean More Sales for You!

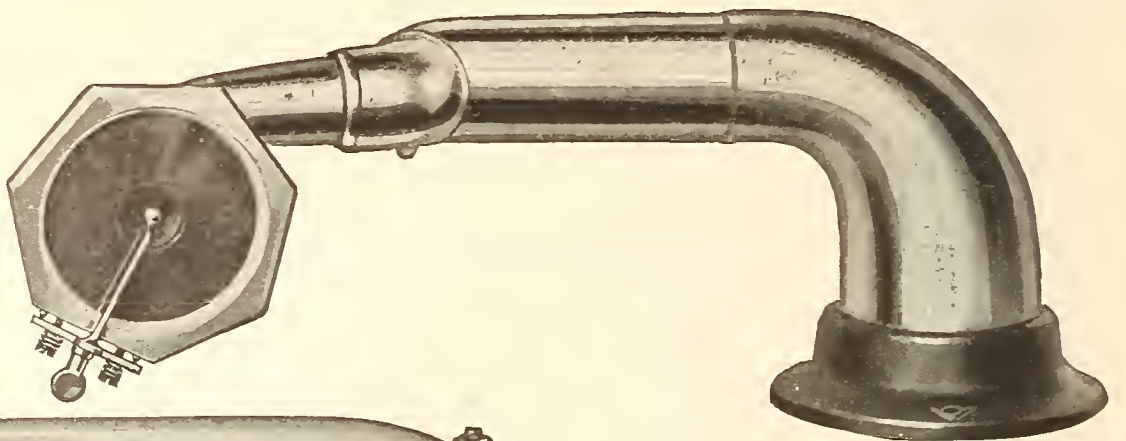
The New Empire Universal Ball Bearing Tone Arm and Reproducer

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

Truetone

TRADE MARK

The WORLD'S BEST PHONOGRAPH NEEDLES

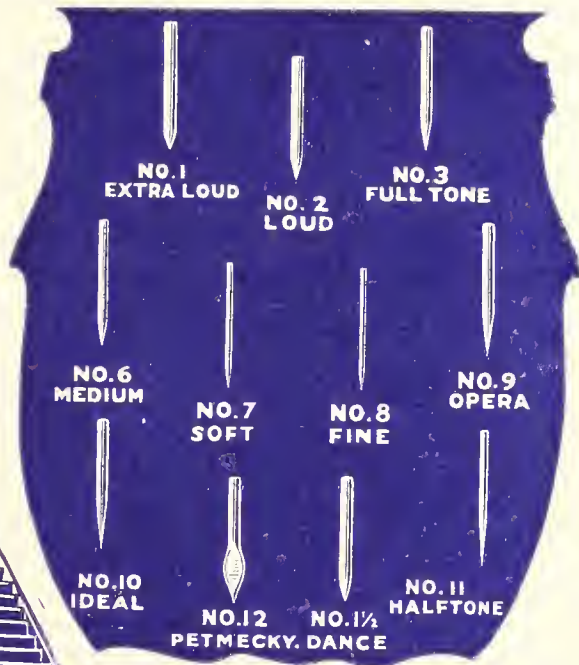
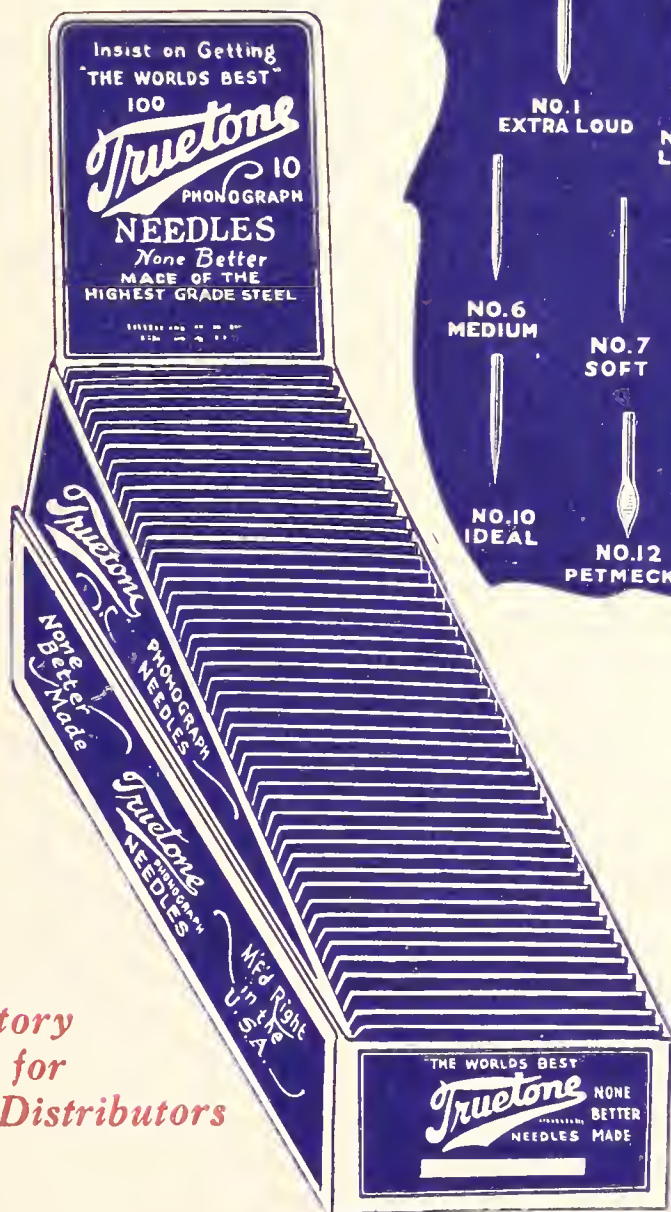
**NONE
BETTER
MADE**

DEAN

**UNIFORM
POINTS**

**UNIFORM
LENGTHS**

**PERFECT
REPRODUCTION**



*Territory
Open for
Live Distributors*

*Write for
Our 1922
Prices*

Manufactured by
GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street, New York

What better Christmas gift than the "Sextette" from Lucia by Barrientos, Hackett, Stracciari, Mardones, Noe and Meader? A year-round record, too, is Columbia 49768.

Columbia Graphophone Co.
NEW YORK



THE MAN WHO STRIVES WINS OUT

No Salesman Ever Did His Best Without Trying
—Pays to Get the Habit

Only the man who thinks he has an opportunity has a chance in this world. The fellow who shackles himself with despair never gets there. He can't. His load is too heavy, and the wool he has pulled over his eyes hides opportunity. He can't see her when she comes.

Most of us must serve others—only a few can command. But the man who serves best eventually holds the wheel. And it's the man who is striving to serve best that *does* serve best.

No man ever did his best without trying—and we all can try. The salesman can try to sell a customer who has come in to look around. He may or may not succeed—but he surely couldn't have succeeded without trying.

—His efforts, though fruitless for the present, may have made a sale for the future. And the salesman has made himself a better salesman—he has broadened his experience and developed his salesmanship.

Even more important—he has *tried*, and trying becomes a *habit* and it is *continued trying* that pushes a man ahead.

Getting down to cases, salesmanship is the big factor in present-day business. It's the "open sesame" to big opportunity. But you've got to *see* the opportunity. You've got to *believe* in it and *work* for it.

Many of our greatest masters of industry were clerks in cross-road stores who thought they had an opportunity and set out to prove it.

Now the question is not, are opportunities equal to *all*, but, are *you* equal to *your* opportunities.

"GRANBY WEEK" IN ST. LOUIS

Great Newspaper Campaign Brings Good Results to Talking Machine Dealers

St. Louis, Mo., December 1.—The week of October 16, which was inaugurated as "Granby Week," was the beginning of a campaign which has been conducted straight through to the present date. Since that time Granby dealers have been running advertisements in the daily and Sunday papers and it is reported that the results from this campaign have been very gratifying to Granby dealers in this city. It is also reported that one Granby dealer who closed out his line of relatively unknown machines at reduced prices found that instead of cleaning up on old stock the preference was decidedly for the Granby at regular prices. Elaborate window displays of particular note appeared recently at the headquarters of the St. Louis House Furnishing Co. and the Thuner Furniture Co.

The St. Louis headquarters of the Granby Phonograph Corp., of Norfolk, Va., reports that many of the dealers who have only recently taken on the Granby line have already sent re-orders. The Granby outlook is very promising.

Emerson records are being pushed by Chas. J. Gibson, music merchant, of Blair, Wis.

BREAKING SALES RECORDS ON COAST

John Breuner Co., of Sacramento, Gives Some Interesting Facts—Takes on Brunswick Line

SACRAMENTO, CAL., December 3.—L. C. Schroeder, manager of the talking machine department of the John Breuner Co., reports closing a splendid November business, following the largest October trade in history. A big campaign was started the first of that month and during the first week fifty-one instruments were sold. This makes a new record for the city of Sacramento and, with the same enthusiasm, Mr. Schroeder and his selling staff expect a bigger increase in December.

The agency for the Brunswick line has just been taken over by the Breuner Co., which now handles a complete line of Victrolas, Brunswick and Sonora instruments, including Victor and Brunswick records.

NEW USE FOR TALKING MACHINE

Dreamy Waltzes on Talking Machines Keep the Hippodrome Elephants Good-natured

George Power, trainer of the New York Hippodrome elephants, has found a new use for a talking machine. Power plays a slow, dreamy waltz for his big pets before they make their appearance in "Get Together." Power finds that the music soothes the big beasts, which, like all trained animals, become restless at the time of the day when they usually do their tricks, and ensures their giving a better performance.

LANDAY SHOP GETS NEW MANAGER

Louis H. Jacobi Assumes Management of Newark Establishment—Piano Sales Methods Sell "Talkers"—Alterations Under Way

NEWARK, N. J., December 3.—Louis H. Jacobi, formerly sales manager of the piano department of the L. Bamberger store and for several years connected with Kaufmann's, "The Big Store," in Pittsburgh, Pa., as buyer for the piano department, has assumed the management of the Landay Shop, Victor and Sonora dealer, succeeding Branson M. De Cou. Although Mr. Jacobi has been in charge of the local store but a short time he has had a decided success. He has applied the methods of selling pianos to the sale of talking machines and courtesy and instant attention to customers are two of the outstanding features of his merchandising principles.

The Landay Shop is one of the finest in Newark. It occupies two floors and a basement. The latter is given over to the piano and music roll department and the first floor is devoted to record demonstration booths and record racks. Business has increased to such an extent under Mr. Jacobi's management that the demonstration booths were found insufficient to take care of customers. To overcome this difficulty several of the booths are being cut in two, thus increasing the number of hearing rooms to twenty-five. The second floor is devoted entirely to display rooms for various types of Victrolas and Sonoras and the business department of the store.

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.

LWAYS The CHENEY has been known for highest standards of quality at fair prices. Our recent *price reduction* on all models strikingly emphasizes the value in Cheney instruments. The public has been quick to recognize this value and Cheney dealers are reaping the benefit.

The
CHENEY
The MASTER PHONOGRAPH

CHENEY TALKING MACHINE COMPANY · CHICAGO

VICTROLA SHOW WEEK A SUCCESS

Lion Dry Goods Co., Toledo, O., Closes Substantial Business as Result of Show—Public Keenly Interested in Details of the Event

TOLEDO, O., December 6.—Victrola Show Week at the Lion Dry Goods Co., of this city, produced business. The advertising told people to come in to see the "toy Victrola," the forefather of the universal music instrument of to-day; to see a "glass" Victrola, to see Rhadames, Gilda and all the opera stars in their proper setting, to see a complete showing of Victrolas, prices ranging from \$25 to \$1,315. Crowds came, saw, and once more the Victor conquered. People went away talking of the care of cabinet construction, beauty of finish, variety of price and the unique ability to reproduce all kinds of music—bass, soprano, banjo, piano, violin, quartets—superiorly well. Mr. Pete, the manager of the department which is Victor exclusively, feels the week's work the best he has ever done. Prospects and actual sales far exceeded expectations.

A unique feature of the Lion's Victrola Show Week was the hand-embroidered Victor trademark. At first glance one takes it for an oil painting, so perfect are the stitches. The work was done by the mother of a salesman of the Toledo Talking Machine Co., and was most highly commended.

Mr. Pete, manager of the Lion Dry Goods Victrola department, has found the Red Derby Plan most successful. The girl who sells the most Red Seal records wins the "Derby"—and during a given time every girl works. Such a plan shows the actual Red Seal sales of every girl, no guesswork about it.

TO ERECT NEW VICTOR BUILDING

The Victor Talking Machine Co., of Camden, N. J., has been granted a building permit for the construction on Front street of an addition to its great manufacturing plant.

ARTISTS JOIN IN CARUSO TRIBUTE

Impressive Ceremonies Mark Presentation of Caruso's Bust to Metropolitan Opera Co.

The presentation of a bronze bust of Caruso, the great tenor and Victor artist, to the Metropolitan Opera Company, of New York, on November 27, was made the occasion of a memorial tribute to the deceased singer. The opera house was filled to capacity by a silent audience throughout the ceremony. There was no applause for singers like Galli-Curci, Martinelli, Farrar and other members of the company, nor did they expect it. The artists wore black and sang on a stage black-draped about the bust of Caruso, which was presented by F. La Guardia, of the city government, in behalf of the singer's widow, who occupied one of the boxes.

The proceeds of the concert, swelled by individual contributions from the artists, reached \$12,000, which, when converted into Italian money, amount to some 300,000 lire, and the entire sum will be given to the Verdi Home for Aged Musicians at Milan, Italy.

INTRODUCE NEW PHILLIPS TONE ARM

Wm. Phillips, president of the Wm. Phillips Phono Parts Corp., New York City, has announced the appearance of a new Phillips tone arm on the market. This new tone arm is known as the special throw-back arm No. 5, and is also equipped with reproducer No. 5. Both tone arm and reproducer are octagon in shape and the combination is, as Mr. Phillips described it, "pleasing to the eye and pleasing to the ear." Mr. Phillips predicts a great future for this combination and reports that orders are coming in satisfactory volume for the entire line. He also predicts that 1922 will be a year of generally good business for all.

Pathé phonographs and records are being featured at Kuch's Palace, Robbinsdale, Minn.

CO-OPERATE WITH CENSUS BUREAU

Manufacturers in the Talking Machine Industry Should Promptly Fill Out Forms Covering Status of Manufacturers for the Year 1921

Shortly after January 1, 1922, manufacturers in all branches of the talking machine industry will receive from the Census Bureau at Washington, D. C., detailed forms covering the 1921 census of manufactures. The schedules have been broadened out somewhat this year so as to make a more complete analysis of the various departments of the industry.

The Director of the Census makes a special appeal through The World to manufacturers, urging them to promptly fill out and return the schedules when they are received early in January. If manufacturers generally will do this it will make no mean saving of governmental expenditures, and inasmuch as the manufacturing industries pay about two-thirds of the Federal taxes, when they can save two-thirds of a dollar they ought to be interested in doing it.

In this connection the board of directors of the National Association of Manufacturers recently passed the following resolution:

"Resolved, That the National Association of Manufacturers recognizes the importance of the census of manufacturing industries in the United States, which is required to be taken by the Act of Congress approved March 3, 1919, and it recommends to manufacturers that they co-operate earnestly with the Director of the Census and furnish the information required to make the statistics full and accurate."

TRUMOPHONE CO. INCORPORATES

A charter of incorporation has been granted to the Trumophone Co. under the laws of the State of Delaware, with a capital of \$1,500,000. Incorporators are: Henry Boyd, James Hutchinson and E. F. Callan. This concern will engage in the manufacture of talking machines.

Collings & Co. And You

Victor dealers in the territory to which we confine ourselves—Northern New Jersey and Northeastern Pennsylvania—know almost every trolley line stops within a block of Collings' headquarters.

So they drop in and discuss their problems cozily with us—instead of writing further away.

They bring their customers in, too, to look at various Victrola styles which Collings can always deliver in time to complete the sale.

"Buy Where You Sell."

"Collings Covers Your Wants."

COLLINGS & COMPANY

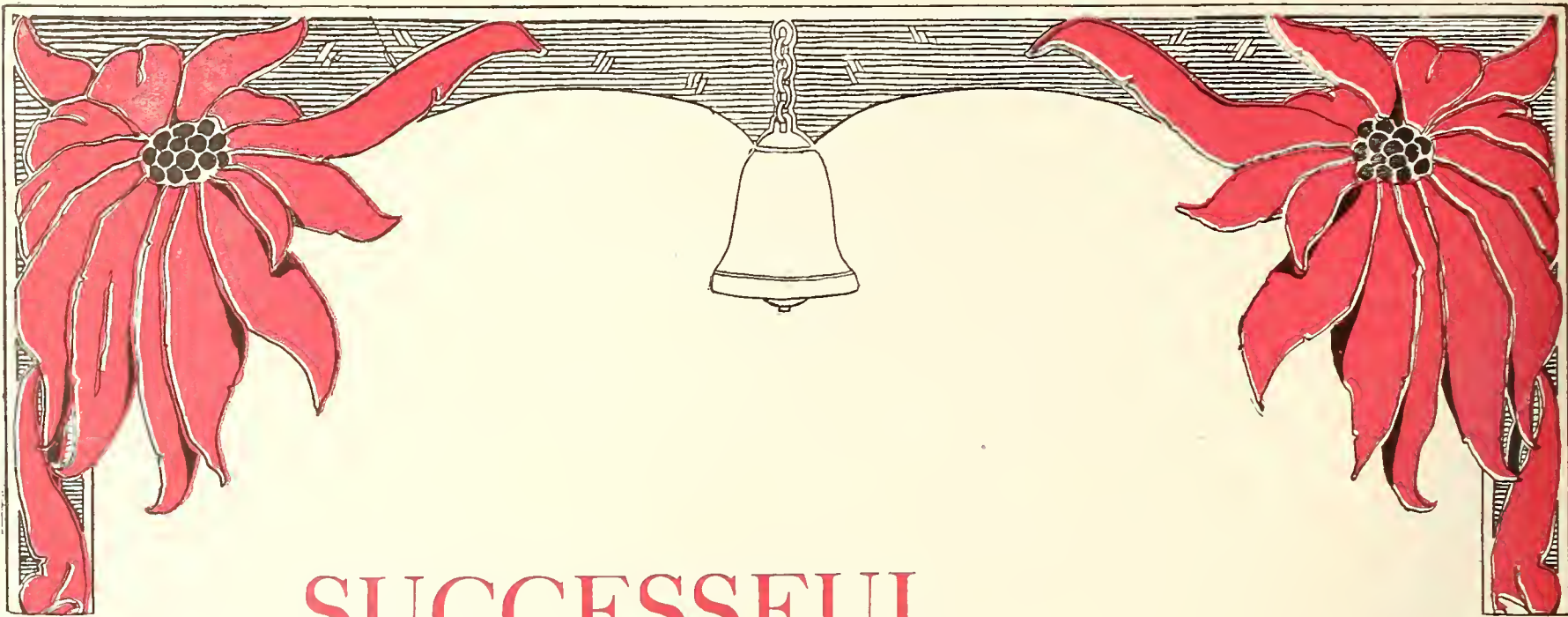
Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.





SUCCESSFUL DEALERS

will tell you that there is a demand for Sonoras that results in steady sales.

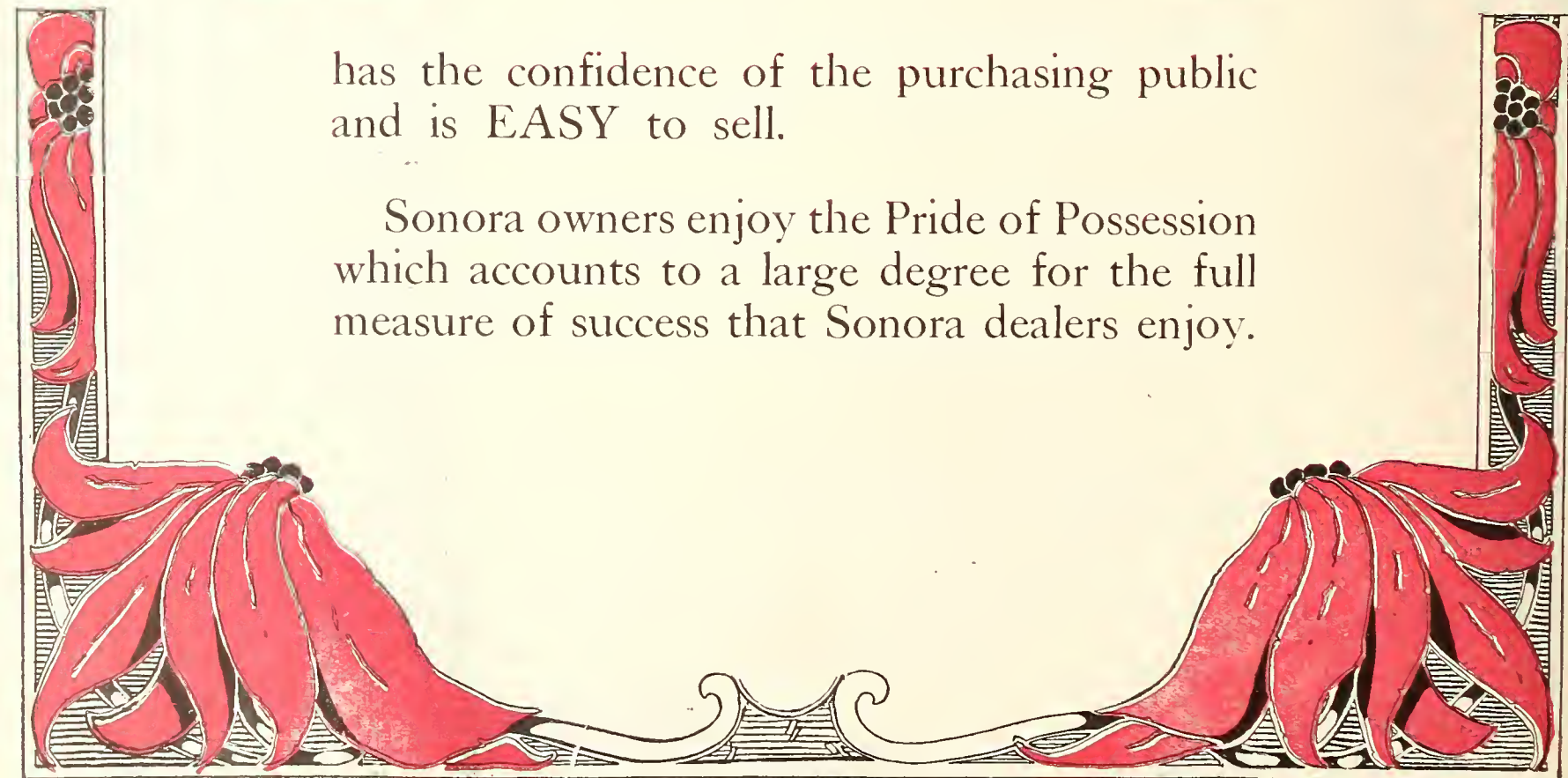
Many dealers who have carried other makes of phonograph are now concentrating on Sonoras because they know that

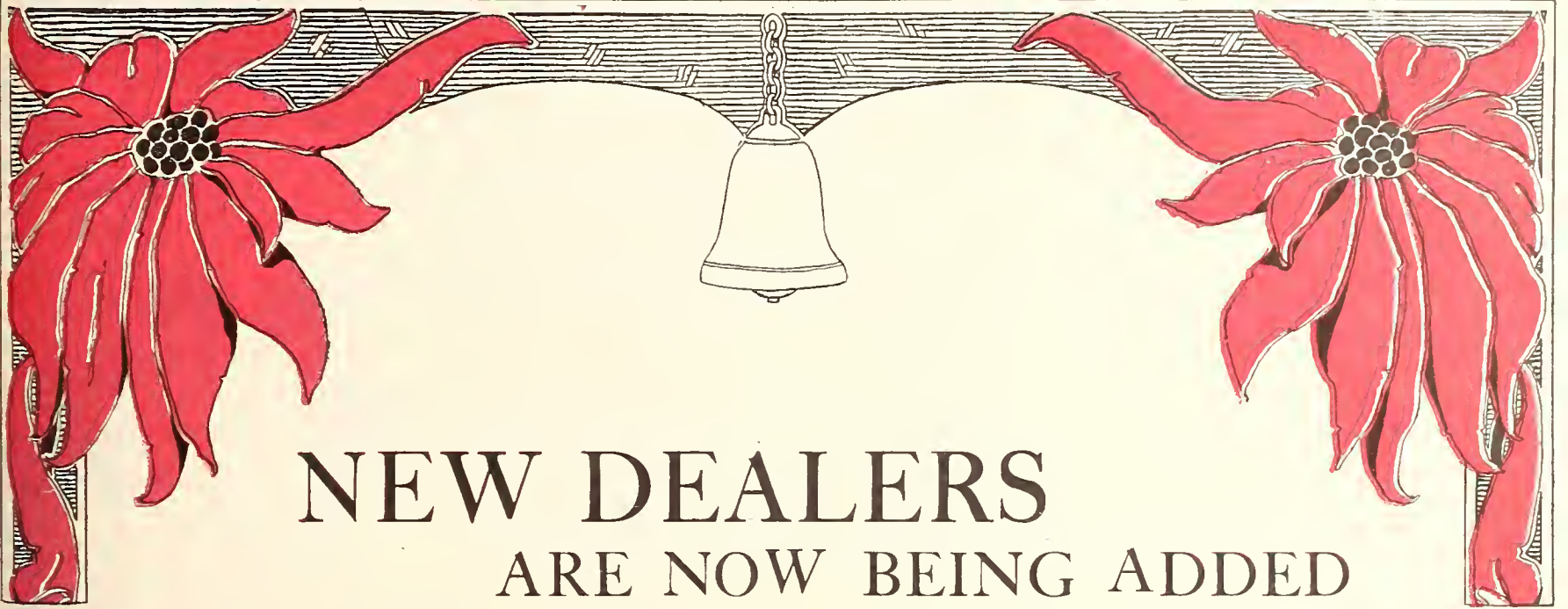
THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



has the confidence of the purchasing public and is EASY to sell.

Sonora owners enjoy the Pride of Possession which accounts to a large degree for the full measure of success that Sonora dealers enjoy.





NEW DEALERS ARE NOW BEING ADDED

A Sonora agency is increasingly valuable. Write for information to

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.

C. L. Marshall Co., Inc.,

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

Moore-Bird & Co.,

1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

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.

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.

Sonora Distributing Co. of Pittsburgh

4130 Jenkins Arcade Bldg., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

Long Island Phonograph Co.

150 Montague St., Brooklyn, N. Y.
All of Long Island and Brooklyn.

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.,

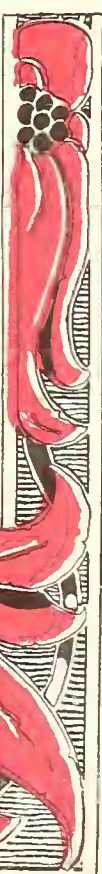
Milwaukee, Wis.
Wisconsin, Upper Michigan.

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 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.



VICTOR DEALER ACTIVITY IN IOWA

Business Assumes Wonderful Strides, Owing to Holiday Demand—Baxter Co.'s Victrola Drive—Iowa Mercantile Co. After School Trade—H. L. Woodward's Views—Other News Items

DES MOINES, IA., December 6.—With the coming of the holiday season the talking machine business throughout the State has taken on wonderful strides. Not only are the dealers feeling more optimistic, but are actually worrying whether they will be able to secure enough merchandise with which to take care of their demands. This is especially true of the business along the Mississippi River and in the eastern part of the State, which contains the larger number of better towns.

In conversation with the officials of Mickel Bros. Co., Victor wholesalers, we learn that for some reason or other their sales took a wonderful jump during the month of October, and the month of November exceeded all previous months of the present year.

"Never before," said Geo. E. Mickel, president of Mickel Bros. Co., "have we felt the Christmas business as early as we have this year. Commencing around the latter part of September, our dealers placed large orders with us for delivery during October and November. Our travelers report that their estimates were entirely too low and that the stocks with which they had hoped to conduct their Christmas business are practically exhausted. This is verified by the orders which we are receiving."

The Baxter Piano Co., of Davenport, has just closed a very wonderful ten-day campaign on Victrolas. After the period was over it advertised in the local papers that it had twenty-five empty Victrola cases for sale. The Arnold Jewelry & Music Co., of Ottumwa, and the Des Moines Music Co., of Des Moines, have also conducted campaigns on the Model 80 and both report unusual success.

"Larry" Richards, the Iowa representative of the Victor Co., is making his headquarters in Des Moines and is doing some very effective work in assisting the dealers to market the Victrola. "Larry," as he is familiarly known, has already made a host of friends. He formerly had charge of the New England territory, having covered that section for two years for the Victor Co.

Harmony Hall, of Iowa City, reports wonderful success with the musical census. This work

required the services of four people and took them two weeks to complete. During the two weeks twelve Victrolas were sold, ranging in size from the No. 80 to the No. 130. Besides this Mr. Spencer, the manager, is holding over fifty good prospects which he has every reason to believe will be closed before Christmas.

H. W. Burnett, or "Burnie," as he is known to the trade, shyly denies the reports of his engagement to Miss Eloise Burkheimer, of Des Moines. "Burnie" travels for Mickel Bros. Co., calling on the trade in southeastern Iowa.

The Iowa Mercantile Co., of Newton, is conducting a very successful campaign among the rural schools in an effort to equip them with small Victrolas. The plan consists of a letter, offering them co-operation in putting on an entertainment for the purpose of raising funds. The plan has been working but two weeks at this writing, and already four sales have been made. Two were for the Victrola VI and two for the Victrola XXV.

One of the very well-known talking machine men in the State is H. L. Woodward, owner of the Des Moines Music Co., of this city, an exclusive Victor store. "Woodie," as most folks know him, was at one time a traveler for the Chicago Talking Machine Co., and later manager of the Victor department of Gimbel Bros., of Milwaukee. For a few months he was out of the game and it was only a few months ago that he was able to secure the agency for Victrolas in Des Moines. "Our business," said Mr. Woodward, "has simply grown by leaps and bounds. Of course, with our location and organization we naturally expected some business, but it exceeded our greatest imaginations."

Prof. C. A. Fullerton, of the Iowa State Teachers' College at Cedar Falls, is quite enthusiastic over the new Victrola 50. "It is just the thing for rural schools," said Prof. Fullerton. "With the addition of the leather carrying case, providing a space for records, it suits the rural needs exactly." There was never a more ardent supporter of the music in the rural schools than Mr. Fullerton. He is visiting them practically all of the time and much of the musical advancement among the schools in the country districts is directly traceable to him.

Among some recent visitors to the Mickel Bros. Co. were Jos. Britt, of the Crary Hardware Co., Boone; John Vance, of the Vance Music Co., Mason City; L. A. Murray, of the L. A. Murray Co., Davenport, and L. R. Spencer, of Harmony Hall, Iowa City.

"Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

SELLS "DAILY DOZEN" TO SCHOOLS

Hahne & Co. Talking Machine Department Features "Health Builder" Records—Installs Three Sets in Perth Amboy Schools

NEWARK, N. J., December 6.—Walter Camp's "Health Builder" records, distributed by the Health Builders, with headquarters in New York, are being pushed with excellent results in the talking machine department of the Hahne & Co. store, Broad street, this city. These records have been prepared with a view to furnishing the rhythm for a selected list of exercises, known as the "Daily Dozen." Five double-disc records, twelve charts showing the various exercises, a booklet of instruction and an album complete the set.

J. A. Bliesenick, manager of the department, is enthusiastic over the "Health Builder" records and the result of his advertising and energy thus far is the sale of three sets to the schools of Perth Amboy.

"CHILDREN'S HOUR" A SALES HELP

A clever plan which was very successful in stimulating interest in the talking machine through children was recently tried out at the establishment of Emanuel Blout, of New York. This consisted of a Saturday morning "Children's Hour." Customers were invited to bring their children to the store at these periods and various programs were given on the Victrola. The plan was productive of fruitful results and might be put into effect by other dealers with profit.

EXHIBIT THAT ATTRACTS ATTENTION

HIGH POINT, N. C., December 5.—The Granby exhibit at the Southern Furniture Market, in this city, has been attracting much attention from the many dealers who attended. F. D. W. Connelly, of the Granby Phonograph Corp., of Norfolk, Va., is in charge of the exhibit. He has had much success in opening new accounts in the Southern territory.

The Brunswick Music Shop is the latest addition to the talking machine stores of Muskegon, Mich. Attractive quarters have been opened at 91 West Western avenue, under the management of Harry Riddell.

EXPERIENCE AND THE NEW YEAR

To the Victor Retailers in Iowa

We extend our hearty greetings for 1922, wishing them unlimited success and prosperity.

The experience and knowledge of this organization will be at your service in 1922 with greatly augmented facilities for practical service.

MICKEL BROS. CO.

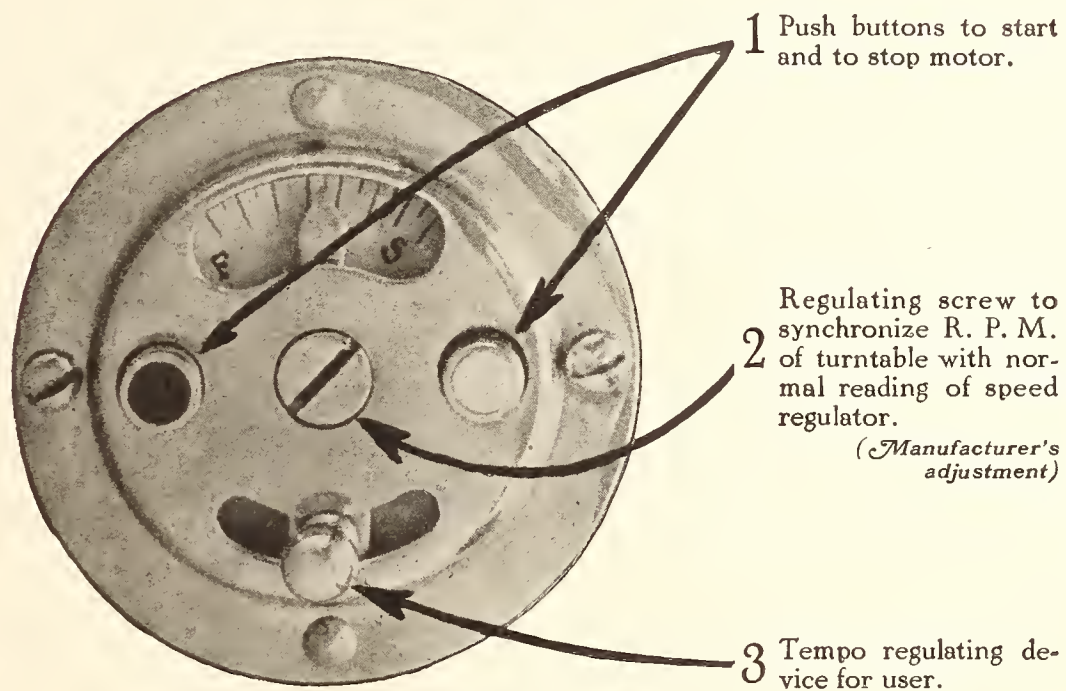
DES MOINES, IA.

H. B. Sisson
Sales Manager.

VICTOR Wholesale Exclusively.

The Stephenson Movement

Contains a
Unit Push Button Brake, Speed and
Tempo Regulating Device



This new feature in table board equipment is a part of the Stephenson Movement* for Phonographs. Its operation is positive. Its handsome appearance and its unique operation will add a tangible sales value to your phonograph.

Send for special circular describing other novel features of the Stephenson Precision-made Movement for Phonographs.

STEPHENSON
DIVISION
DE CAMP & SLOAN INC.
One Hundred and Seventy Pennington Street
Newark, New Jersey



MEETING OF CENTRAL OHIO DEALERS

Important Subjects Discussed at Gathering in Columbus With President King Presiding—Big Show of Talking Machines Interest—Lectures on the Operas—Other Happenings

COLUMBUS, O., December 5.—More aggressiveness and greater concentration in the talking machine trade by the dealers were the points impressed upon the delegates from thirteen cities in the central part of Ohio, who came to Columbus for the first meeting subsequent to the organization meeting of the Central Ohio Victor Talking Machine Retail Dealers' Association, held in Columbus in November.

Leslie I. King, president of the Association and manager of the Victrola department of the Morehouse-Martens Co., presided over the meeting and introduced a novel plan of adopting the method of questions and answers in preference to general discussions. "To our surprise, many things were learned in this way that were not known before. In so doing we actually conducted an educational campaign and members felt benefited by this innovation," said Mr. King.

Already the organization has increased 120 per cent, which is phenomenal, indeed, for the short time it has been in existence and it is an augury of greater development.

Plans are now being formulated by the executive committee of this Association for a convention, to which all Victor dealers, whether members or not, will be invited. The convention is to be held in Columbus some time during the month of February, 1922.

These members were represented at the meeting held in November: R. D. Adair, Xenia; W. H. Bowron, Caldwell; M. G. Chandler, Chillicothe; F. G. Mardis, Mt. Vernon; Johns Music Store, Lima; Harry Ackerman Piano Co., Marion; Elite Music Co., Columbus; Gem Pharmacy, Nelsonville; Goldsmith Music Store, Columbus; Heaton's Music Store, Columbus; People's Store, Columbus; Phillips & Son, Mt. Gilead; Sell Bros., Delaware; Stewart Bros., Columbus; Spence's Music Store, Columbus; Spence Music Co., Zanesville, and Chas. M. Zitzer, Mansfield.

The public is getting its disc music cheaper now than it did fifteen years ago is the contention of Leslie I. King. "The people do not realize that fact, but we intend to prove it to them in our 'Progress Victrola Show,' when we will demonstrate records that the public seldom hear, yet which contain the best volume and value of music to be had for the amount of money they sell for."



Let One Man Deliver Your Talking Machine

The Lea Talking Machine Truck will handle the large machine with ease and safety.
No stairs 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

In securing the different models of Victrolas the Morehouse-Martens Co. has been successful in obtaining the first talking machine that was ever brought to this city, which was forty-four years ago. This machine is an Edison and when first brought to Columbus a charge of twenty-five cents was made to listen to it. W. H. Fish, of this city, upon hearing this machine, immediately bought it and thus became Columbus' first owner and purchaser of a talking machine. Strange as it may seem, that particular machine was sold in a store located on the same site where the Morehouse-Martens Co. is now located and where the show is to be held.

The show opened the last week in November and lasted for ten days. Two thousand invitations were mailed to customers, prospective buyers, prominent citizens and to all the local newspapermen.

EDUCATIONAL RECORDS FOR SCHOOL

MARION, O., December 3.—The purchase of educational talking machine records for use in the public schools of Marion is announced by Miss Sarah Taylor, supervisor of music in the public schools. The Board of Education, at a recent meeting, appropriated money for the purchase of such records as she decided were appropriate for this work. Talking machines are to be found in all leading Marion school buildings.

The W. W. Mertz Co., Torrington, Conn., has organized a Victrola Club as a means of stimulating business.

Great interest was manifested in the opera "Il Trovatore" during the course of Prof. Lowden's lecture on this opera in the Winter Garden of the New Southern Hotel. This was the fourth lecture in a course of five.

"'Il Trovatore' is considered by many as the greatest of gypsy stories," said Prof. Lowden. "It has been a great favorite with many of the present-day artists. Among those who have taken part in the beautiful arias, duets, trios and choruses are Martinelli, de Luca, Zerola, Journet, Amato, Tetrizzini, Gadski, Destinn, Schumann-Heink, Homer and McCormack.

Records by these artists were played on the Victrola by Prof. Lowden during his discourse of the opera.

The opera "Carmen" is the fifth and last opera in the series and the lecture on it will be given during the month of December.

NEW POSTS FOR COLUMBIA MEN

H. L. Tuers, manager of the Dealer Service department of the Columbia Graphophone Co., announced recently the appointment of G. T. Harris as Dealer Service supervisor at the company's St. Louis branch, succeeding W. Johnston, who has resigned. Mr. Tuers also announced the appointment of W. W. Schumacher as Dealer Service supervisor at the Detroit branch, succeeding J. F. Megirt, who has recently been appointed a member of the Cleveland staff.

During the coming year

OKeh Records

will be a profitable friend to you—if you start the year with an OKeh Record Agency.

EVERHART & BROWN

1705 E. BROAD ST.

::

RICHMOND, VA.

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices

711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch

1530 CANDLER BLDG.
ATLANTA, GA.



Christmas Greetings

General Phonograph Corporation

Otto Niemi

President

25 West 45th Street, New York City

Why the Unrestricted Exchanging of Records Is a Reprehensible Practice :: :: By Hayward Cleveland

In addition to the excellent suggestions made by Harry Drew on page 146 of the September Talking Machine World the following thoughts, born of many experiences, are presented:

The unrestricted exchanging of records is a reprehensible practice and every plan known to the trade for checking it should be published. The semi-perishable character of the records, particularly of their surfaces, imposes this as a duty upon all good storekeepers who value the continued patronage of the best class of clients.

The record salesmen of the country should act as a unit in their approach to this vital subject. They should educate the buying public into a better understanding of the problem. Enough is not said, placarded, stamped, printed, written, upon the question. By common inaction, call it consent, neglect, avoidance, what you will, it is passed up, when the better way is to meet the trouble more than half way. "Help us protect you from yourselves" should be the salesmen's slogan. They should preach the necessity of protecting their stocks by every conceivable method and make the public understand that their co-operation, to this end, is sought, for 90 per cent of the exchanged records must, and do, find their way back into the bins to be sold again.

In this process of educating the public the following additional means are available:

First as to booth signs. Neat little framed signs can be hung on the walls of the booths, worded in any one of the following ways:

"We take pride in the condition of our record stock. Help us maintain our high standard by not requesting that we exchange records you have heard and accepted."

Or—

"Please do not ask us to exchange records you have heard and accepted. We make this request for your protection."

Or more abruptly—

"Records that have been tested and accepted cannot be exchanged."

Then, on the packing bench, there can be placed two rubber stamps and a stamp pad. The first and most frequently used stamp should read: "These records have been tested and accepted and cannot be exchanged." The second stamp should read: "These records, bought without test, can be exchanged within days." The individual dealer must decide as to the number of days. Once the package is duly wrapped

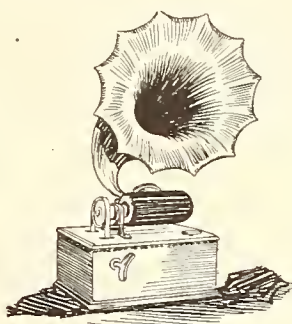
up the first or second stamp can be used, according to circumstances. This precaution would seem easy to evade, but it has acted as a positive deterrent in actual practice.

Coming down to the sales tickets, some such rule as this can be printed thereon: "Records that have been tested and accepted cannot be exchanged. This rule has been adopted in the best interests of our clients." The reason is obvious to anyone of average intelligence and dealers will be surprised to find out how large a percentage of their patrons take comfort in the protection this policy insures. Also, on the sales tickets two little squares can be placed. Over one can be printed "Tested," over the other "Not tested." Then the salesmen can put X's

in one or the other of the two squares accordingly when making out sales tickets.

One more precaution would seem to be in order. Often a customer will attempt to exchange records other than those just bought, using a recent purchase as a shield. To guard against this the very simple expedient can be resorted to of entering the numbers of the records purchased on the left-hand margin of the ticket. It is a good practice, anyway.

Finally, by requiring, in all cases of dispute or exchange, that the duplicate sales ticket be also returned, the chances of imposition or fraud would seem to be minimized. This requirement is one common to retail merchandising everywhere.



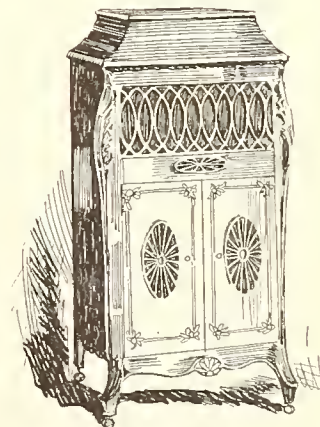
Do you remember this Phonograph?

IT was not so many years back that this was the only kind of talking machine you could get. Phonographs in those days were amusing novelties—bought and sold as such. If you tried to sell one of these machines today, people would laugh at you. The phonograph has been improved and perfected to such an extent that it has won a recognized place for itself in the American home.

The design of the phonograph has kept steady pace with mechanical improvements. It is but natural that an instrument bringing the world's finest music to the home should be beautifully designed.

And it is but natural that phonograph manufacturers should favor Genuine Mahogany, the "King of Woods"—the inspiration of master cabinet-makers from the time of Chippendale and Sheraton. No other wood can rival the beautiful color tones and rich grain found only in Genuine Mahogany. Always in style—ever in good taste—Genuine Mahogany is perfectly at home in beautiful interiors.

The Mahogany Association is conducting a nationwide campaign to further the sale of Genuine Mahogany phonographs and furniture. It is felt that the staining of a less beautiful, less durable wood in imitation of Mahogany and the sale of it as Genuine Mahogany is poor business policy. It is evident that this campaign strikes a receptive note with those people who buy beautiful phonographs and beautiful furniture. Already they are beginning to ask: "Is it Genuine Mahogany?"



After all—there's nothing like

MAHOGANY

MAHOGANY ASSOCIATION, 347 Madison Avenue, NEW YORK

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

Christmas Greetings

and may

OKeh Records

Bring
Prosperity and Cheer
To All

During the coming New Year, when in need of the best in Service, call upon

The Consolidated Talking Machine Co.
and remember that increased business depends upon your being an agency for

OKeh Records

CONSOLIDATED TALKING MACHINE CO.
227 W. WASHINGTON STREET CHICAGO, ILL.

Barrientos, the golden-voiced soprano, sings "Salut à toi soleil" from *Le Coq d'Or*; her flexible coloratura sweeps to new heights in this record, Columbia 49386.

**Columbia Graphophone Co.
NEW YORK**



EDISON SALESMANSHIP SCHOOLS

Plans Completed for Coast-to-Coast Itinerary of Salesmanship Schools—First Schools Will Open During February in Boston and Philadelphia Simultaneously—William Maxwell in Charge of Important and Far-reaching Sales Work Instituted by Thos. A. Edison, Inc.

ORANGE, N. J., December 5.—The program for the salesmanship schools to be conducted by the phonograph division of Thomas A. Edison, Inc., is progressing very rapidly and successfully. The total enrollment of dealers and their representatives now exceeds two thousand, and twenty-two classes have been definitely established in twenty-two leading business centers.

The first two schools will be conducted during February in Boston and Philadelphia. The dates on which these schools will be opened will be simultaneous and, in fact, most of the school program has been worked out so that two conventions will go on simultaneously.

William Maxwell, first vice-president of Thomas A. Edison, Inc., with a staff of assistants, will make a coast-to-coast trip, during which he will play, together with his staff, an important role in each salesmanship school.

As stated above, Boston and Philadelphia will be the first two cities; New York and Syracuse will come next, then Toronto and Cleveland, Detroit and Chicago, Indianapolis and Cincinnati, Atlanta and Richmond, New Orleans and Dallas, St. Louis and Kansas City, Des Moines and Minneapolis, Winnipeg and Seattle, San Francisco and Ogden, Utah. The whole series will involve a period of about three months.

The program in each city will embrace one day of dealer conference, one day of mechanical instruction and the rest of the week will be devoted to salesmanship instruction, including special features to be staged by William Maxwell, his associates and the special instructors who have been trained and developed for this salesmanship school idea.

The Edison conception of the salesmanship school, the actual material and features to be included in the school and the plan of literally putting the school on the road clear across the continent are the combined work of William Maxwell and Thomas Leonard, sales manager of the phonograph division.

THOS. F. GREEN AN ADMINISTRATOR

Popular Victor Wholesaler Elected a Trustee of Village Where He Resides—Returned a Winner by Substantial Majority

Thos. F. Green, vice-president and general manager of the Silas E. Pearsall Co., New York, Victor wholesaler, is now fulfilling civic duties, as he was recently elected a trustee of the incorporated village of Kensington. This village was only recently formed, having formerly been a part of Great Neck, L. I., and, upon its incorporation, an election was held, at which trustees were chosen for the coming year. Mr. Green

was elected by a substantial majority and he is applying the same high-power energy to his new duty as he has given to Victor activities for so many years.

CLEVER CONTEST WINS PROSPECTS

Los Angeles Victor Dealer Offers Prizes for Oldest Victrola and Gains Live Prospects—Numerous Replies Indicate Interest

LOS ANGELES, CAL., December 5.—A clever advertising stunt designed to build up the prospect list and also to get a line on owners of old Victrolas, with a view to selling later models to these owners, has been inaugurated by Richardson's, Inc., dealer in Victrolas, Grafonolas, records, etc., at 727 West Seventh street, this city.

In his advertising William H. Richardson, president of the concern, announces that a model 80 Victrola will be given to the owner of the oldest Victrola in the city in exchange for the old machine; the owner of the second oldest machine will win a \$10 order for merchandise, and

the third prize consists of a \$5 order. Contestants are requested to fill out a blank form with name, address, model number, serial number and date on which the machine was purchased.

The success of the experiment is attested by the fact that over 400 replies have been received and more are coming in every day.

ACTIVITY AT OGDEN PLANT

LYNCHBURG, VA., December 1.—The Ogden Sectional Cabinet Co., Inc., of this city, is receiving very satisfactory orders for its line of knock-down stands for use in the demonstration room and for the portable and table models. J. B. Ogden, president of the company, reports that they are receiving a heavy press of business and are compelled to increase the production force to take care of it.

A number of small, apparently insignificant sales pay the overhead if you get enough of them. Don't neglect small sales.

1922! Udell Leads Off!



No. 1402

IN the last moments of the old year we want to thank you for your fine appreciation of the quality and price-reasonableness of Udell Cabinets.

And now let's get started on a bigger and more profitable 1922.

Udell leads off with a real leader—a real money-maker for talking machine dealers—our No. 1402, here illustrated.

It's a Udell-dependable-quality cabinet through and through. And sensationally priced. Its patented hinged rim overcomes selling resistance, to table-type Victrola IX's.

Wire your order now, collect, and let this cabinet start making 1922 records for you.

Here It Is—

Made in either mahogany or quartered oak. Holds eight Victor albums. The cut only suggests its superior appearance.

\$12.15
F. O. B.
INDIAN-
APOLIS

The UDELL WORKS
at Indianapolis

COLUMBIA CO. SECURES ELKINS

Eddie Elkins Orchestra to Record Exclusively for Columbia Co.

The Columbia Graphophone Co. announced last week that arrangements had been completed whereby the Eddie Elkins Orchestra would record for the Columbia record library exclusively. This organization is one of the most famous dance orchestras in the country and is known in musical circles from coast to coast. The orchestra is now playing at the Knickerbocker Grill, in New York, and its first Columbia records will be released to the dealers at the earliest possible moment.

If there is a place where tact, talent and ability can be displayed to advantage, it is in a retail store. It is the place where politeness, courtesy and intelligent service are necessary in the highest degree; it is art to smooth out the objections and complaints of the customers, and sell goods repeatedly at a reasonable profit.

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**

18028-10	Beautiful Love of Suzanne (Grove)	Edna	25
18028-11	Cher Anne (Edna)	Edna	25
18028-12	The Palm (Edna)	Edna	25
18028-13	The Hill Top (Edna)	Edna	25
18028-14	Madame Pompadour (Edna)	Edna	25
18028-15	By Garden March (Edna)	Edna	25
18028-16	Old Country Fiddler (Edna)	Edna	25
18028-17	Good Memory (Edna)	Edna	25
18028-18	Richard Your Sweetest (Edna)	Edna	25
18028-19	Home at Twilight (Edna)	Edna	25
18028-20	Home on the Range (Edna)	Edna	25
18028-21	Home on the Range (Edna)	Edna	25
18028-22	Home on the Range (Edna)	Edna	25
18028-23	Home on the Range (Edna)	Edna	25
18028-24	Home on the Range (Edna)	Edna	25
18028-25	Home on the Range (Edna)	Edna	25



Write for samples
and prices

Order Now for the Holidays

CLEMENT BEECROFT

5546 North 5th Street
PHILADELPHIA

HOW MUSIC IN THE SCHOOL HELPS

The Talking Machine Inculcates a Desire for Music as Well as for Education Generally

Much to her parents' surprise, a little girl in a certain Ontario city came home one day lately after having been in a new room at school for a week or so, and intimated that she didn't want to go back, says the editor of the musical page of the Toronto Globe. This attitude towards school was something new, as the child had always been very fond of school. When questioned further, she explained that the former teacher had taught them for a little while each day how to like music. By using the talking machine they were taught the tone of the violin, cornet, flute and the other instruments of the orchestra; they were allowed to hear such selections as children can appreciate, sung by famous artists, and they had march records for marching.

The new teacher paid no attention to music other than to sing "O Canada" or some other song now and again. And this was the reason the little girl balked at going to school. The boys and girls themselves know very well how music puts life into all school activities. Music attracts them. It makes them more alert and more responsive. The teacher knows that after a spell of fifteen or twenty minutes at music the child's mind is much better fitted for the lesson in arithmetic, spelling, geography or grammar. This is one of the reasons why music is being given a much bigger place on the school curriculum than in the past, because as a study in itself, and as a stimulant to other studies, music has no superior and few equals.

KEEP IN TOUCH WITH LEGISLATION

The business man is the king bee of the epoch, and his worst enemy could not call him a drone. He might, under constant temptation, be a drone in political matters, but he is now learning how much good money this is sure to cost him in the end. It is mere business prudence that the merchant should keep his eye on legislation. The business man has the future of the country in his hands—the business-banker, the business-farmer, the business-manufacturer, the business-man-merchant—these are the men whose counsels and thoughtful influence must be the safeguard of confidence and the guarantee of prosperity.

Let us insure the permanency of the new prosperity by making future legislation show as clearly as possible that we are running a business men's government.

MERIDEN FIRM BUILDING NEW STORE

MERIDEN, CONN., December 2.—Construction of the new Griswold, Richmond & Glock store here is well under way and the company expects that the new quarters will be ready for occupancy by January 1. The Victrola department will be given considerable space in the structure, which is one story in height. There will be seven demonstration booths furnished in Louis XVI style.

AN ENTERPRISING DEALER

The J. L. Roark Estate, Greenville, Ky., in addition to running a general store in which its large talking machine and record department is one of the features, prints a four-page weekly newspaper which is devoted entirely to matters of interest to members of the immediate community. Much of the advertising space is taken up with excellent copy pertaining to Victrolas, records and other specialties.

SOLIDIFYING THE BUSINESS

When a business shows the character that has been drawn from the personality of the strongest men in the organization; when every member of that working force knows and understands what the goal for the business is, then there need be no fear that with the passing of any one man the business will go to pieces.

H. N. McMenimen**Consulting Engineer**

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

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.

Tel. Fanwood 1438

Offices:

2 Rector Street, New York

Tel. Rector 1484

TEACHERS FAVOR TALKING MACHINE

HUNTINGTON, W. VA., December 5.—One of the outstanding features of the discussions at the recent convention of the West Virginia State Educational Association was the use of the talking machine as a teaching aid in the public schools. The point was emphasized that the talking machine was particularly valuable in teaching very small children.

WARTIME STATUE AT AEOLIAN HALL

In the center of the main floor at Aeolian Hall there was recently on display a large bronze statue that recalled the days of the war. The piece, entitled "Backin' 'Em Up," showed a group of American doughboys in the act of repulsing an attack. Solim H. Borglum is the sculptor, and his work attracted much attention from the crowds of visitors to the hall.

Don't neglect the customer who says "I'm only looking." The chances are she's interested or she wouldn't look, and a little special interest shown on your part is likely to result in a substantial sale. Your attention in such instances will be appreciated, at least, and may make a friend for yourself and the store.



**No. 35861
HOLLY
WREATH**

Why pay \$1.00 each year for Holly Wreaths while my natural prepared Holly Wreaths No. 35861 for \$1.00 last year ten to twenty years at cost of \$.05 to \$.10 per year?

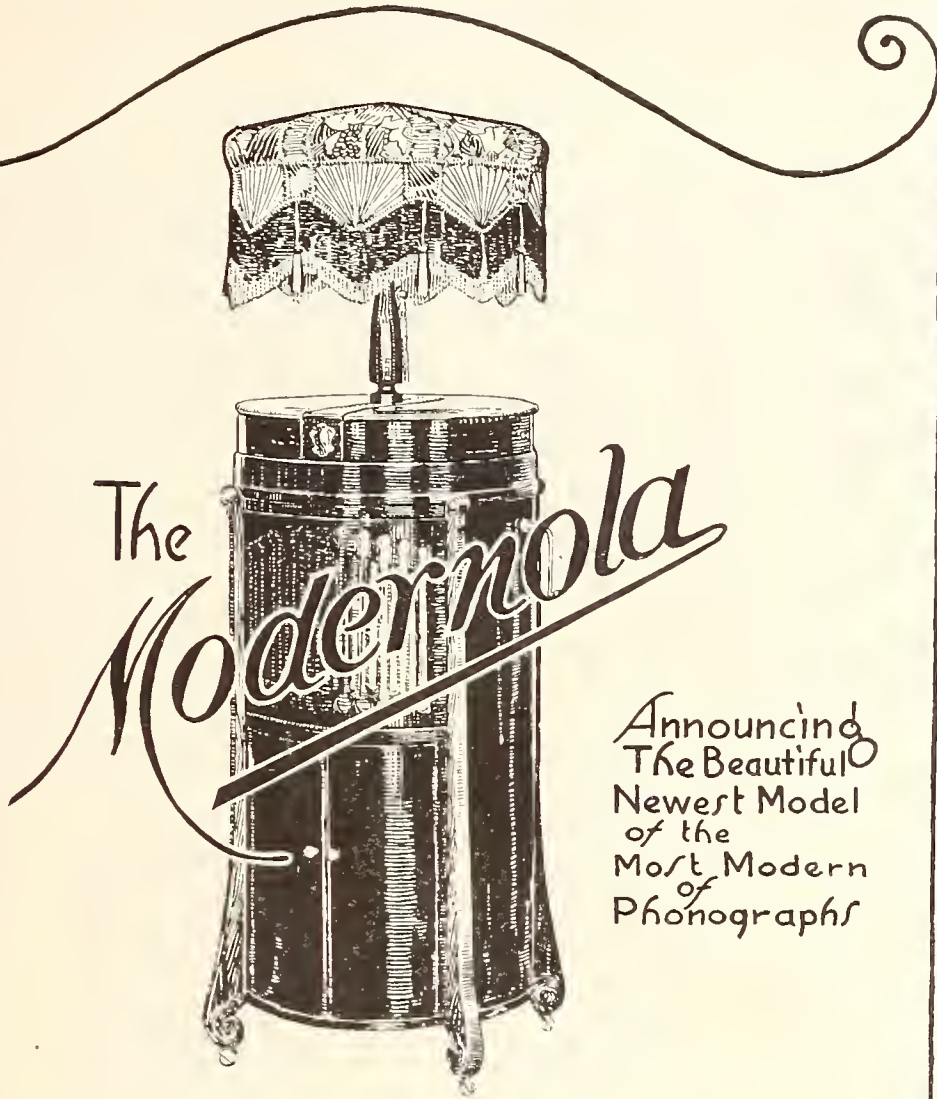
My XMAS CATALOGUE No. 35

with illustrations in colors of Artificial Flowers, Plants, Trees, Hanging Baskets, etc., mailed FREE FOR THE ASKING.

FRANK NETSCHERT

No. 61 BARCLAY ST.,

NEW YORK, N. Y.



The Outstanding Feature In 1922

The Modernola for 1922 represents the "latest word" in phonographs. Its ensemble is perfect—absolutely different shape, beautiful finish, artistic appearance and what is most important—wonderful tone. It is built for Tone, Beauty and Utility. The same tender care that a violin maker puts into his instrument is put into the Modernola and makes it more than just a phonograph.

Our New Plant

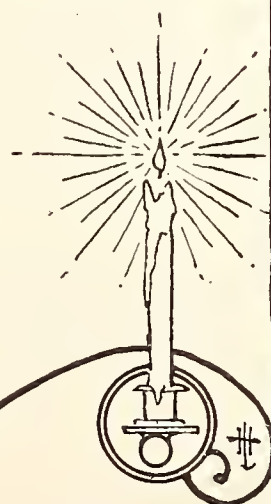
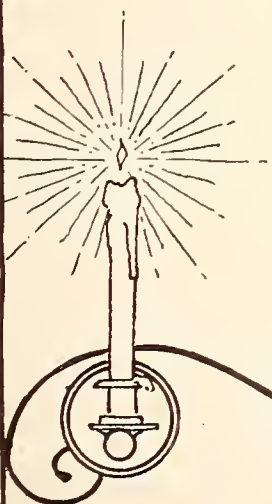
Our new building and new and improved equipment give us wonderful facilities for taking care of all production demands. It means that we are able to take care of orders on the very shortest notice and thus increase the value of our Service. Don't overlook the fact that we guarantee our instruments.

Vigorous Advertising

Already we have begun a campaign for our Eastern Dealers, using New York Sunday papers directly in the interest of our dealers. It is part of a plan which we will extend over our entire territory and is sure to be beneficial to you. Advertising and Merchandising Helps and real sales-producing ideas are included in our plans for 1922. They are all every bit as unique as the Modernola.

The Modernola Company

Johnstown, Pa.



We desire to extend our Heartiest Greetings and Best Wishes. The many kind words and sympathies expressed

after our fire have not gone unnoticed. Our new duty now is to give fullest support to the movement to spur the nation's business to full production in 1922. Let us all join in this.

Get Busy Now!

The Modernola should form a big part in your plans for 1922. It offers an absolutely new angle. Just write at once and address Dept. D.

Eastern Sales Representatives
Modernola Sales Co., Inc.
Offices
929 Broadway New York City

The examples shown are by
 1—CHENEY TALKING MACHINE CO.
 2—P. DERBY & SONS
 3—GRANBY PHONOGRAPH CO.
 4—SONORA PHONOGRAPH CO.
 5—THOS. A. EDISON INC.

A few of the many who consider "Domes of Silence"
 Standard Equipment for Furniture

It makes no difference whether Furniture is of the highest grade or of the lowest grade

DOMES of SILENCE

still remain

the perfect furniture footwear and are standard equipment for all furniture except Pianos and Refrigerators. They protect furniture, floors and floor coverings.

HENRY W. PEABODY & CO.
 17 STATE STREET NEW YORK CITY

Specify DOMES OF SILENCE

A mark of better furniture regardless of its cost

F3

*What we say above about Furniture applies also
 to Phonographs*

LEARNING LESSONS FROM CARUSO'S AND OTHER RECORDS

Henry T. Finck, the Eminent New York Critic, Says DeGogorza's Are Models—His Tribute to Caruso as a Teacher in the Domain of Music—Praise for Elena Gerhardt

In his always delightfully written and interesting musical department in the New York Evening Post the veteran Henry T. Finck "took his pen in hand" the other day and paid tribute to the musical value of the high-class records of to-day, placing special emphasis on the Victor recordings of Caruso, De Gogorza and, incidentally, the great singing of Elena Gerhardt. Progressive dealers and salesmen should find this comment, which follows, worthy of their consideration:

"When Caruso was first asked to make talking machine records he wanted 200,000 francs (\$40,000), for which sum he was willing to sing at any time whenever a new record was wanted. The Victor people tried to make him sing for them on a royalty basis, but for a time he stubbornly refused. At last he yielded—fortunately, for the very first year's royalties exceeded the lump sum he had asked. Then they doubled and trebled, and to-day, I have read somewhere, his heirs get \$200,000 a year from the royalty on his records in place of the 200,000 francs for all time he wanted.

"The Caruso records have done a great deal not only to delight but to educate the American public. He sang the great operatic airs, and he sang them as few tenors have known how to sing them—not only with a voice of ravishing beauty, but with the superlative art of a great musician. Had he possessed nothing but a fine voice his records would still have given pleasure, but they would not have been educational. What makes them educational is that Caruso was a musician as well as a singer; that is, unlike most singers, he phrased melodies and shaded them with the same subtle art we admire in Kreisler or Paderewski. Teachers of singing who do not use the Caruso records to help them in their difficult task are not up to date. I would not trust them round the corner.

"Last Sunday recitals were given here by two

vocalists whose records also should be used everywhere for educational purposes as well as for the pleasure they give. They were by Elena Gerhardt and Emilio de Gogorza. It has been said that all singers, however great, are aided in their art by making records for the talking machine. Knowing that every little flaw in their singing for the machine will be perpetuated, maybe for all time, they do their very best, realizing vividly that trifles make perfection and perfection is no trifle.

"Now, Emilio de Gogorza has not only made many records, but he was for seven years artistic director of one of the talking machine com-

panies, during which he had to show many prominent singers, including Caruso, just what to do to get the best results. It is therefore not surprising that his own records are not only a delight musically but are probably the most finished—shall I say idiomatic?—of all singing records. Both his voice and his style are 'great.' I wish he would sing in opera as well as in concert halls.

"Concerning Elena Gerhardt, I suggested last Monday that her wonderful singing of Schubert's 'Death and the Maiden,' with the incomparable Coenraad V. Bos at the piano, ought to be perpetuated in millions of talking machine records. Much excellent work is now being done in the schools to give pupils an elementary musical education. What is most needed is to teach them how to enjoy good music and hate vulgar ditties and fashionable rubbish of the day."

SONORA PRODUCTION SPEEDS UP

Rush orders from Sonora dealers in preparation for the holiday business boom are keeping the Sonora factory at Saginaw, Mich., speeded up to capacity. Experienced workers are being added daily to the force at the plant and during the past six weeks the total number of workers has been increased to 600 men. More men are receiving employment as rapidly as possible and production has also been given impetus.

BAKER BUYS VICTROLA STOCK

COLUMBUS, O., December 3.—Announcement is made that C. C. Baker, music dealer, at 43 South High street, has purchased the stock of Victrolas, Victor records and sheet music in the Goldsmith Music Store, 69 South High street. The stock will be transferred to the Baker store. Goldsmith will continue to handle pianos.

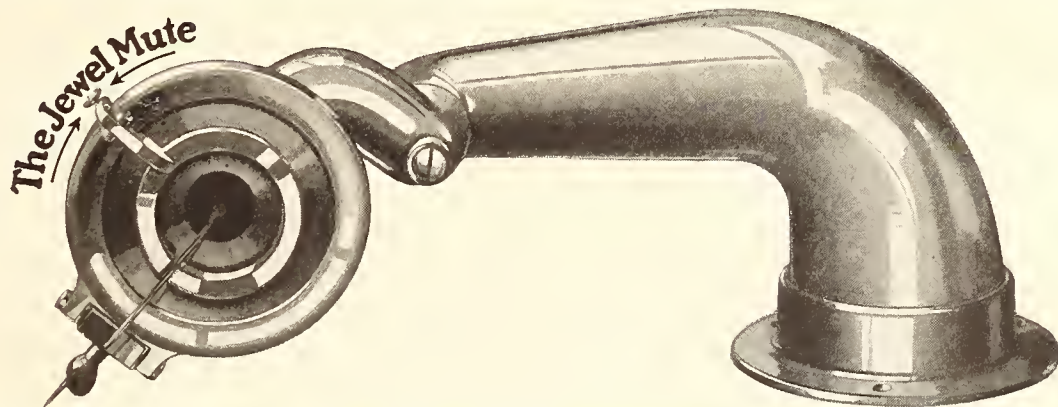
It was Garfield who said, "If you are not too large for the place you occupy, you are too small for it," and it was the succinct expression of a truth older than Babylon.

SERVICE AFTER THE SALE

The Peerless Phonograph Shop Sends Personal Letters to Buyers of Victrolas and Secures New Prospects and Builds Good Will

COLORADO SPRINGS, COL., December 3.—The Peerless Phonograph Shop, Victor dealer, has gone a little further than most talking machine merchants in the way of service to customers. Shortly after the sale of each new Victrola a personal letter signed by the salesman responsible for the sale is written to the buyer, enclosing a card to be filled out and returned to the store. The cards have space for the names of new prospects and questions as to whether the purchaser is entirely satisfied with the new machine, asking also if there is any further service which the firm can render. A personal letter of appreciation is also sent to anyone who has completed his payments on a Victrola.

The Hamilton Shop, musical instrument dealer, of 49 Wall street, Norwalk, Conn., has been entirely renovated and redecorated. The Victor department has been greatly enlarged.



FEATURES

LARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS ALL RECORDS
No. 2 Round Tone Arm and Reproducer

Jewel
TONE ARM & REPRODUCER

KKNOWN the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones, and its great volume. This tone arm on your machine spells success, because of its high standing in the Phonograph World.

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or **NOM-Y-KA** diaphragm.

THE JEWEL MUTE

CONTROLS volume just like the human throat. Built in the reproducer and functions in such a way that the length of vibrations is minutely regulated and the tone reproduced to a softness and clearness that are remarkable.

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber—Not "Muffled" or "Checked" 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

VICTOR ARTISTS IN CINCINNATI

Appear in That City Under Auspices of Baldwin Co. and Praise Baldwin Grand Piano

CINCINNATI, O., December 3.—The Eight Famous Victor Artists, who have been making a concert tour of the country, appeared recently in this city, under the auspices of the Victrola department of the Baldwin Piano Co., and attracted a capacity audience.

Following the concert the Victor artists visited the Baldwin Piano Co. warerooms and are shown herewith grouped about the Baldwin concert grand piano, an instrument similar to the one used at the concert. The artists were enthusiastic regarding the Baldwin piano as an instrument to accompany their voices.

They are from left to right: Frank Croxton, Billy Murray, John Meyer, Henry Burr, Monroe Silver, Frank Banta and Albert Campbell. Fred



The Eight Victor Artists in Baldwin Co.'s Warerooms

Van Eps, the eighth member, was not present when this group picture was made.

Cincinnati hospitality overwhelmed the gentlemen and their appreciation reflected itself in the song, "When Good Fellows Get Together," just before the camera clicked.

DOLLS DANCE TO BRUNSWICK MUSIC

One of the unusual shops on Fifth avenue, New York, is that of Mme. Georgene, who specializes in walking dolls. Novelty is added to the display of the dolls by having them dance in almost human manner to the music of a Brunswick phonograph presented to Mme. Georgene by the Brunswick Co. for that purpose.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS
TONE ARMS
REPRODUCERS

CASTINGS
Grey Iron
and Brass for

TURNTABLES
MOTOR FRAMES
TONE ARMS
HORNS and THROATS

Stylus Bars
Screw Machine Parts
Talking Machine Hardware

Direct Quantity Importations On

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

D. R. DOCTOROW

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

TELEGRAPHONE CO. INVESTIGATION

Supreme Court Orders Inquiry Into Affairs of Telegraphone Co., of Springfield, Mass.

WASHINGTON, D. C., December 4.—An examination into the records of the Telegraphone Co., of Springfield, Mass., has been ordered by the District of Columbia Supreme Court. Herbert L. Davis, auditor for the court, has been ordered to make the examination of the corporation, which has a capital stock of \$5,000,000 and 17,000 stockholders, with a view to going over the accounts of the company and listing the stockholders, the amount of stock owned by each and their addresses.

The company, which has been in the hands of William Clark Taylor, Federal receiver, since December 13, 1920, manufactured the instrument which was recently

perfected by the Bureau of Standards to such an extent that it would record human heartbeats, the sound of a person breathing and the almost inaudible sound of a bubble passing through water.

The receivership was due to a quarrel among the stockholders, one faction being led by Hugh P. O'Reilly and certain officers. The company is a going concern, its principal product being the Telegraphone, the invention of Vlademir Poulsen, a Danish scientist, and which is not unknown to the talking machine industry, as in years ago a number of exhibitions of this device was made. The mechanism consists mainly of a spool of wire of high carbon content, more than 15,000 feet long, which, as it unwinds and

winds up on another spool, will record, with the aid of an electro-magnetic device, delicate sounds.

Experiments are now going on in Springfield to produce a high-powered recording machine which can be used to produce conversation and music with motion pictures.

RECORDS AS CHECKING SYSTEM

Novel Suggestion From Paris Is to Check Up the Singer's Progress in a Conservatory by Means of Frequent Recordings of the Voice

Judging from a recent dispatch from Paris, the talking machine record laboratory should become a very important appendage to the conservatory of music. It is now proposed to start a checking system which will show whether a professor is really aiding his pupils. When the latter enter a master's classes a phonograph record of each voice in some aria is to be made and kept under seal for six months, when the pupils will be compelled to make new records to be compared with the originals. Judges will then decide whether the voices are developing, and if the professor's work is not showing results, and if opera is thereby likely to be robbed of new stars, the pupils will be recommended to try a new teacher and a new set of phonograph records.

VICTOR SALES HELPS DISTRIBUTED

CAMDEN, N. J., December 5.—The Victor Talking Machine Co. has distributed to dealers throughout the country three hangers containing special December lists of records. One of the hangers contains a list of foreign records. In addition, dealers are supplied with window streamers, numerical pasters and advance copies of Victor advertisements which are to appear in December issues of publications with a national circulation.

The T. P. Dulion Merc. Co., of Biloxi, Miss., has installed a new Victrola department, with C. W. Baker in charge.

The Season's Greetings

The year that is ending has accomplished much in the stabilizing of conditions and the return towards normalcy in the Talking Machine Trade. The outlook for the year ahead is bright. At this important period we therefore extend our heartiest holiday greetings and our wishes for a prosperous New Year.

The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City

Victrola

Let every Victor dealer rejoice, in this happy season, that it is his good fortune to co-operate in bringing the perfection of music enjoyment, and the world's greatest music makers, to the heart and hearthside of all mankind.



Gruno and Son Inc.
Victor Wholesalers

351-353 FOURTH AVE., NEW YORK

T.M. & M.A. BRIGGS

THE MAGNAVOX RADIO AMPLIFIER

Proving Very Popular as a Means of Stimulating Interest in Records—General Condition of Business Shows Steady Improvement

The New York office of the Magnavox Co. reports that talking machine dealers throughout the East are making timely use of the Magnavox in promoting the sale of records and many Magnavox sales to new dealers have been made. It seems that the record business has not shown the same measure of improvement as has that of talking machines, Magnavox officials state, but dealers who have featured the Magnavox are more than holding their own in record sales.

One particular phase of Magnavox business, the Radio Amplifier, has been meeting with great success in every section of the country. This device is being sold to talking machine dealers, who are placing it in the homes of their customers, thus enabling them to enjoy the nightly concerts sent out by radio stations situated in many localities throughout the country. The Radio Amplifier is designed for this particular use and will reproduce music sent from many miles away as loud and clear as the ordinary talking machine in the home.

"The Radio Magnavox," remarked W. R. Davis, Eastern sales manager of the company, "is bound to meet with unlimited demand, as it opens up a field never before exploited. We firmly believe that in time every home will be equipped with this device, as not only music can be heard through its use, but the latest news, market reports, etc., can be received as well under the most desirable conditions." Mr. Davis said further that talking machine dealers are getting real results in record sales by use of this new and novel way of advertising their records, as machine owners, after listening to a radio concert, write down the name of the record that appeals to them and telephone or call for that record, which the dealer delivers at a saving of the time which would be used in demonstrating the record at the store.

INAUGURATES SALES SCHOOL

Sonora Jobber Meets Success With Salesmanship School—Discuss Practical Sales Problems

SALT LAKE CITY, UTAH, December 3.—Albert L. Kirk, who for several years was associated with several well-known talking machine concerns in this territory, recently joined the Sonora division of the Strevell-Paterson Hardware Co., of this city, Sonora jobbers. Mr. Kirk is already making his presence felt among the Sonora dealers in this section, as he is giving them augmented service and co-operation.

One of Mr. Kirk's first innovations was the organization of a class in Sonora salesmanship. Some of the subjects that have been discussed at this class are: "Securing Prospects for Upright and Period Models," "House-to-House Canvassing," "Competitive Demonstrations," "Demonstrating Records," "Contracts," "Refinishing Damaged Cabinets," "Motor Repair Demonstrations," "Advertising Your Store and Service."

Speaking of this undertaking, Mr. Kirk said: "Every class will be full of good practical work. No fine-drawn theories, but the accumulated results of actual experience in selling Sonoras and collecting the money. Every important phase of the Sonora business will be discussed and explained by men who, by training and experience, are recognized experts in their line, and attendance at these classes cannot help but make a better salesman or saleswoman out of every person who attends the course."

"Dealers are privileged to send not more than two persons to each class, the men and women most capable of absorbing what we have to offer, for on their return we want every dealer to realize in dollars and cents the benefit they have derived from our co-operation at this end."

Frederick T. Stone, proprietor of the Colonial Inn, Keene, N. H., has organized the Colonial Music Co. and is handling Puritan phonographs from his hotel. He plans to open a music store in the near future.

JOINS STRAND ORGANIZATION

E. N. Burns Will Direct Strand Export Activities—Well Known in Export Field

George W. Lyle, president of the Manufacturers Phonograph Co., New York, announced recently that Edward N. Burns, formerly vice-president of the Columbia Graphophone Co., had joined his company's organization and will be in charge of the export department, introducing Strand phonographs for export trade in connection with the line of Cameo records that Mr. Burns is now preparing for the market.

Mr. Burns is probably one of the best-known talking machine men in the export field, having traveled the world over, and numbering among his friends prominent talking machine dealers in all of the leading Latin-American trade centers. He is keenly enthusiastic regarding the sales possibilities for Strand phonographs in the export market, and it is interesting to note that Cameo records will be sold on the same basis as Strand phonographs, namely, direct to the dealer.

FORBES-HUNTOON MUSIC CO. FORMS

CHEYENNE, WYO., December 5.—Warren A. Forbes, proprietor of a local drug store, and L. C. Huntoon, formerly manager of the local Knight-Campbell Music Co.'s branch, have combined forces, forming the Forbes-Huntoon Music Co. In addition to pianos and musical instruments, Victrolas and Brunswick phonographs and records are handled by the enterprising men who are back of this company.

NEW JERSEY INCORPORATION

A charter of incorporation has been granted to the Spraytone Phonograph Co., of Paterson, N. J., under the laws of that State, with a capital of \$250,000. Incorporators are Robert B. Linden, of Ridgewood, N. J.; Walter Gilfillan, of Hoboken, N. J., and Garrett Van Cleve, Clifton, N. J.

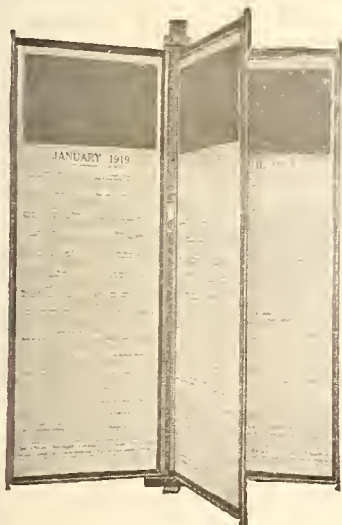
Universal Self-Service Displayors Are Necessary in the Busy

Holiday Season, if you want to take full advantage of your record sales possibilities. The SELF-SERVICE features of the DISPLAYORS enable your regular customers to practically wait on themselves, enabling you to take good care of your trade with fewer salesmen and less expense.

Neat — Inexpensive — Attractive — They Earn Many Times Their Cost in Increased Sales

Ask Your Jobber—or Write Direct to

UNIVERSAL FIXTURE CORPORATION
133 WEST 23rd STREET NEW YORK



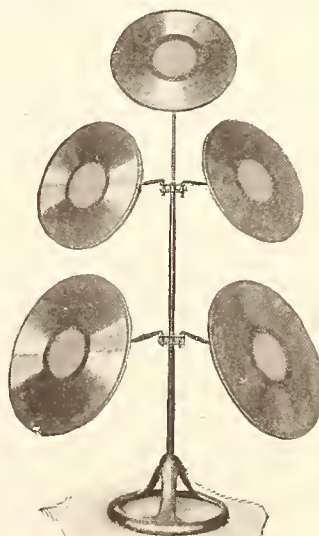
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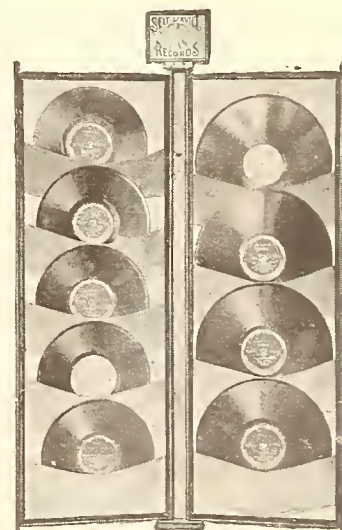
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No. 551



No. 501



No. 550

Emerson Records

The most careful discrimination has been exercised in selecting an Emerson list for January that excludes records whose popularity must be limited, to give place for the best that the

early new year has to offer.

It's a gratifying experience to start a new year auspiciously.

Insure your gratification thru Emerson Records.

January Emerson Release

DANCES

- | | | | | |
|-------|---|-------------------------------------------------------------------|---|------------------------------------------|
| 10467 | { | MY SUNNY TENNESSEE (Kalmar-Ruby-Ruby). Fox-trot..... | } | Lanin's Southern Serenaders |
| | | GYPSY BLUES (Sissle-Blake). Fox-trot..... | } | |
| 10468 | { | WABASH BLUES (Fred Meinken). Fox-trot..... | } | Merry Melody Men |
| | | BLUE MOON (Burtnett-Mareasie). Fox-trot..... | } | |
| 10469 | { | SAL-O-MAY (Robert Stolz). Fox-trot..... | } | Plantation Dance Orchestra |
| | | DREAM OF ME (Hickman-Black-Jerome). Fox-trot..... | } | |
| 10470 | { | SUSQUEHANNA SHORE (Harry D. Squires). Waltz..... | } | Green Brothers' Novelty Band |
| | | GOOD-BYE, PRETTY BUTTERFLIES (Hellen-Cooke-Olman). Fox-trot | } | |
| 10476 | { | DAPPER DAN (Brown-Von Tilzer). Fox-trot..... | } | Lanin's Roseland Orchestra |
| | | THE MISSING LINK (Chris Smith). Fox-trot..... | } | Ray Miller's Black and White Melody Boys |

VOCAL NUMBERS

- | | | | | |
|-------|---|-----------------------------------------------------------------------------------------------------------------|-----------------|--------------|
| 10466 | { | SAY IT WITH MUSIC. From Musical Production "The Music Box Revue" (Irving Berlin). Tenor Solo, Orch. Accomp..... | } | Richard Bold |
| | | SONG OF LOVE. From Musical Production "Blossom Time" (Romberg-Donnelly). Tenor Solo, Orch. Accomp..... | } | |
| 10475 | { | WHEN FRANCIS DANCES WITH ME (Ryan-Violinsky). Comedy Song, Orch. Accomp., | Fred Hillebrand | |
| | | I'VE GOT MY HABITS ON (Smith-Schafer-Durante). Character Song, Orch. Accomp.... | | Ernest Hare |

STANDARD AND SPECIAL SELECTIONS

- | | | | | |
|-------|---|-----------------------------------------------------------------------|---|--------------------|
| 10471 | { | OWL AND PUSSY CAT (R. de Koven). Male Quartet | } | Strand Quartet |
| | | A COLLEGE MEDLEY. Male Quartet..... | } | |
| 10472 | { | DIXIE MEDLEY. Banjo Solo, Orch. Accomp..... | } | Fred Van Eps |
| | | COCOANUT DANCE (A. Hermann). Banjo Solo, Orch. Accomp..... | } | |
| 10473 | { | AT DAWNING I LOVE YOU (Eberhart-Cadman). Tenor Solo, Orch. Accomp.... | } | Walter Vaughan |
| | | ASTHORE (DARLING) (Bingham-Trottere). Tenor Solo, Orch. Accomp..... | } | |
| 10474 | { | DOAN YA CRY, MA HONEY (Noll-Smith). Male Quartet..... | } | Four Harmony Kings |
| | | SWEET ADELIN (Gerard-Armstrong). Male Quartet..... | } | |

Emerson foreign language catalogs are listings of the best recordings in Italian, Hebrew-Jewish, German and Polish



The Emerson Phonograph Co.

317 So. Wabash Avenue
Chicago

206 Fifth Avenue
New York City

HOUSEKEEPING SET TO MUSIC

Floors Mopped in Waltz Time and Other Home Duties Cared for in Rhythm

"Housekeeping, like dancing, is simply a matter of rhythm," announced the music student as she moved about the living-room, picking up papers and flicking ashes off the mahogany table to the tune of a smart fox-trot ground out by the talking machine. The early morning visitor blinked as she removed her umbrella and gloves from the contralto's cyclonic path.

"You do such interesting things, Marion," she said. "Tell me, do you always lubricate the domestic machinery with fox-trots?"

"No," returned Marion, pausing to rewind the talking machine, "but I make it a point to do all the housework to music of one kind or another." As the fox-trot died a polychromatic death she continued:

"I figured it out myself from an article I read somewhere about bricklayers or factory workers using rhythmic movements so they wouldn't get tired so easily. If factory workers, why not housekeepers, and if rhythm why not the talking machine? So I tried sweeping to music one morning—you know I never did care much about sweeping—and you've no idea how much easier the music made it. Easier and more endurable, too, because I found that if I play something I like I don't think as much about the sweeping.

"It's the same with other sorts of housework, too, and mother is charmed because I make her go out and vote and shop and attend her club meetings while I just turn on the talking machine and whizz through the work. A little swing, a little sweep and there you are."

"But not always to fox-trots," pleaded the visitor. "Your mother would never let you wash that Sunday-go-to-meeting china and cut-glass of hers to fox-trots."

"Well, no," the music student admitted. "I vary the music, of course. For instance, when I'm just going around picking up things I play something light and high-stepping, something rather Broadwayish."

She started toward the talking machine again, but the visitor held out a warning hand. "Not yet," she urged. "Do sit down and rest for a moment. You must be tired."

The music student balanced herself provokingly on the arm of a chair and began sorting a pile of old newspapers. "When I sweep," she went on, "I usually play Wagner, especially the 'Ride of the Valkyries,' and there are some nice long broom strokes in the 'Magic Fire' music.

"I mop the floors to slow waltz music and for scrubbing I play the most funereal piece I can find—Chopin's 'Funeral March' or something like that. On wash day I leave the doors open and stuff clothes into the washing machine to the tune of the 'New World Symphony,' while for washing dishes I play something

Value of the Approaching Inventory Season

By J. H. TREGOE, Secretary-Treasurer, National Association of Credit Men

Financial statements should be asked and demanded most generally at the close of this year, probably the most difficult and complicated year of the nation's industrial history. Every credit manager should know what his customers have been doing, how wisely they have handled conditions, how prudently they have bought merchandise, how skilful they have been in maintaining themselves during adverse conditions. Securing the statement in proper form and having the ability to interpret it are good equipment for the credit manager. There should be read in every statement given these days the real character and capacity back of it. These human qualities should be analyzed and weigh far more in determining the intrinsic value of a credit risk than has ever before occurred in the interpretation of financial statements.

This paragraph will not permit us to point out the relations of various parts of the statement to one another, but this information is available. It should be patent to every credit manager, and even when confronted by a diminished business there should be no hesitation—in fact, there should be a firmer determination than ever to obtain financial statements and have future credit favors governed in the largest measure by what they tell. Nothing is really needed more than just this kind of an effort so as to put the financial statement in its proper place, and, together with the ledger experience, make one of the finest and safest determinators of credit risks.

soothing—Mozart or Haydn or one of those nice old ducks."

"My dear," said the visitor, "you are a genius. Perhaps you can suggest some musical accompaniment for the baby's squalling, though it probably can't be made any more rhythmic or mitigate the annoyance.

The music student paused for a moment with a furrowed brow.

"That's easy," she announced at last. "Play some of this ultra-modern music that has scales and keys and things all its own and that sounds like a milk wagon rattling down an empty street at dawn or a swarm of flies buzzing around a sugar bowl."—N. Y. Sun.

CLOSE OUT THE BUSINESS

The stock of Cushman & De Verner, Inc., music dealers, at 58 Green street, New York City, who recently were declared bankrupt and placed in the hands of a receiver, was sold at auction this week by Chas. Shongood, auctioneer for the Southern District of New York. The stock consisted of musical instruments and supplies of all kinds of sheet music, talking machines and records.

We are approaching the close of the year and credit departments all over the land are beginning to consider the receipt of financial statements. The financial statement, when reflecting the exact condition of business or a financial enterprise, is its best barometer, but somehow or other the freedom indulged by many in the making of statements has reflected on their service, and with some types of enterprises the financial statement is not rated at all high as a channel of dependable information. In our judgment it is incumbent upon credit managers to instill into the minds and hearts of their customers the need and value of making accurate financial statements.

One of the great questions at this juncture is how merchandise shall be appraised. It takes real courage for a business, especially one of long standing, to offer a financial statement which shows a loss of ground from former years and due largely to a depreciation in merchandise.

Meanwhile, unless the statement reflects the liquidating value of a business it is of no advantage either to the maker or receiver. Even though the statement merely balances, when it is made in good faith and reflects the liquidating value of the business, the character and capacity of the makers to take into account will be accepted as a basis for further credit favors in a larger measure than if the statement were padded and did not show exactly the liquidating value of the business.

OPENING OYSTERS TO MUSIC

Oyster Packing Concern Increases Production by Means of a Grafonola

CAMBRIDGE, Md., December 4.—The Eastern Shore Music Co., of this city, Columbia dealer, recently sold an A-2 Grafonola to the Robbins Oyster Packers Co., which is being used in the shucking room. Referring to this purchase, Mr. Robbins recently said: "We can now get a surplus of shuckers who turn out half again as many oysters as the men formerly did before the Grafonola was installed. It is certainly an unusual sight to see the negro shuckers opening oysters to the tune of the 'Wang Wang Blues.'

VICTOR CHRISTMAS WINDOW POSTER

CAMDEN, N. J., December 5.—Artistic window display helps in variegated colors for the Christmas season have been sent out by the Victor Talking Machine Co. to Victor dealers throughout the country. The displays consist of posters bordered by holly wreaths and a four-page folder showing various ways in which the posters can be used to the best advantage in the window.

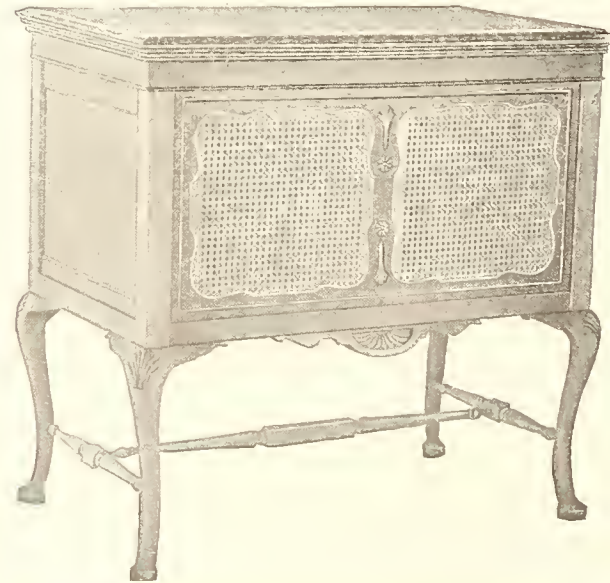
To Our Friends:
Best Wishes for A Merry Christmas
and A Happy New Year

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY



The Windsor Phonograph

is appreciated by the best trade.
All

WINDSOR PHONOGRAPHS

are carved in solid wood with
distinctive effects in keeping
with the highest skilled work-
manship.



*36 years of experience making Windsor
quality in Windsor Furniture*



We Can Make Immediate Delivery

This is important to dealers in view of the heavy holiday demand for good phonographs. Write or wire your order immediately to Windsor Furniture Co., 1420 Carroll Ave., Chicago,

or

EASTERN DISTRIBUTORS:

HYMAN BROS. & COMPANY,
47 West 34th Street,
New York City.

Exhibited January, 1922, and succeeding market seasons in

BLODGETT BUILDING,
Grand Rapids, Michigan,
and
continuously at
1411 Michigan Avenue,
Chicago.

The Windsor
Furniture Company
Chicago, U. S. A.



THE GREATEST MUSICAL HIT OF AGES

The SONG OF LOVE

From "BLOSSOM TIME"

ASK TO HEAR IT!

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

DETROIT'S STORES ASSOCIATION INSPIRING EMPLOYEES

C. A. Grinnell, of Grinnell Bros., Playing Prominent Part in Association Which Has Music as Its Central Theme—Attracts Attention of Merchants in All Lines—To Meet in January

DETROIT, MICH., December 6.—Following on the heels of the successful opening meeting of the Detroit Music Stores Association comes the announcement that in January there will be held in the Light Guard Armory in Detroit one of the biggest meetings of its kind ever held in this section with music as the central theme.

The Detroit Stores Association was formed several weeks ago with the main idea of inspiring employes of the various music stores in their work and arranging for various community sings, etc. The first meeting two weeks ago was attended by more than 3,000 employes of the eight stores now comprising the Association and its success is history.

When other merchants discovered just how enthusiastically the employes took to the first community sing of the Stores Association they attempted to fall in line with the movement and as a result the committee has literally been besieged with requests from merchants in other lines of trade asking if there is a possibility that they can enter their employes. Some came from banks, others from dry goods heads and so on down the line.

The first meeting was inaugurated with a four-minute talk by C. A. Grinnell, vice-president of the Grinnell Bros. stores, in which he told the employes of the benefits that were to be derived from such periodical meetings.

At the big sing meeting to be held in January prizes are to be awarded the different stores and the competition is already beginning to show signs of competition that spell success. It is believed that this meeting will be attended by 8,000 employes in eight different stores.

W. T. Lewis, manager of the mail order department of Grinnell Bros., is a member of the committee and the whole organization is

wholeheartedly backing the idea to the limit.

An interesting angle of the music spread in Detroit stores is the idea introduced at the Grinnell stores of having a community sing for employes each morning before work is started. At five minutes after eight all of the employes gather on the lower floor of the main store and until eight-thirty they sing patriotic, operatic and popular songs. An orchestra on the mezzanine floor of eight pieces, and composed of employes, furnishes the accompaniment and every employe from the officials down takes part in the affair.

Vice-president Grinnell is firmly imbued with the idea that the community sing, whether it is in the individual store or in groups, is bound to create a better working spirit for the employe and he says that he will see the plan through to a rousing success.

URBAN SHOCKER BUYS SONORA

St. LOUIS, Mo., December 8.—The Mengel Music Co., of this city, Sonora dealer, has reported the sale of an "Intermezzo" model to Urban Shocker, star pitcher of the St. Louis "Browns" and one of the greatest twirlers in the national game. Mr. Shocker is delighted with the Sonora he purchased, having selected this instrument after an extended survey of the market.

A new music establishment has been opened in Lake City, Minn., by the firm of Schmidt & Thomas, which operates another store at Red Wing, Minn. Pianos, players, musical instruments and talking machines are handled.

Tenhoff's Pharmacy has secured the Victor agency in Balaton, Minn.

MARION HARRIS WELL RECEIVED

Popular Columbia Artist Entertained by Columbia Dealer at Syracuse, N. Y.—Handsome Painting Specially Prepared for Event

SYRACUSE, N. Y., December 3.—With the aid of Markson Bros., Columbia dealers, the recent appearance of Marion Harris, exclusive Columbia artist at B. F. Keith's theatre in this city, was a signal success. Not only was Miss Harris



royally entertained at the store, but this enterprising dealer installed a window display which was artistically arranged and listed all of Miss Harris' Columbia records.

The B. F. Keith theatre designed an unusual picture of Miss Harris, using as a background a large Columbia record measuring approximately five feet in diameter and in the front featuring Miss Harris.

This novel painting was the work of Robert M. Berman, a graduate of the College of Fine Arts and Syracuse University, who prepares the publicity in connection with all artists' appearances at that B. F. Keith theatre.

Those qualities which make for success in life deserve a better and more dignified name than the expression, "tricks of the trade," for trickiness really has no part in the right order of success.

GLORIA REPRODUCER—AN IMPORTANT MESSAGE

A sound-box and diaphragm of entirely new principles

After four years' use and exhaustive test the GLORIA REPRODUCER is now placed on sale, with VOLUME—NATURAL TONE—NON SCREECH—NON BLAST and improvement with age.

The diaphragm of SPUN aluminum $\frac{2\frac{1}{2}}{1000}$ of an inch thick. Hear a cornet solo, piano, violin, cello and soprano voice, with the absolute fidelity of the original.

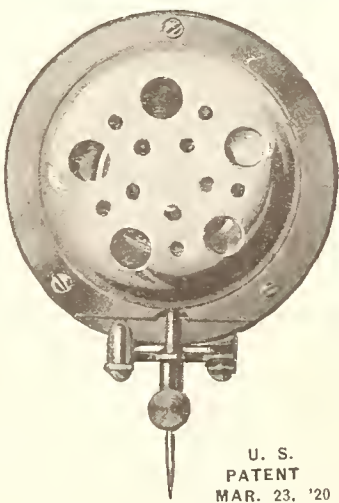
To the trade: The Gloria Reproducer will be shipped in sample lots for \$3.25. Tone Arm and Sound-box \$6.00. Send for yours.

Remittance must accompany all orders for samples

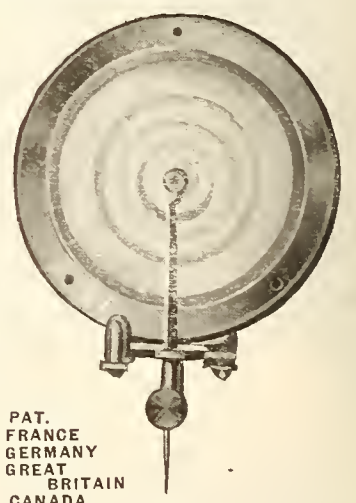
GLORIA PHONOGRAPH CO.

Factory
226 15th Street

Salesroom
559 Fifth Ave., Brooklyn, N. Y.



Ready for use



Open face

The NEW Scotford Tonearm and Superior Reproducer



A new external shape of grace and beauty—without changing the internal design:

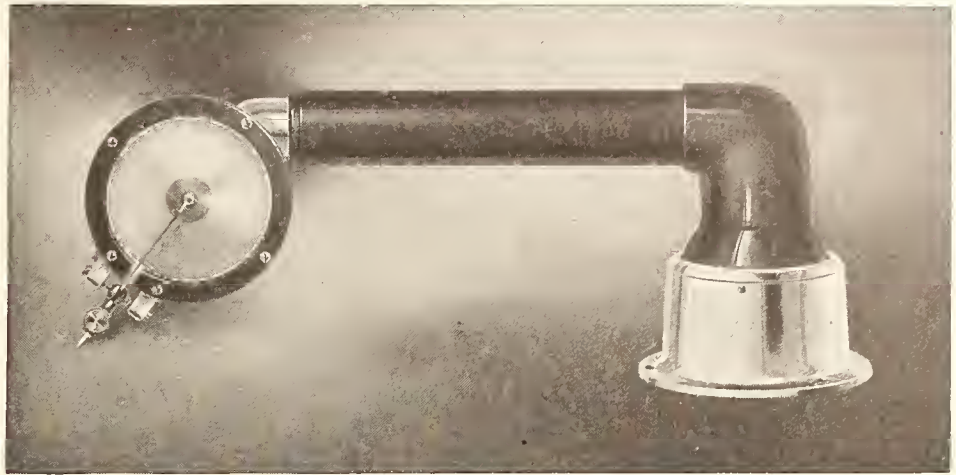


That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

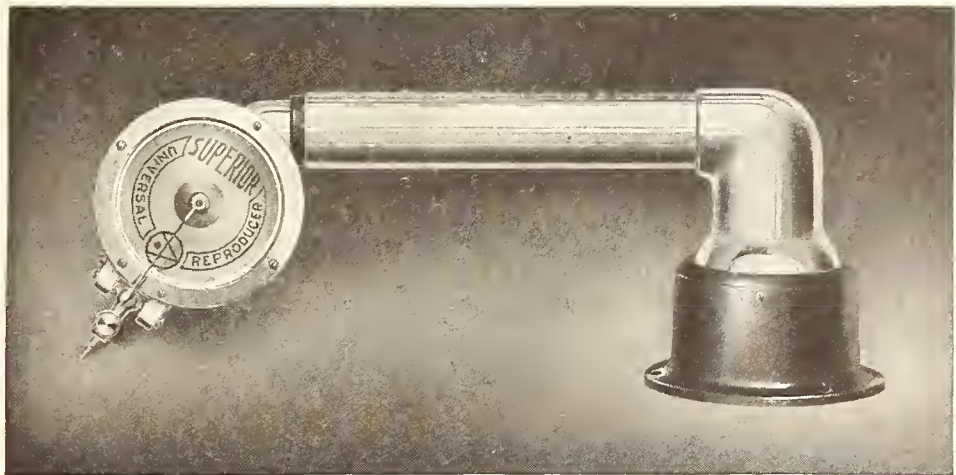
NEW CONSTRUCTION



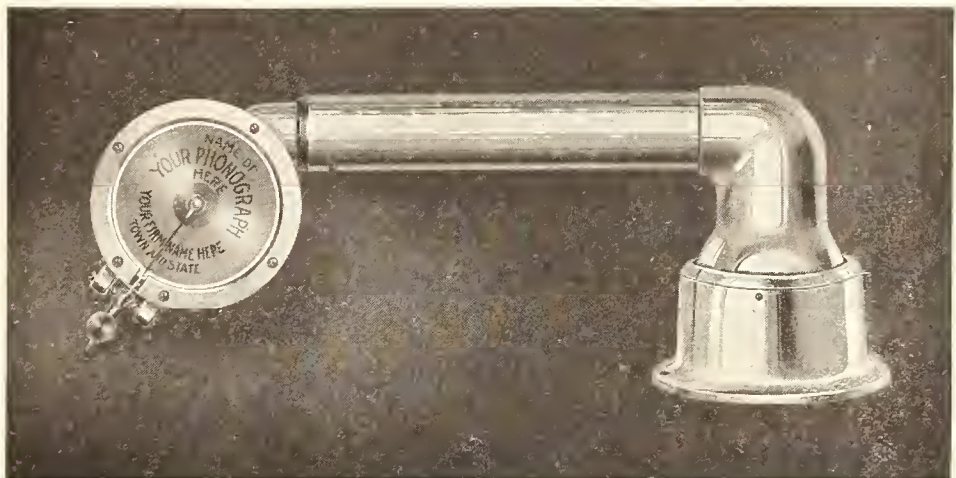
The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



STYLE NO. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH
All parts Plated in Nickel or Gold

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

- | | | |
|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated. | Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated. | Style 3 All parts of Tonearm and Reproducer are Plated. |
| No. 1 New Scotford Tonearm and Superior Reproducer . Nickel \$7.00 Gold \$ 9.00 | No. 2 New Scotford Tonearm and Superior Reproducer . Nickel 7.75 Gold 10.00 | No. 3 New Scotford Tonearm and Superior Reproducer . Nickel 8.50 Gold 11.00 |
- Samples Prepaid at the Above Prices*

Write for Our Specification Sheet and Quantity Price List

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS

The Importance of Instalment and Collection Methods in Making the Store Pay

By L. C. Lincoln
Adv. Mgr. Sonora Phonograph Co., New York

There is an old saying among experienced instalment men that a sale is not a sale until the last payment is made. It is one thing to induce a customer to sign the contract and another to have him make the payments promptly as they fall due.

When a customer buys a phonograph from you and signs your instalment contract there is a definite understanding that he is to pay a stated amount each week or month. As long as he lives up to the letter of the agreement you are powerless to compel him to pay more. If he pays you \$10 down on a \$100 machine he owes you the entire balance no more than you owe the rent for the term of your store lease. He owes you nothing until a week or a month from date of purchase, according to the terms of the agreement, and then owes but the first instalment.

Merchants selling on the instalment plan are seldom so exacting about the credit and standing of the purchaser as those selling a bill of goods amounting to \$100 or \$200 without security for the reason that an instalment customer invariably gives the dealer a lien on the phonograph or other merchandise.

A dealer with a goodly number of accounts usually maintains a loose-leaf ledger or card ledger system. When an instrument is sold on the instalment plan the account is opened. Information pertaining thereto is transferred to the ledger page or card and this usually includes the name and address of the purchaser, business or occupation, whether married or single, names of references, the name, number and style of the phonograph, the name of the salesman, date delivered and other vital information for check-

ing or tracing in the event of contingencies.

Some bookkeepers enter a charge for the entire string of payments at once. In other words, if a machine is sold for \$100 and the customer is to pay \$10 down and \$10 a month, a debit of \$10 will be entered for the first payment together with a credit of \$10, showing that the first payment has been made. Then follow nine debits of \$10 each and the date due. If partial payments are made, because of the customer's inability to

*A Sale Is Not a Sale
Until the Last Payment
Is Made, Hence the
Value of Bookkeeping
and Collection System*

pay the entire instalment, these are applied on the first payment to become due.

Other bookkeepers simply enter a debit for the entire balance and credit payments as paid, whether partial or in full, and then show the unpaid balance on the account. The former system, while entailing a little more work at the outset, is advantageous, as it always shows whether or not the customer has paid to date or is in arrears without the necessity of checking

the account. If in the month of July, for instance, the bookkeeper sees that credits have only taken care of payments up to and including April it is known at once that the account is three months in arrears.

The customary manner of using a loose-leaf ledger is this: an alphabetical index consisting of blank pages is in the front of the book. The ledger pages are separated by thirty-one guide pages each of which is numbered for one day of the month. The page or account is placed in the ledger on top of the date on which the payments fall due and the name of the customer is then placed in the alphabetical index.

When John Jones calls to make a payment the cashier immediately finds the name in the index and notes that the account is in section No. 18, which means that his payments are due and payable on the 18th of each month. If there are many accounts each one is given a special number, so that 15-18 would mean that the account is the fifteenth page in the eighteenth section. The cashier notes what payment is due, marks it paid on the ledger and immediately in the cash book. These two entries are made at the same time, which saves posting later.

Experienced instalment houses invariably mail a notice of the payment to each customer about ten days before it is due and this is brought to the store with the payment. It gives the page and section numbers of the ledger, so that the cashier can refer to the account without any loss of time; the notice is then marked paid and returned to the customer as a receipt, thereby saving the cashier the extra work of writing one.

If the card system is used instead of the loose-leaf ledger the same operation is followed.

*The time has come
When every Record Dealer
Should carry*



OKeh Records

*The excellent recordings
Are the wonder and admiration
Of all who buy them.*



STERLING ROLL and RECORD CO.

Pittsburgh, Pa., 436 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.

The Dealer Will Use
The Talking Machine World Trade Directory
As His Standard Reference Book

The talking machine dealer has been handicapped in the past by not having at his disposal an up-to-date reference book that gives him accurate information on all matters pertaining to talking machine products.

THE TALKING MACHINE WORLD TRADE DIRECTORY solves the dealer's problem in this respect, for it will contain accurate and up-to-date lists of manufacturers and jobbers of all products relating to the talking machine industry. The dealer can use it with safety, for it will be authentic and authoritative, because it is published under the auspices of THE TALKING MACHINE WORLD.

When in the market for new or additional lines of machines, records, supplies, accessories, etc., the dealer will refer with full confidence to THE TALKING MACHINE WORLD TRADE DIRECTORY for information and guidance. The data he will find there will enable him to reach his merchandise markets readily and efficiently.

As an advertising medium, THE TALKING MACHINE WORLD TRADE DIRECTORY will have tremendous value. It will be the industry's only complete reference guide and the dealer's stand-by. The available advertising space will be limited, and reservations are being made daily. We would, therefore, suggest that you reserve your space without delay.

EDITOR'S NOTE:—If you have not yet returned the information data sheet that we sent you, please do so by return mail. It will be to your distinct advantage to be listed properly in THE TALKING MACHINE WORLD TRADE DIRECTORY.

THE TALKING MACHINE WORLD TRADE DIRECTORY

Compiled by

373 Fourth Avenue



New York City

Customers should not be permitted to fall behind in their regular payments without first advising you of their inability to meet them and secure your permission for an extension of time. Opinions vary as to what policy should be pursued in making collections and enforcing payments. Some believe in allowing customers to let their payments become past due for several months before taking a firm stand, but it is a noticeable fact that the greater number of large, experienced instalment merchandisers use the most aggressive methods to enforce payments, and this fact would seem to indicate that this policy is the one most productive of results.

If you secure a loan from your bank and give your note payable on a certain date you are going to pay that note or see the banker on or before the date due and make arrangements for a renewal. You will not expect the banker to call you up a few days or a month later to remind you that you have not met it. There is no more reason why you should expect one of your customers to consider his obligations to you any differently or as something of no importance, and if the payments are not met promptly you should learn the reason at once, with a definite promise when they will be made.

Accounts cannot be watched properly unless it is done in a systematic manner. A good way is to refer to the ledger every Monday, see what payments were not made during the past week and write a letter to all delinquents, call this fact to their attention. One week later it will be necessary to look again to see if all those having received letters responded or made the payment in question.

If no attention has been paid to the letters the accounts should then be placed in the hands of your collector, in many stores the manager or proprietor himself. It should be remembered, however, that your customers should be taught to call at the store with the money and not encouraged to wait for a collector or a salesman to call at their homes for it.

Houses employing one or more collectors find that these men seldom seem to grasp the fact that accounts are payable at the office and not at the homes, but collectors, with few exceptions, seem to like to return from the day's work with a pocketful of money, probably to show that they have been on the job and, accordingly, encourage the customer to wait for them to call.

Large establishments catering to the poorer class are the exception, for the reason that people of this class must be seen as soon as they receive their pay, otherwise other houses will get it all, leaving nothing for the house that does not send collectors.

The use of printed forms notifying people that their payment is past due is not encouraged. A printed form immediately discloses the fact that there are many others who are in arrears.

Letters written individually to each are far more effective. The first letter to be sent when a payment is missed should be very fair, explaining the situation to them, appealing to their good intentions, giving them an opportunity to call and either make the payment or explain why this cannot be done at once. The second should be along the same lines, but expressing surprise that the first one was given no attention. The third should be much stronger.

If no attention has been paid to three letters you are justified in writing very pointedly and setting a definite time to make settlement "before you take steps to enforce collection which might prove embarrassing to them." By send-

ing such letters no one would be justified in complaining about receiving strong letters, because you have written at least two which explained the situation to them and given them every opportunity to call at your store to explain matters if their intentions were good. By writing a mild letter in the beginning and gradually working up to a strong one you have the best of an argument before it starts.

Ordinarily, the first letter should be sent out a few days after the first payment has been

missed, as has already been stated, and the other letters should follow about one week apart.

If you have good reason for doubting the ability or intentions of a new customer to make the payment it would be advisable to send a representative at once, but in ordinary cases a letter system works out in a satisfactory manner and teaches the new customer that payments are to be made at the office and all extensions of time must be granted by your office before the payment becomes due.

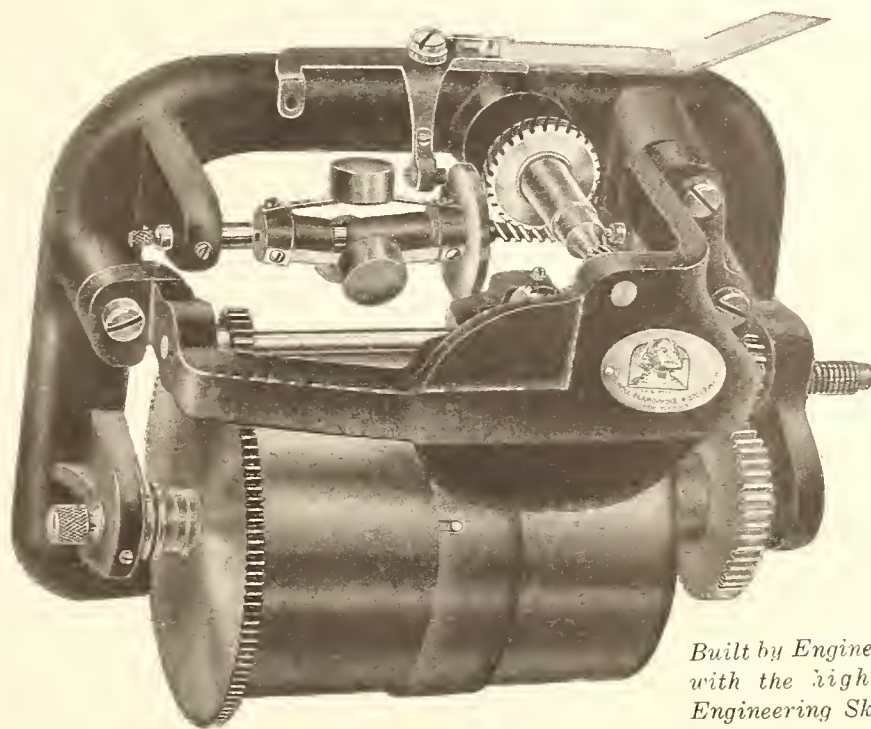
NEW LIBROLA FOLDER

Seaburg Mfg. Co. Issues Artistic Folder—Librola's Distinctive Features Illustrated

JAMESTOWN, N. Y., December 5.—The Seaburg Mfg. Co., of this city, manufacturer of the Librola phonograph, has just issued an artistic four-page folder which can be used to splendid advantage by Librola dealers. The front page is designed in several colors, featuring an illustration that combines a sales message with human interest. In the two center pages are illustrated various

models in the Librola line, among which are the No. 125, retailing for \$125; the Louis XVI, retailing for \$150, and another model of the Louis XVI, retailing for \$200. All of these models are designed as consoles, and, in addition, there is a No. 110 upright, Adam design, retailing for \$85, and a console cabinet design to accommodate the small table models of the standard machines.

On the fourth page of this interesting folder there is presented a brief sales message, calling attention to some of the distinctive merits of the Librola. One of the features of this instrument is the fact that two-thirds of the top is stationary.



*Built by Engineers
with the highest
Engineering Skill.*

DESIGNED to stand the shocks of hard usage.

BUILT to run smoothly and noiselessly under varying conditions.

OPERATED with uniformity, and constant in speed.

Write for prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

Warbletone 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 tone 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.

WARBLETONE MUSIC CO.

225 Massachusetts Ave. INDIANAPOLIS, IND.

MAGNAVOX

TYPE MV-1
Music and Voice Telemegafone



**MAGNAVOX INCREASES THE VOLUME OF ANY PHONOGRAPH
MAGNAVOX INCREASES THE VOLUME OF YOUR BUSINESS**

Because it raises the usefulness of phonographs to a degree never before attained.

CONSIDER it a moment. With a Magnavox attachment a phonograph can be heard in the farthest corner of a vast hall distinctly and clearly. At a big dance you can have band music without the expense of a band. At the theatre you can have orchestra music without an orchestra.

For school, summer camp, community center and playground the Magnavox is in great demand. It can be attached to a

phonograph easily and quickly, and the volume of sound regulated to the exact degree desired—extremely loud or a mere whisper.

The Magnavox is operated by a small storage battery so that it can be used in the wilderness, where there is no electric current, just as easily as in the city.

The Magnavox will increase your sales and add a handsome profit.

Send for Full Particulars

THE MAGNAVOX COMPANY

General Offices and Factory
Oakland, California.

New York Office
370 7th Ave., Penn. Term. Bldg.

VOLUME

Helping the Talking Machine Retailer With His January House Cleaning :: :: By Thornton Hall

Anything well begun is half done. Getting away to a good start is more than half the battle in the retail talking machine business, just as much as in any other walk of life. With the old year practically off the books and a year rich in possibilities knocking at the gates it is time for the dealer to consider his opportunity.

The wise talking machine dealer will not waste the month of January. For him it is a golden month of opportunity. This is his time to put his business house in order for another year.

The coming January shapes up right now as even more important than usual in this respect because many a talking machine retailer has just weathered a lean year. When he turns over his New Year's business leaf he must make sure that his slate is just as clean as he can make it.

The way to clean the business slate is by eliminating the "deadwood" that has been clogging the works and impeding progress. Look into your business records and sales methods carefully, discover what is wrong, search for what is right and get started in January without a handicap. The competition for 1922 business will be keen. The dealer who is going to get the lion's share must dig his spikes in the dirt and not be left at the post.

The 1922 starting mark should be scratch. This January dusting off the wheels of merchandising machinery should be thorough. Too many dealers content themselves with a perfunctory stock-taking of the old-fashioned variety. With the new style retailer this matter of inventory becomes of minor importance, for he generally keeps himself posted daily with a perpetual inventory system. He is ready to spend this time brushing up for the year's work.

There is a Passaic, N. J., dealer who extends his January overhauling to all his departments. All phases of his business are placed on a fresh, clean basis for the coming year. His window trimming plan for the year is determined in advance and the ideas for the various displays for each month are chronologically indexed. This plan is carefully followed throughout the year and the result is an efficient system of keeping the windows fresh and bright with new ideas. His community observes from his windows that he is an up-to-date merchant. Of course, this arrangement of detail in advance does not at all preclude the staging at any time of impromptu displays suggested by events of the day.

Similarly this modern music merchant arranges his advertising campaign in advance. He studies conditions in the national and local markets and what its problems are likely to be during the year. He then works out a central idea on which to base the campaign calculated to sell his quota of machines and records. He then writes out all his copy and secures what illustrations he needs, after which he confers with the representatives of the local advertising media. He allots 5 per cent of the estimated sales total for the year for advertising and makes his plans to spend that sum in the most effective way.

In the same way he goes right down through the various departments and the problems connected with each—sales promotion, floor selling, canvassing, personnel, repair, stock and fixtures, bookkeeping and credits, delivery, mailing lists, service, etc. The clerk in charge of each is asked for suggestions which should build business during the new year. These suggestions are usually helpful and are talked over. If they are practical they are adopted.

Sales promotion, which, for the purpose of administration, should be distinguished from salesmanship, lends itself readily to this plan of getting ready for the year's work in advance. It covers the collection and follow-up of the prospect list, both by mail and by canvass from house

to house. At the start of the year the merchant should go over his prospect list, weeding out the "deadwood" and adding as many new names as have accumulated. Get the list ready for business, then proceed to work it just as thoroughly as it will stand. A good plan is to prepare a regular schedule of dates for sending out letters throughout the year, say the 14th and 28th of each month. Then prepare the letters to be used in the campaign and adhere strictly to the schedule. As fast as a prospect is converted into a customer he should be changed from the prospect list to the customer file and kept informed of the regular record releases, etc.

The matter of canvassing should be considered

January Is the Golden Month of Opportunity For Dealers Desiring to Perfect Their Plans and Policies for 1922

for its true worth. Because of the store location or other cause canvassing is the most important piece of sales machinery in many a store. Be sure your business is "all set" in this respect. Lay out the various routes that your canvasser will follow during the course of the year. At the end of each month have him report to you in detail and analyze and discuss this report. At this time add on the new names for each route that are continually coming up in the course of each day's business.

Selling on the floor is your ace of trumps. Right here is the make or break of the success of any talking machine retail establishment. The dealer who is going to make his 1922 ledger show a substantial profit will on January 1 say

to himself: "What is my equipment for selling on the floor, and in what sort of shape is it?"

Look back over 1921. What was the record? Who made the sales and who did not? Determine who of your salesmen is keeping up with or is above his quota and who is not. It is the latter with whom you should most concern yourself. Find out why he is falling down. Have a talk with him. Is it his personal appearance or manner? These can be corrected. Does he lack faith and enthusiasm in the product or in you or your methods? Perhaps you can show him in a few well-chosen words how to convince himself and in like manner the customers. Is he a poor closer? Drill him in this important point. Remember that salesmen are not born, they are made!

Personnel is a closely allied subject. While you are giving this January analysis to your sales force, go over the other members of your staff. There must be no square pegs in round holes in 1922.

Your repair department should be overhauled. Did it pay in 1921? If not, why not? If it did, how can it pay more during the coming year? Is it functioning properly and giving the proper service to customers? Are you running it on a system of scientific economy—in other words, a strict record of costs?

Little need be said of the annual inventory of stock and fixtures, except that it should not be omitted. This is a good time for those dealers who have not a perpetual inventory system to install one. Only by means of this system do you know the state of your business at any time. If you are not acquainted with any system your manufacturer or jobber will probably be glad to help you. Or, better still, arrange to have a local bookkeeper or accountant help you install it.

Are your books in order? Don't say to yourself: "Of course they are; they balance." Rather, "Are they telling me all I want to know about my business?" It is easy for the merchant to deceive himself as to the actual amount of his profit. Sometimes he fails to charge himself a personal salary. Some dealers omit the item of rent when they own the building. All

(Continued on page 62)



THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Greater City Phonograph Co., INC.
311 SIXTH AVE. Tel: Chelsea 9237 NEW YORK
SONORA DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island & the lower Hudson Valley

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

"Sonora & Sales are Synonymous"



Ten Little Fingers and Ten Little Toes

*"You can't go wrong
with any Feist song"* **A "Peach" of a song!**

ASK TO HEAR IT!

DEALERS' JANUARY HOUSE CLEANING

(Continued from page 61)

these things mean a false profit and that the selling price of the merchandise is too high or too low.

If the talking machine dealer, large or small, will say to himself, "1922 offers me a big opportunity; how am I going to make the most of it?" and will think over the above suggestions, there is no reason why he cannot "make the most of it." Start 1922 with a clean slate, and plug hard six days a week for fifty-two weeks.

NEW KENT "SPECIAL" ATTACHMENT

Latest Addition to F. C. Kent Co.'s Line of Attachments, Designed for Use on Edison Disc Phonographs, Just Announced

The F. C. Kent Co., Irvington, N. J., manufacturer of bent pipe and tubing specialties, which is well known for its talking machine attachments particularly designed for Edison disc phonographs, has just announced its newest product, the Kent "Special," for playing lateral cut records on the New Edison phonograph, regarding which an attractive folder is now being forwarded to the trade.

The new attachment is made entirely of brass tubing and, it is said, insures the highest tonal qualities and is so fashioned as to preclude all possibilities of rattle or blast. It is lowered and raised on the machine in exact accordance with the method employed in using the regular reproducer. It is manufactured with either a mica or a composition diaphragm and is of the best workmanship consistent with the high standards established by the F. C. Kent Co.

In commenting upon this new device an official of the F. C. Kent Co. stated: "In offering the Kent 'Special' to the trade we feel that we are adding a most worthy member to our large family of special attachments for the Edison disc phonograph and one which will successfully

meet the demand for the highest grade of attachment and at a modest price. Having made the first marketable attachment for the Edison disc phonograph and being particularly well qualified by experience, tradition and training to determine the requirements of the trade in this direction, we feel safe in recommending the Kent 'Special' as being without a peer in its particular class. With our Kent Attachment No. 1, our Kent Universal Attachment No. 1, our Kent Master Adapter and our Kent 'Special,' together with our Type 'B,' our Type 'S' and our Type 'X' sound boxes, permitting of a very large variety of combinations, it is fair to assume that we are now in a position to satisfactorily supply the wants of every taste and pocketbook. It has been our experience that no one attachment can satisfy everybody and we believe that, so far as our present vision can encompass, our line is now complete.

"As an exponent of the merits of advertising you may be interested to learn that we attribute a large measure of our success to the consistent use of advertising space in the trade papers. This statement, to our minds, is amply substantiated by the fact that our phonograph accessories are now sold not only to dealers and jobbers in every State of the Union, but also directly to dealers and jobbers in Alaska, Australia, British West Indies, Canada, Canal Zone, China, Cuba, Denmark, Ecuador, England, France, Germany, Greece, Holland, Honduras, Hawaii, Haiti, India, Ireland, Japan, Mexico, Newfoundland, New South Wales, New Zealand, Nicaragua, Nova Scotia, Philippine Islands, Porto Rico, Scotland, South Africa, Spain, Turkey and the Virgin Islands, although we have never employed traveling salesmen to market our line. Of course, we have endeavored to make good in service, utility, workmanship and material, but the initial impulse was always conveyed by our advertising copy. We say 'It pays'."

W. D. Wiley, of Anna, Ill., recently opened a Victrola department in his book store.

NORA BAYES WINDOW SCORES

Alhambra Music Co., of Cleveland, Features Vaudeville Star in Window Display Which Created Considerable Interest and Sales

CLEVELAND, O., December 8.—The Alhambra Music Co., of this city, Columbia dealer, prepared recently an artistic window display featuring Nora Bayes, the famous vaudeville and musical comedy star. Miss Bayes, who is an exclusive



Alhambra Music Co.'s Attractive Window

Columbia artist, appeared here two weeks ago in a headline act on the Shubert circuit, and was accorded an ovation by Cleveland's theatregoers.

The window display prepared by the Alhambra Music Co. was enthusiastically praised by passers-by, and Miss Bayes was personally delighted at the distinctiveness of this window. During her stay in Cleveland the local Columbia dealers reported a marked increase in the demand for her popular Columbia records.

The Automatic Repeating Phonograph Sales Co., of Binghamton, N. Y., which recently opened its store, is pushing the Brooks automatic phonographs.

There is none better than

Okeh Records

Popular music so good they sell as fast as released

Standard music of such superior quality that they enjoy steady, satisfying sales

Independent Jobbing Company

Okeh Record Distributors

Goldsboro, North Carolina

JEWETT

Besides this Simplified Sheraton console, the Jewett line includes attractive upright and console models priced from \$125 up,



A Finer Console Than You Ever Dreamed Possible at \$145

In offering this exquisite new Sheraton console to the trade, we wish to make it clear that this is not "just another phonograph."

It is the greatest single achievement made in recent years in the building of fine phonographs.

Your first thought will probably be that it is impossible to build a really high-grade instrument to sell for \$145. That is because you have in mind the range of prices of other makes of consoles.

The tone is absolutely superb. No "blasting"—no lost tones—no metallic vibration. Just pure music, amazingly lifelike with a fullness and richness that will delight the hearer who appreciates faithful reproduction.

Hear this new Jewett. Play orchestral or brass selections and hear instruments you have never been able to "pick out" before. Then see if you do not agree with us that this console is truly wonderful value—an unusual merchandising proposition at \$145.

Write today for our dealer discounts and liberal advertising and financing plan.

THE JEWETT PHONOGRAPH COMPANY

General Sales Offices: 958 PENOBSCOT BUILDING, DETROIT

INDUSTRIAL CONDITIONS WEST OF THE ALLEGHENIES

Manufacturers and Supply Men Have Removed Their Indigo-hued Glasses and See Bright Times Ahead for the Industry, Says L. H. Crabtree, of the International Mica Co.

[Editor's Note:—L. H. Crabtree, of the International Mica Co., Philadelphia, Pa., who recently returned from an extensive trip covering the talking machine industry west of the Alleghenies, has written the following interesting analysis of conditions as he found them in this territory.]

In our travels we meet a number of gentlemen who are now convinced there is a hell, for they ask, "Where else could business have gone?" But these men are slowly removing their dark glasses.

The disastrous year of 1920, phonographically speaking, is quickly drawing to a close and the joys are quickly overcoming the glooms. Some of the manufacturers in their hustle and bustle feel as though the industry has shot its bolt, not realizing the tremendous number of talking machines which have been sold during the year, but which volume, on account of the very great number of machines of all descriptions which had been manufactured ahead in anticipation of the Fall rush of 1920, and which to our sorrow did not materialize, were thrown on the market, under the hammer, through forced liquidations, etc. Therefore, while the volume of business was there, the results were not felt by many of the operating manufacturers on account of replacements being taken care of through these other channels.

This condition, however, has been eliminated to a very marked degree, and those who have survived the ordeal are being rewarded by a continued increase of orders. The tremendous change of heart which occurred in Chicago, for instance, between the first week of November and the second week was very marked, and for practically the first time during the year there was evidenced the fact that prices had reached the bottom and that it was safe to order a little further ahead than for one's immediate requirements. The more efficient sales forces have succeeded during the past eleven months of this year in closing out their tremendous stocks of high-priced supplies and are ready to proceed

with new stocks of raw materials, lower wages and minimum overhead, on a cost plus basis.

This is the condition which must be arrived at by all manufacturers to be able to stand the gaff. The evidence of this condition is further illustrated by the fact that practically all orders which are being received for parts going into the talking machines are telegraph and rush orders for immediate delivery.

The quality manufacturers specializing on exclusive art models are busy and have been busy for quite some time. This specializing during depressions is particularly adapted to these times and conditions and is practiced by the larger industries—for instance, the woolen and worsted cloth industry—in dull periods as follows: The designers work their hardest to bring out a new style in desirable suitings, and if successful their mill remains at maximum production while the other fellows are running at reduced production on the staples. Where this applies to the woolen and worsted industry it also applies to cabinet manufacturers, tone arm manufacturers and hardware manufacturers, and offers food for thought. The older concerns manufacturing machines in Chicago report business quite satisfactory. The tone arm manufacturers also report business picking up quite considerably, with request for samples and quotations possibly 100 per cent more in November than in October, and orders proportionately.

These accounts also report the "hand-to-mouth" buying of the manufacturer, with deliveries requested immediately, and one account illustrated one of the more abnormal conditions as follows: A talking machine manufacturer—or, more accurately, assembler of talking machines—required some tone arms and proceeded to this tone arm manufacturer with the statement that he would buy tone arms provided the manufacturer accepted cabinets in payment. This condition,

however, is now eliminated and the tone arm manufacturers are feeling more optimistic, for they realize the previous surplus of tone arms has been practically eliminated and advise that once the "buying power" is turned on and confidence is restored so that at least a fair amount of stock can be safely carried we should be able to proceed on a much more substantial basis. Further, with the manufacturers keeping all stocks at a minimum it is quite possible, should the reserve buying power which has been accumulated be turned on too quickly, that a scramble for parts would not be an impossibility.

The accessory and mail-order houses catering to mid-West and Western accounts report business quite satisfactory and state it is now worth while to send out literature. With the recent pick-up in business it has given the entire trade incentive to go after things, and those who have survived are right after business with satisfactory results for their efforts.

The "Imico" representatives in Cleveland, V. T. Shultz; in Kansas City, Steinola; in St. Louis, Artophone; in Davenport, Davenport Phonograph & Accessory Co.; in San Francisco, Walter S. Gray Co., and our factory branch in Chicago, find a very much better feeling among the various dealers and manufacturers in their respective vicinities. The continued pessimism in conjunction with the talking machine industry, one of the real large industries of this country, is certainly, in their opinion, without proper foundation, for all businesses have been affected, and seriously affected, during the past year. The talking machine industry, on account of its very rapid strides, possibly burned the bridges on the advance, not anticipating any such calamity, and we were possibly not so well entrenched as some of the older industries. The same cry was also made in reference to the automobile industry in its infancy. There will always be a demand for talking machines, for those who have not bought, for replacement of worn-out machines and for those who started with the smaller machines and replace them with larger machines.

The Japan office of the International Mica Co.



PAT. APPL'D FOR.

ORO-TONE FEATURES



PAT. APPL'D FOR.

MODEL L S
COMPOUND ROCKER ACTION

The highest grade and most scientific reproducer ever offered the trade.

Extension A telescopes into large elbow B, giving a length adjustment from 7¾ to 9½ 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



**1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS**

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.

reports business very good at present, resembling more the talking machine business two years ago, when the question of "When can you deliver?" was the important requisite for receiving the order.

The various "Imico" representatives are particularly pleased with the recent considerable reduction for the standard "Imico" imported India ruby mica diaphragms, which has been made possible by the success of the "Imico" mining engineers in working up during the recent slump and finally "bringing in" a shaft producing the best quality of flat ruby mica in large quantities.

SHIPS SONORAS ABROAD

Gray & Martin, Pittsburgh, Pa., Report Sales of Sonoras for Foreign Climes—Total Business for Present Season Is Very Satisfactory

The sales department of the Sonora Phonograph Co. received recently an interesting letter from Gray & Martin, Sonora dealers at Pittsburgh, Pa., this letter reading in part as follows:

"It may be of interest to you to know that we have in our shop for very slight repairs one of the early models of Sonora, with sloping top, tone arm of which travels on a horizontal rod, and as we have only been handling Sonora for six or seven years its design and construction make it quite unusual in appearance.

"This Sonora was in our shop about four years ago for new mainspring, and at that time the owner said the machine had been in use, without any repairs whatever, for eight or nine years.

"While the later children of the Sonora family have improved marvelously in size, finish and appearance over this older brother, his voice still is 'Clear as a Bell,' and is scarcely any worse for the wear; in fact, looks good for another twelve or thirteen years.

"At different times our old Sonora customers have purchased another one to be sent for use in other climes and countries or to a considerably distant point in the United States, among them being a Grand to Stockholm, Sweden; an In-



The Superior Lid Support

A touch of one Finger lifts or closes the Lid, which stops at any point desired Does not warp the Lid

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold
Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

vincible to Budapest, a Sonora Portable to Shanghai for a missionary, an Invincible to Palatka, Fla., and other Sonoras to Sheridan, Wyo., and Bocas del Toro, Panama, Canal Zone. These sales in every instance were made upon the known dependability of Sonora.

"Our Sonora business has been of good volume this month, being a little larger in volume than any October since we sold this line."

A RECORD SUPPLEMENT FOLLOW-UP

SALT LAKE CITY, UTAH, December 3.—The John Elliot Clark Co., Victor dealer, this city, is stimulating record sales by sending to customers a postcard announcing four or five records which are meeting with popular approval. These cards are sent out shortly after the monthly record supplement has been mailed to customers and the results have proved most satisfactory.

MUSICAL EQUIPMENT FOR COLLEGE

Mrs. B. M. Shanley Presents Knabe Grand With the Ampico, an Organ, a Talking Machine to the Value of \$5,000 to the Villa Victoria

TRENTON, N. J., December 4.—Mrs. B. M. Shanley, of Newark, N. J., has presented a complete musical equipment to Villa Victoria, the normal training college for sisters of the Italian Catholic schools of the Trenton diocese. The equipment cost approximately \$5,000 and consists of a Knabe grand piano with the Ampico, an organ, an upright piano for practicing purposes, a large-size Cheney talking machine, music cabinets, a fine complement of Ampico recordings by great artists, as well as an abundant supply of talking machine records. The equipment bears the name of the donor and was purchased from the E. A. Barlow's Son Co., of Trenton.

FLEXLUME SIGNS

*They Bring in Sales
24 Hours a Day*

YOUR sign's first aim is to command attention—to make your store stand out from all the other stores. That is what brings business.

Flexlume Electric Signs are built for exactly that purpose. A Flexlume will work for you day and night—raised, snow-white glass letters in the daytime, solid letters of light at night. Flexlumes have greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing a Flexlume to meet the particular needs of YOUR business

FLEXLUME SIGN COMPANY

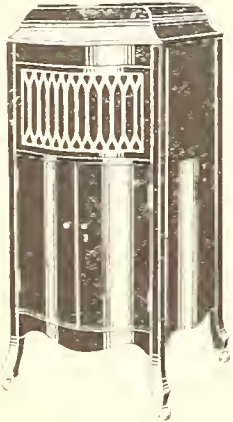
36 KAIL STREET BUFFALO, N. Y.

Flexlumes Electric Signs Made Only by The Flexlume Sign Co.

TWO NEW SONORA MODELS

"Imperial" and "Intermezzo" Models Well Received by Trade—Sonora Factories Working to Capacity to Meet Increasing Demand

The Sonora Phonograph Co. recently placed on the market two new models known as the "Imperial" and the "Intermezzo," the former retailing at \$140 and the latter at \$175. Both of these instruments are finished in golden and fumed oak, brown mahogany and mahogany, and contain all of the mechanical features which have made the Sonora one of the recognized leaders of the industry. The "Imperial" is 18 inches wide, 42¾ inches high and 18 inches deep. The "Inter-



The Imperial



The Intermezzo

mezzo" is 20¾ inches wide, 46¾ inches high and 19½ inches deep.

Referring to the reception accorded these new models by the trade, Joseph Wolff, secretary of the company, stated in a chat with *The World* that Sonora jobbers and dealers report an unexpectedly heavy demand for these two instruments. In fact, the Sonora factories have been working to capacity to take care of the dealers' requirements for these two models, as well as for all of the other models in the Sonora line, and there is every reason to believe that the month of December will be one of the greatest in the history of the Sonora Phonograph Co.

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.

BUBBLE BOOK DEMAND BROADENS

Leading Stores Throughout the Country Report Big Holiday Sales, Thanks to Intelligent Presentation to the Buying Public

The Fall and Winter campaign of the Bubble Book division of Harper & Bros., New York, inaugurated in September, is now beginning to produce gratifying results for talking machine dealers who feature Bubble Books in their stores. In addition to the wide advertising campaign carried on in all the leading national magazines, daily newspapers in every large city are to carry every week, from now until after the holidays, timely and attractive advertising featuring Bubble Books as desirable gifts for children.

Many of the large stores are featuring Bubble Books during the holiday season by special displays and by the attendance of an expert woman demonstrator, especially trained in the art of child verse, who can present each book in an interesting manner to the parents visiting this department. Among the prominent stores in New York featuring this method of demonstrating Bubble Books are Lord & Taylor, James McCreery Co. and John Wanamaker, while Houghton & Dutton and the Jordan Marsh Co., of Boston, and many leading stores in other cities report an increasing public interest.

B. M. GRUNEWALD A DOG-FANCIER

Well-known Piano Man of New Orleans Wins Five Prizes With His Latest Acquisition, a German Police Dog, "Joselle Rex"

NEW ORLEANS, LA., December 6.—The trade friends of B. M. Grunewald, of the Louis Grunewald Co., Inc., are not generally acquainted with the fact that Mr. Grunewald shines as a dog-fancier, as well as a successful talker man. Mr. Grunewald's pet at this particular time is "Joselle Rex," a German police dog, thirteen months old, who made his debut recently in the Dog Show at the Jefferson Parish State Fair, and not only attracted much attention, but won five prizes. The mother and father are owned by P. A. B. Widener, of Philadelphia, and are both valuable prize-winners.

RECEIVABLES CO. INCORPORATES

A charter of incorporation has been granted to the Receivables Co. of North America under the laws of the State of Delaware, with a capital of \$5,500,000. The concern will handle Victrolas and pianos.

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

There is a strong reason why—

YOU SHOULD SELL

OKeh Records

First Released on OKeh Records

The gay melodies that are a part of the luxurious life of popular cabarets, fashionable restaurants and ball-rooms, are the dance melodies heard on

OKeh Records

The seeker for the musical hits of the day is always satisfied with

OKeh Records

If a product satisfies, it increases sales and it is the reason why customers return to your particular store. *You sell what they want when you sell*

OKeh Records

THE KENNEDY-SCHULTZ COMPANY

1865 PROSPECT AVE.

CLEVELAND, OHIO

Christmas Records

- | | | |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| 4056
10-inch
85c | TOY PARADE, THE—Instrumental..... | Okeh Concert Orchestra |
| | DAY IN TOYLAND, A—Instrumental..... | Okeh Concert Orchestra |
| 4193
10-inch
85c | MARCH OF THE TOYS—Instrumental..... | Conway's Band |
| | TEDDY BEARS' PICNIC, THE—Instrumental..... | Conway's Band |
| 4207
10-inch
85c | SILENT NIGHT, HOLY NIGHT—Vocal Trio With Orchestra..... | Gounod Mixed Trio |
| | CHRISTMAS HYMNS (Medley)—Vocal Trio—Orchestra and Chimes..... | Croxton Trio |
| 4208
10-inch
85c | RAGTIME IN A TOY SHOP—Instrumental..... | Conway's Band |
| | CHRISTMAS EVE IN THE TOY SHOP—Recitation and Song. With Orchestra Accompaniment.
Irving Gillette—Maud Randolph—Sterling Trio | |
| 4463
10-inch
85c | ADESTE FIDELES (Rung by James Hager)..... | Cathedral Chimes and Church Chimes |
| | CHRISTMAS MEMORIES (A Fantasia)..... | Hager's Concert Orchestra |
| 4464
10-inch
85c | SILENT NIGHT, HOLY NIGHT (Stille Nacht, Heilige Nacht)—Chorus—(In German),
With Orchestra and Chimes | |
| | COME, LITTLE CHILDREN (Ihr Kinderlein Kommet)—Chorus—(In German)..... | With Orchestra and Chimes |
| 4465
10-inch
85c | THE CHRISTMAS TREE (O Tannenbaum)—(In German)..... | Carl Nebe Quartet, With Chimes |
| | SILENT NIGHT, HOLY NIGHT (Stille Nacht, Heilige Nacht)—Chorus—(In German),
Carl Nebe Quartet, With Chimes | |
| 4117
10-inch
85c | HOLY GHOST WITH LOVE DIVINE—Tenor..... | Reed Miller |
| | BEAUTIFUL ISLE OF SOMEWHERE—Soprano—Baritone Duet..... | Jean Neilson—James Jordon |
| 4189
10-inch
85c | ROCK OF AGES—Contralto-Baritone Duet, With Orchestra..... | Helen Clark—Joseph Phillips |
| | I NEED THEE EVERY HOUR—Tenor-Baritone Duet, With Orchestra..... | Charles Henry—James Jordon |
| 4190
10-inch
85c | JESUS, SAVIOUR, PILOT ME—Tenor, With Orchestra..... | Henry Burr |
| | LEAD, KINDLY LIGHT—Vocal..... | Peerless Quartet |
| 4272
10-inch
85c | CRUCIFIX—Sacred Duet, With Orchestra..... | Charles Henry—James Jordon |
| | PALMS, THE—Baritone, With Orchestra..... | Bernard Ferguson |
| 4273
10-inch
85c | BEAUTIFUL SAVIOUR—Vocal..... | Shannon Four—J. Neilson |
| | WHEN CATHEDRAL BELLS AT TWILIGHT CHIME—Orchestra, With Celeste and Chimes,
Shannon Four—J. Neilson | |
| 4290
10-inch
85c | JESUS, LOVER OF MY SOUL—Duet, With Orchestra..... | Charles Hart—Elliott Shaw |
| | OPEN THE GATES OF THE TEMPLE—Baritone, With Orchestra..... | James Jordon |
| 4320
10-inch
85c | WHERE IS MY BOY TO-NIGHT?—Sacred Baritone, With Orchestra..... | Elliott Shaw |
| | FACE TO FACE—Sacred Baritone, With Orchestra..... | James Jordon |
| 4431
10-inch
85c | SAVED BY GRACE—Baritone, With Organ..... | Wilfred Glenn |
| | JUST AS I AM—Baritone, With Organ..... | Wilfred Glenn |
| 4437
10-inch
85c | GO DOWN, MOSES; 'WAY DOWN IN EGYPT LAND—Spiritual Colored Quartette,
Virginia Female Jubilee Singers | |
| | WHEN JESUS CHRIST WAS BORN—Spiritual Colored Quartette..... | Virginia Female Jubilee Singers |
| 4209
10-inch
85c | THE VOICE OF THE CHIMES—Male Quartette..... | Shannon Four |
| | THE HOLY CITY—Baritone..... | Joseph Phillips |

Okeh Records



General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City



INDIANAPOLIS A NOTABLE CENTER OF TRADE ACTIVITY

Holiday Sales Now Under Way—Baldwin on Deck Following Fire—Miss Hobson's Fine Educational Campaign—Splendid Feeling of Optimism Prevails Regarding Prospects Present and Prospective

INDIANAPOLIS, IND., December 5.—Although the Baldwin Piano Co. suffered a fire loss of approximately \$25,000 last month there was comparatively little damage to the stock of talking machines, according to C. P. Herdman, manager of the talking machine department. Many of the instruments were marred through handling by the salvage corps, thus necessitating special prices which, on many of the machines, were 50 per cent of the original prices. The special prices quickly moved the greater part of the stock so damaged.

Water damaged practically the entire stock of Columbia and Brunswick records and Q R S player rolls. Instead of placing this stock on sale Mr. Herdman decided that the reputation of his house for the distribution of only first-class goods could best be preserved by disposing of the stock otherwise. He therefore disposed of all the damaged goods through insurance adjustment to the 'Underwriters' Salvage Co., of Chicago. The transaction involved approximately \$13,000. Mr. Herdman says he is receiving especial attention from distributors, with the result that he will be in good shape for handling the regular Christmas holiday trade in records and rolls.

Demand for Records Grows

C. E. Collins, of the Collins Talking Machine Co., reports business in Emerson records increasing rapidly. He says that Dumbald & Burns, Emerson dealers at Huntington, have thus far this year increased their record business 300 per cent over last year. Mr. Collins reports also a healthy increase during the last two months in sales of talking machines, particularly in the Indianapolis territory.

Thos. E. Hendricks a Busy Man

Thomas E. Hendricks, formerly manager of the talking machine department of the Pearson Piano Co., left that company to accept a posi-

tion as special agent for the Crescent Life Insurance Co., a Masonic insurance organization. He is supplementing the insurance work by conducting a wholesale talking machine accessory business for the Stewart Talking Machine Co., Victor distributor. He also has accepted temporary employment as floor salesman for the Indianapolis Talking Machine Co. during the holidays.

A. C. Hawkins, manager of the latter company, reports both machine and record business picking up, as the result of the near approach of the holiday season. Business, he says, is coming chiefly through the efforts of the outside crew of salesmen, with sales of the \$150 machines leading.

Finds Large Increase in Business

C. A. Grossart, of the Brunswick Shop, says that business has increased at a remarkable rate in both machines and records during the last two weeks. He finds it difficult to keep his record stock up to where it should be, he says, and he credits that fact chiefly to a large demand for the Isham Jones record of the "Wabash Blues" and "Ma." He says his last consignment of that record was 750 and that he sold the entire consignment in three days.

Price Stability Inspires Confidence

People have increased confidence in the Edison phonograph as a result of the unchanged prices of that instrument, says W. O. Hopkins, of the Edison Shop. He says that despite price cutting in other lines his business for November ran a little better than during the same month of last year. The fact that several Broadway hits were received in this city on Edison records before the sheet music arrived, he says, has gone far in calling attention to Edison progressiveness.

Mr. Hopkins has won some worth-while publicity through the fact that the Indianapolis post

office is trying out an Edison in the mailing room for the purpose of testing the value of music in connection with the activities of the clerks and carriers in the office. The machine has been in satisfactory use there two months. A recent issue of the London Illustrated News showed the picture of a "gramophone" in use in the London post office and gave the explanation that the London postal authorities were contemplating adoption of the music plan on trial in Indianapolis. The Edison Shop has added the Gulbransen line of player-pianos.

Reduced Prices on Gennett Records

The Starr Piano Co. has announced a return to pre-war prices on the Gennett records. The reduction has been from 85 cents and \$1 to 75 and 90 cents. T. H. Bracken, manager of the Indianapolis store, says he has been pushing the record sales, with the result that his business in that line increased rapidly during the latter part of November. There has been no appreciable increase in the sale of machines, he reports. Business in the Indianapolis store and in the branch stores of the State, he says, has been generally satisfactory the last few months, with every indication of a healthy increase through the Winter.

Reports Business Expansion

Miss Minnie Springer, manager of the Victrola department of the Taylor Carpet Co., reports that business has increased to such an extent during the last few weeks that she is having difficulty in supplying machines. She is meeting particularly with a shortage of the No. 300 models and certain finishes in the No. 100.

Becherer's Cheery Report

C. H. Becherer, manager of the Sonora department of Chas. Mayer & Co., says that the sales of baby grands and the cheaper period models have kept up his business so well that October and November this year brought returns equal to the business during the corresponding months last year.

John McCormack Scores

The appearance of John McCormack at the
(Continued on page 68)



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."

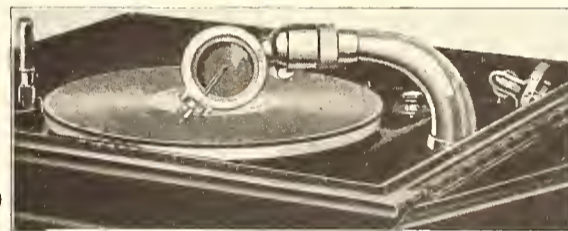
If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



Showing face view of Jewel Attachment in position for playing lateral cut records.

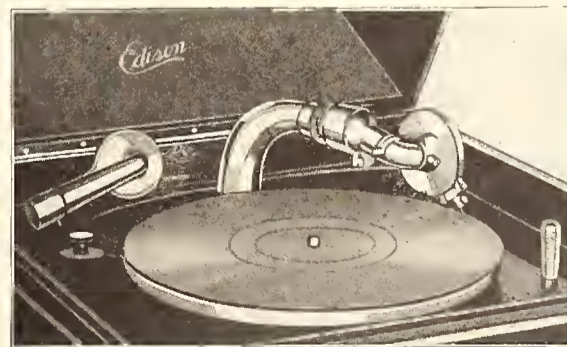
Needle CENTERS on all records.

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 NOM-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

TRADE ACTIVITY IN INDIANAPOLIS

(Continued from page 67)

Murat Theatre on Sunday, November 20, resulted in a renewed interest in the Victor records made by that artist. Victor dealers throughout the State have been ordering heavily on the three Victor records released as "specials," according to reports from the Stewart Talking Machine Co. Indianapolis dealers say those records have had an unprecedented sale, but only two dealers reported the same record as being in the lead so far as the greatest number of sales was concerned.

Talks to Kiwanians on Child Music

Miss Caroline Hobson, educational director of the Stewart Talking Machine Co., in an address before the Kiwanis Club on the subject of music appreciation, made "six-year-olds" out of 200 dignified Kiwanians and illustrated how youngsters in the primary schools are being taught better grades of music.

Miss Hobson had the Kiwanians humming childhood lullabies, such as "Rock-a-bye Baby" and "Old Mother Hubbard," to phonographic accompaniment. Putting the club to a test, she discovered that only three out of the 200 knew the name of America's foremost composer. She said that was not strange, since business men are too busy making money to concern themselves greatly about music. She urged her hearers not to permit the children to become fond of jazz. People may obtain a liberal education in music by listening to good music, she declared.

The Stewart Talking Machine Co. will hold an educational meeting for store salesmen December 8 and 9. It will be attended by representatives of the Victor stores in the Indiana territory. Miss Hobson will conduct the classes, giving particular attention to the handling of records.

To Feature the Motrola

Under a new plan of national distribution for the Jones Motrola, a winding device for phonographs, the Stewart Talking Machine Co. has been made the exclusive wholesale distributor for this State. A new type of the Motrola is noiseless and sells at little more than half the price of the old type.

Harry Diehl, popular traveling salesman for the Stewart Co., has successfully solved the problem of "Music in the Home." Ask him about it and he will straightway proceed to explain that her name is Helen Louis and that she weighed nine pounds when she arrived.

Kimball Phonographs Are Moving Rapidly

The movement of Kimball phonographs is being stimulated by advertising and sales campaigns conducted in conjunction with dealers by E. H. Jarrard, manager of the talking machine department of the Capital Paper Co. Increased sales efforts, supplemented by special prices, resulted in successful sales by the Reliable Furniture Co., the Phoenix Furniture Co. and the White Furniture Co., of this city.

After making an extended trip over Indiana,

Equip Your Booths with Stewart Record Stands



No. 5A 010

\$8.70

f. o. b.
Indianapolis

COMPACTLY built and designed especially for handling records conveniently in the demonstration rooms, this stand brings efficiency to your record selling.

The customer places on the top shelf the records he wishes to hear; on the bottom shelf those he does not want, and on the middle shelf those he wants to buy. Result—no mix-ups and much time saved. A powerful aid to the busy dealer.

In Mahogany, Golden Oak and Birch finish. Height, 43¼ inches. Top, 16½ x 16½ inches. If you have no account with us please send check with order.

STEWART
TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS



Illinois, Ohio and West Virginia Mr. Jarrard reports the market flooded with inferior machines and says the retailing of such machines is making it hard for dealers in standard machines, but that the discriminating buyers are still demanding the good quality of the standard makes. He says the standard machines are apparently not so easily sold now, but that they stay sold when once they are in the hands of buyers.

Pathé Business Improving

The business in Pathé machines is about the same as a year ago, according to C. O. Mueller, of the Mooney-Mueller-Ward Co., Pathé distributor. The record business, he says, is picking up rapidly. It is Mr. Mueller's observation that dealers are remaining close to their business and are visiting in the city frequently, as they were in the habit of doing a year or two ago.

Business to Be Had if Solicited

H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor, says the cash prize contest just closed by the company proved very successful. "Our cash prize contest," he explains, "has proven to us that there is business to be had for the salesman who has unwavering faith in his ability to go out, face the odds and sell. A very remarkable fact is that one of our cash prize-winners near the top has

been in the Edison game less than one year. He attributes his success to the great assistance given him by the Edison laboratories, with their various sales plans. Conditions in our territory indicate that we are going to have the last-minute rush that always appears during the holiday season."

Takes Both Auto and Victrola

E. F. Routh, Victor dealer at Salem, Ind., is looking for a thief who stole his Hudson super-six and a \$250 console model Victrola. The Victrola was in the automobile when the thief decided to depart with the car. Routh is offering a reward for the return of the property. The serial number of the Victrola is 26,238. The series number of the automobile is 100,452, the license number is 279,131 and the motor number is 153,624.

Says the Outlook Is Rosy

O. C. Maurer, manager of the talking machine department of the Kiefer-Stewart Drug Co., Sonora distributors, says the outlook for Sonoras is "rosy." The dealers have responded, he says, to aid given them by the Sonora Co., with the result that there has been considerably increased enthusiasm among them all and a general toning up of business throughout the State.

Much Advertising in Evidence

It was estimated by a phonograph dealer of Indianapolis that one of the city's newspapers on the afternoon of Friday, November 25, carried \$1,500 worth of phonograph advertising. This advertising included announcement of a \$42,615 purchase of Sonata talking machines to be sold at one-third the factory price, an offer of Vitrolas and other machines at special prices.

SELLS SIXTY-FIVE MACHINES

Enterprising Columbia Dealer in Texas Closes Successful Week—Intensive Sales Efforts Produce Results Which Convey a Salutory Lesson

DALLAS, TEX., December 5.—In the books of the Dallas branch of the Columbia Graphophone Co. Eagle Pass was formerly indicated by a small dot representing a town of 5,655 people. At this writing, however, the dot has assumed imposing proportions, owing to the unusual campaign conducted by the New Furniture Co., Columbia dealer in that city.

This dealer inaugurated a Grafonola Week recently and, working in conjunction with Mr. Parker, of the sales staff of the Columbia branch in Dallas, sold sixty-five Grafonolas in one week. Newspaper advertisements, sales letters, personal calls and, in fact, every form of sales effort was utilized in making this campaign a success and the New Furniture Co. is well deserving of the congratulations which it has received from the Columbia organization at Dallas.

Now with the smoke of battle cleared away is not the time to discuss about what might have happened. See that you are prepared for the next fight—we mean the fight for business in 1922.

Complete Stock and Excellent Service on

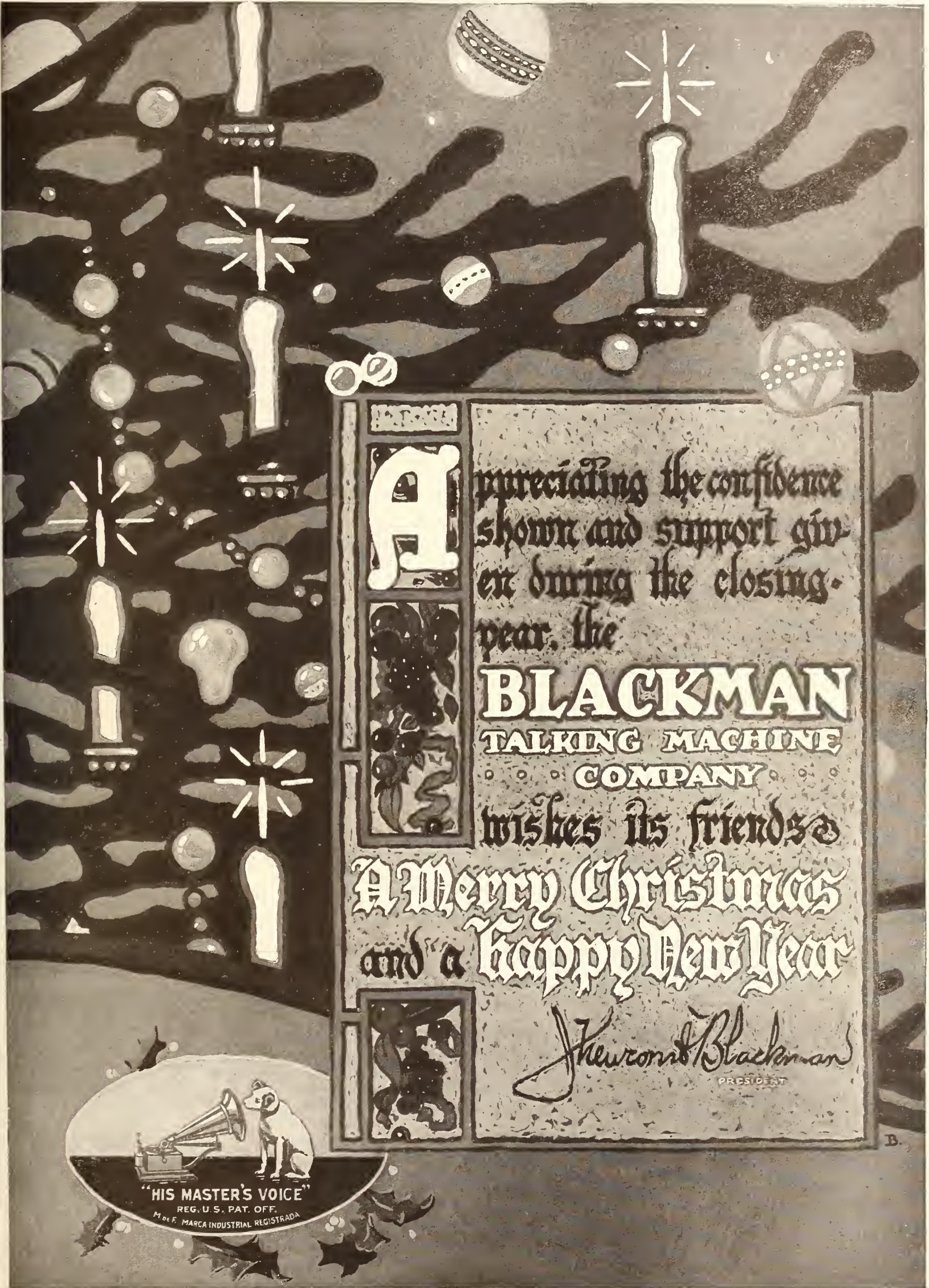
OKeh Records

THE ARTOPHONE CORPORATION

1103 OLIVE ST.,

ST. LOUIS, MISSOURI

Wholesale distributors of **OKeh Records** for the South and Southwest



A

ppreciating the confidence shown and support given during the closing year, the

BLACKMAN
TALKING MACHINE
COMPANY

wishes its friends

A Merry Christmas
and a **Happy New Year**

Hermond Blackman
PRESIDENT



B.



Imagine "Rocked in the Cradle of the Deep" as a saxophone solo! And for good measure, Clyde Doerr records "Jeunesse," too, as the coupling. A-3491 will sell big to your customers.

Columbia Graphophone Co.
NEW YORK

ACTIVE HOLIDAY BUSINESS PROMISED IN NEW ORLEANS

Retailers Encouraged by Fact That Christmas Savings Funds Are Large—Extensive Advertising Bringing Results—General Improvement in Business Reported This Fall

NEW ORLEANS, LA., December 5.—With the paying out of over \$2,000,000 in Christmas savings, and with the holiday season just opening, the talking machine trade is preparing for a deluge of buyers. From the early start made by the shoppers and with the savings twice the amount of 1919 the merchants predict a bigger season than last year. All stores have attractive and inviting window advertisements, and with the club plans in operation, providing easy payments, they expect to put talking machines in the homes of rich and poor alike.

In the words of B. G. Powell, manager of the Victrola department of Philip Werlein, Ltd., the public this year is not as reckless as it was last year, for it has learned the lesson during the period of depression better than the War Saving and Thrift campaigns could ever hope to teach them—it has had the effect of making the people ponder longer before buying and in the end buying better machines—machines that would last. In brief, the people are buying closer this year than they did in 1920.

In commenting upon the Victrola business done by the Werlein house, Mr. Powell claims

that while the month of November as a whole was not exceptionally good and sales were slow, the last week of the month was notable for a whirlwind finish which is still in evidence the opening days of December, and which will merge into the regular Christmas rush. Mr. Powell has inaugurated a Red Seal derby among the selling force which has stimulated sales considerably. It will be a regular monthly feature beginning with November.

Another thing brought to the attention of your correspondent by Mr. Powell was that a survey of the papers of New Orleans and of other Southern cities showed that the talking machine people here have been advertising more extensively than any other city in the South.

The Edison Co. conducted the Elizabeth Spencer tone test at the Little Theatre in the Grunewald, November 23, at which there were 1,500 people. She was accompanied by Emil Bertel, pianist. The Edison people have also been conducting a drive among the restaurant people and have placed fifteen machines in the restaurants in different parts of the city. Among the big buyers were Harris Ice Cream Co., \$1,000; Comus

Restaurant, \$900, and the Thermol Chain. Edison record sales have been increasing steadily and popular hits have been appearing even before the selections were released by the publishers. Sales of Edison record cabinets also show a big increase.

The Maison Blanche has just finished a Victrola week which kept them hopping for the whole six-day period. The \$150 machine proved to be the most popular and the best seller. In the Brunswick machine the Console type was the best seller. "Ma" and "Wabash Blues" are two records that they have been unable to keep in stock, so fast have they been selling, says J. D. Moore, in charge of the department. Mr. Moore had been kept at home for the past two weeks with his son, who had been critically ill, and has just returned.

Guenard's Music Shop on University Place, which at the last report was rather upset, having just opened, is now quite an up-to-date music store. Starting with the Columbia line exclusively, Mr. Guenard has now added the Kranich & Bach piano and the U. S. player roll to his stock, in addition to musical merchandise. Both this shop and the store on Dryades street are going at top speed. Ted Lewis records are in great demand, says Mr. Guenard. With the player rolls he is inaugurating an exchange plan whereby his customers may exchange old rolls for new, allowing 33 cents on every roll returned.

Junius Hart Piano House reports an increase in every month this year over the same month of last year, the greatest increase being in the medium-priced machines.

As a whole the New Orleans trade seems to be very optimistic over the outlook for the holiday season and for 1922. There has been no price cutting in this section of the country, though some dealers complain that other dealers are selling terms instead of phonographs.

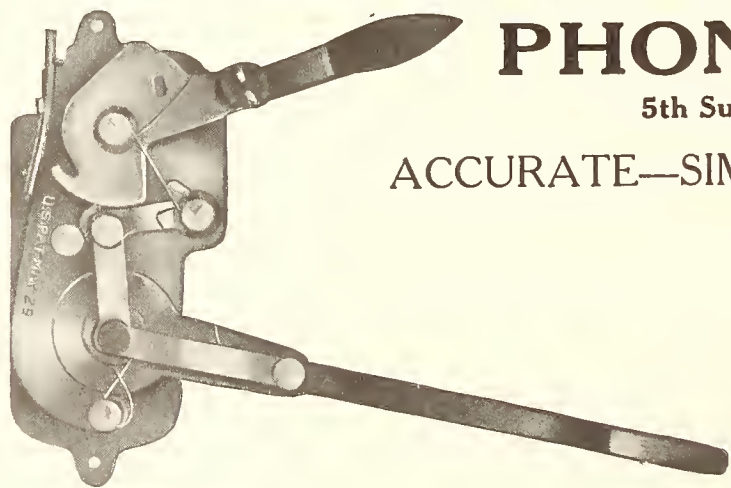
PERFECT CARUSO FOUNDATION PLAN

Plan to Raise \$1,000,000 Foundation Fund by Public Subscription

At a recent meeting of the Bankers Club in New York steps were taken to perfect the organization of the Caruso Memorial Foundation which was started some time ago. The plan provides for the raising by public subscription of \$1,000,000, the income from which will be used to establish scholarships in music and to develop a wider appreciation of music in this country as a perpetual and practical memorial to the noted tenor. The headquarters of the Foundation are in the Woolworth Building at 233 Broadway, New York.

PHONOGRAPH SALES CO. BANKRUPT

OMAHA, NEBR., December 8.—A petition in bankruptcy against the Phonograph Sales Co., 2415 Farnam street, this city, has been filed by creditors, including the Knittel Music Co. and the Columbia Phonograph Cabinet Co. Liabilities are estimated at \$40,000.



PHONOSTOP

5th Successful Year

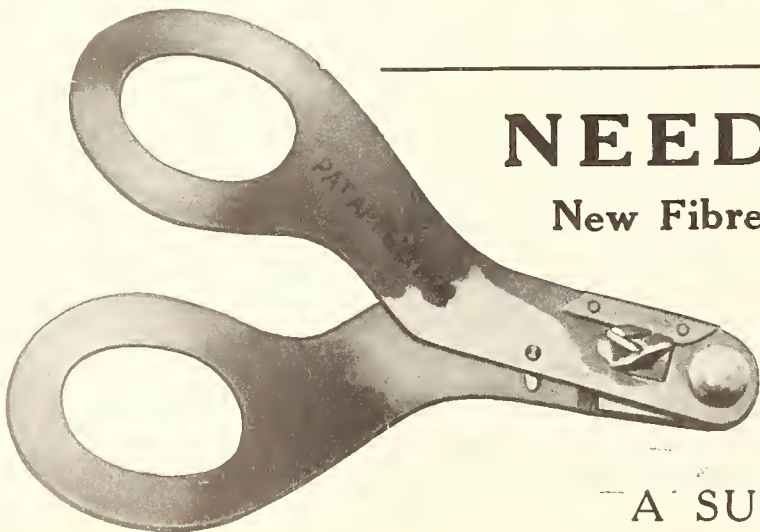
ACCURATE—SIMPLE—DURABLE

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.



*Mr. John D. Rockefeller—Mr. Alfred I. Dupont—Mr. Henry Ford
—Have Equipped Their Phonographs With*

THE SHELTON MOTOR

The Perfect Motor for Phonographs

**EDISON and VICTOR DEALERS! ARE YOU INTERESTED
IN SELLING THE BEST?**

Owners of phonographs throughout the country have been quick to see the many advantages of the compact little Shelton Motor which transforms any phonograph—Edison—Victor—Columbia—into an electrically driven machine. There are more than 20,000 satisfied users today.

Can be installed in a minute. So small it will fit in your pocket. *Invisible when lid is closed.* Cost of operation less than five cents a month. Never gets out of adjustment. *Guaranteed indefinitely.*

Exceedingly simple to operate. A light push on turntable automatically turns on current. Motor always runs at even, uniform speed, which insures perfect musical reproduction. *Absolutely noiseless.*

Your customers will want the Shelton Motor when they see what an ideal addition it will be to their machines. Takes only a minute to demonstrate its superior points.

Write today for name of your nearest distributor.

Eliminates Winding—Never Runs Down—Noiseless—Not a Winding Device

SHELTON ELECTRIC COMPANY

16 EAST 42nd STREET

NEW YORK, N. Y.



Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the fourteenth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

"KNOWLEDGE IS POWER"

The simplest and most obvious principles are often the hardest to put before the consciousness of bodies of men in practical form. Nothing should be easier to understand than that the talking machine business is simply the business of merchandising music. Yet the merchant who acts upon this obvious principle is the exception.

Let us take one of the simplest examples. Anyone who troubles himself enough about the internals of his business to study them at all must realize that the record catalogs contain vast quantities of music which is imperfectly known and very little exploited. Yet there is as much profit in each dollar's worth of these records as in any others. A well-balanced retail business will be one which can command the sale of all parts of its stock with relatively equal facility. A badly balanced business is one which runs to extremes, which is always short on whatever happens to be the fad of the moment and always encumbered with dead stock of everything else. No merchant is foolish enough to wish that a condition of this sort should continue, but, very often, merchants simply do not know what to do about it and so let it continue against their own better judgment.

The Clear Aspect

The musical aspect of the talking machine is the aspect which ought most clearly to be kept in view in all decisions as to merchandising policy. But this musical aspect cannot be so kept in view when there is no settled principle on which to base a policy. If one just sells what the uninstructed public wants to buy then it is certain that one's selling will be one-sided and ill-balanced and that neither the manufacturer nor the dealer will make much profit out of the efforts which are put into the business.

The value of the talking machine, of course, is

relative to the use which is made of it. The talking machine can only be sold at all for what it will do. The record, then, is the determining element in the talking machine business, and it is the first affair of the seller to master all available knowledge as to the contents of the record catalogs, the styles, types and values of various instrumental and vocal recordings and the relative success which each meets with in filling the wishes and fancies of the buyers, the people.

All this seems obvious enough when it is put down on paper, but there seems to be a good deal of difficulty in applying it. Yet this difficulty is more apparent than real.

A Practical Example

There is a certain retail talking machine store in a large city which represents almost to perfection the results which flow from applying steadily the principle of knowing the goods one sells. The store is not large, but it attracts the most cultivated and musically wise people in the community. The proprietor is himself interested in music, though he is not a musician by any means. He, however, first became interested in the talking machine after he had bought a good machine years ago. He gradually collected a library of fine records, which he has built up year by year, till to-day he has one of the finest private collections to be found in the country. Now, this man became so much an enthusiast on the subject of talking machine music that he proceeded to enter the selling field himself. One of his most sincere convictions is that he owes the success he has made principally to the extensive and minute knowledge he began to acquire years ago concerning the riches of the record catalogs.

This man knows the line of records which he sells. He possesses in his private collection specimens of every style of recording, voices of all sorts, ranges, powers and qualities, orchestral records, solo instrumental records, quartets, trios and quintets. He has the complete operas "Faust" and "Pagliacci." He has specimens of accordion, concertina, barrel-organ, bag-pipe (Scotch, Irish and Italian), ocarina, zither, xylophone. He knows them all. He knows the tone of each one instrument and how that instrument

is distinguished from its associates in the orchestra and in the band. He knows the selections under the different headings, orchestra, military band, string quartet, etc. He can pick out from the catalog an orchestral number which will suit a cultivated customer who shows a knowledge of music. His knowledge embraces, likewise, the entire range of modern popular music in voice and instrumental recordings, and he is at no loss to suit any taste. But he knows that any fool can keep up with the hits of the moment which are here to-day and gone to-morrow.

The Foundation of Good-will

On the other hand, he also knows that his talking machine business, if it is to continue as successfully in the future as it was in the past, must continue to be built on the good-will of the entire community. He knows—what so few merchants seem to realize in a practical way—that the patronage of the best and most highly cultivated families in the community has a reflex effect far greater than can be measured in any direct amount of buying by these families. He knows that if he is the purveyor of home music to these cultivated circles by means of the talking machines and records, if he can advise these customers of his, show them that he knows their wants and can anticipate them intelligently, that he has the same love for the beautiful that they have, and that he can speak their own language in these matters, they in their turn will cry aloud his virtues and the beauties of his store from one end of the city to the other. He knows this and profits by his knowledge, which he applies in practical fashion.

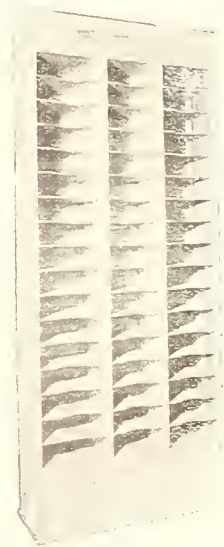
It Does Pay

It does pay directly and definitely to know the records one sells, to know them not merely by name but by actual acquaintance. It does pay to know why the records of a band conducted by Sousa differ from similar records made by a band under the baton of Pryor. It does pay to know what a concert overture is and why Mendelssohn's "Fingal's Cave" differs from Beethoven's "Consecration of the House." It does pay to know the sound of an oboe and to distinguish it from the sound of a clarinet.

So, also, it pays to know why the Kneisel Quar-

A RECORD RACK

Particularly for
DEALERS IN WARM CLIMATES



Vertical racks cause warped records.

Warped records are a dead loss.

This handsome horizontal rack holds 400 twelve inch, and 800 ten inch records, in addition to drawer space, occupies an area only 1 foot by 3

feet, 8 feet high, solid dustproof back, enamel or mahogany finish; ready for shipment; write for price.

VAN VEEN & COMPANY

Hearing Rooms, Record Racks
and Counters

47 West 34th Street, New York City
1711 Chestnut St., Philadelphia, Pa.



INVISIBLE HINGES



Soss Invisible Hinges

preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are invisible.

Write for Catalogue

SOSS MANUFACTURING COMPANY
778 Bergen Street, Brooklyn, N. Y.



ASK TO HEAR IT



THREE O'CLOCK in THE MORNING

Tempo di Valse Lente



It's three o'clock in the morn - ing.

The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

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



... was once world-famous and why the Flonzaley and the London quartets are famous today. It pays to know something of the difference between the fiddle styles of Heifetz and of Kreisler, between the vocalizations of Gallurci and of Florence MacBeth, between Mura-tore's mannerisms and Caruso's.

"Blues" and Burr!

Yes, and it pays to know why a saxophone is needed to give the "blues" effects in music and why Mamie Smith and Marian Harris have totally different styles in blues work. It pays to know all about Henry Burr, beloved of thousands for years back, Henry Burr of the sweet high tenor. It pays to know his history and how many records he has made and which are the best-liked by the general public.

It Pays

It pays to know all this and a great deal more.

For how can the talking machine be sold profitably save by featuring its musical possibilities? And how can its musical possibilities be fea-tured if not by means of its records? And how can records be used for that purpose and sold at a profit—how can it pay to keep records at all if the selling of them is not guided by some system?

The man or woman who is unwise enough to suppose that a knowledge of music, and espe-cially of music as given by the records listed in the great catalogs, is not essential is too silly to stay in the talking machine game. There cannot be too much knowledge of the sort. There cannot, we repeat, be too much knowledge of that sort. And the more profound it is, the broader, deeper, clearer, more extensive it is, the better for the talking machine business of the man or woman who possesses it.

chine will be appreciated and how the record-ings of the great artists will be enjoyed, etc. He emphasizes the surprise and pleasure of such a gift from husband to wife and sets Smith to thinking.

Jones waits a few days and sends a follow-up letter to Smith requesting an appointment, and in many cases the sale follows. Of course, the sale sometimes falls through, but if the letters are tactfully written Smith will at least try to find out from his wife whether or not she favors the idea and if he is disinclined to make the purchase himself he may delegate to his wife the task of selecting a machine.

TAMPA HOUSE FEATURES COLUMBIA

Tampa Hardware Co., Columbia Grafonola Dis-tributor, Institutes Big Ad Campaign

TAMPA, FLA., December 8.—The Tampa Hard-ware Co., the only exclusive wholesale hardware jobbing concern in Florida, and one of the larg-est concerns of its kind in the South, has in-augurated an extensive publicity campaign in the Tampa Sunday Tribune in which Columbia Graf-onolas, for which it is a distributor, are featured prominently in a full-page spread. The adver-tisement of the company in one edition of the paper covers many pages and urges the buying of Columbia Grafonolas and other merchandise from local dealers.

SENTIMENTALITY OF MEN OFTEN A REAL SALES FACTOR

Study of the Men Folk as Buyers of Talking Machines and Records Well Repays the Inquisi-tive Progressive Dealer or Salesman—Some "Experiences" Here Set Forth

It is an established fact that women are the buyers of the country and merchants, knowing this, concentrate their attention on them, often excluding entirely the possibilities of making sales through the head of the house, the man. The man offers a mighty good field for the talk-ing machine dealer and he should not be neglected as an avenue to sales.

While it is true that men, as a rule, allow the women to do most of the buying for the home, there are a number of methods of influencing them so that they either will buy themselves or use their influence with their wives to purchase a certain article at a certain store.

The best method of approaching most men is through sentiment. Men to-day are just as chivalrous and sentimental as they were in the days of old, despite reports to the contrary, and if the talking machine merchant approaches a prospective male customer and tackles him from the standpoint of sentimentality he enhances his chances of making a sale. Of course, any man with a grain of sense will have to be convinced that the machine he is interested in is durable and that he is getting his money's worth, from a practical standpoint, but no man is going to buy a talking machine simply because he makes a good bargain and it is up to the dealer to convince him that he desires music in the home and the particular make of machine which is being demonstrated to him before he will buy.

For example: John Smith is a hardheaded business man. He has a wife and perhaps children at home, but personally he doesn't care a hang about a talking machine. However, his name is on the prospect list of Jones, the local dealer, who decides to sell Smith a machine.

Jones tries all the usual ways of interesting the prospect in a talking machine and fails. Circulars, ads, letters and the usual sales talks are without any visible effect. Jones is persist-

ent, however, and spends much time in thought. He recalls that Smith is devoted to his wife and decides to approach him from a new angle. Ac-cordingly he sends Smith a personal letter, using distinctive paper of good quality, in which he draws a pen picture of the home, how a woman loves music and how the gift of a talking ma-

DID YOU GET YOURS?

If not, write today for circular illustrating our latest creation,

THE KENT "SPECIAL"



to play lateral cut records only on THE EDISON DISC PHONOGRAPH



Operates only with the lever, same as EDISON. Made of brass tubing, carefully finished, beauti-fully fashioned and modestly priced, it is easily the best buy on the market. Do not overlook this opportunity of supplying your trade with a product really worth while. We guarantee THE KENT "SPECIAL" to add materially to your profits and prestige.

We specialize in attachments for Edison and Victor machines, also sound boxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed. Inquiries solicited.

F. C. KENT COMPANY

IRVINGTON, N. J., U. S. A.

Whose phonograph accessories "Win their way by their play"

NEW EDISON JOBBER IN IOWA

Silzer Bros. Succeed Harger & Blish in Des Moines and Sioux City—H. H. Blish Will Move to California—C. G. Silzer Heads New Jobbing House—Well Equipped to Serve Edison Dealers in Important Territory

ORANGE, N. J., December 3.—Announcement was made to-day at the Edison headquarters to the effect that a new company, to be known as Silzer



C. G. Silzer

Bros., will be organized within the next thirty days. The territory embraced in this jobbing enterprise will be the same as that covered by Harger & Blish, the concern to which Silzer Bros. are the successors, and the headquarters and executive office address will be the same, in both Des Moines and Sioux City, Ia., as was formerly occupied by Harger & Blish.

The change described above is the result of the failing health of H. H. Blish, who will hence-

forth make his permanent residence in California. It is his intention to organize and operate in that State, in conjunction with his son, H. H. Blish, Jr., a financial company, which will discount Edison paper.

C. G. Silzer, who has for many years been a prominent member of Harger & Blish, will head the new company of Silzer Bros. He will have associated with him his two brothers, G. U. and Herman F. Silzer.


In chatting with a representative of The World C. G. Silzer stated that conditions in the Middle West covered by the business operations of his company are showing steady improvement. While the corn market is not in satisfactory shape at the present time, the hog market is in excellent condition. In a recent trip which Mr. Silzer made to make an analysis of the territory which his business covers he found that 60 per cent of the farmers own their own farms and that 80 per cent of the farmers are practically certain to go through the depression of 1921 sound and solvent. Of the remaining 20 per cent he estimates 15 per cent will have a very hard time to pull through and 5 per cent will go under. This analysis, Mr. Silzer believes, indicates a fundamentally good status and one which will mean a substantial volume of Edison business during 1922.

At the present time, he says, business is somewhat spotted—very good in certain cities and behind in others. He believes that this variation indicates positively that the opportunity for sales exists, provided the retail merchant and his sales staff are fighting aggressively every hour of every business day. He also said that price-cutting of standard lines has not assumed the threatening aspect which is the case in some of the large Eastern cities.

RECENTLY INCORPORATED

The Wonder Phonograph Co., of Dover, Del., has been granted a charter of incorporation under the laws of that State, with a capital of \$150,000.

THE RESURRECTONE
"Even pressure fulcrum"



Trade-Mark Registered

Patented
June 15th, 1915
June 22nd, 1915
Jan. 21st, 1919
June 21st, 1921

Patents Pending
Our new Tuning-fork and Single Prong models are standards of simplicity and perfection. Superb quality—increased volume. Order sample, return if not satisfied. Reasonable prices.

HOFFAY PHONOGRAPH CO., 160 Pearl St., New York City
Makers of the "air-tight" Tone-arm and Hoffay Phonograph

CATHEDRAL CO. PROPERTY SOLD

Real and Personal Property of Bankrupt Phonograph Co. Disposed of at Trustee's Sale

MARION, O., December 3.—Real and personal property of the Cathedral Phonograph Co., bankrupt, was sold at a trustee's sale on November 26 to Dimon Herring, Mansfield, O., for \$44,900. Mr. Herring stated that it was his intention to open the local plant for the salvaging of the personal property.

The real estate in Marion County went to Mr. Herring for \$24,500. The appraised value of this property was \$35,000. The personal property was sold in bulk to Mr. Herring for \$20,400.

Personal property of the company consisted of some 800 completed phonographs, 100 other phonographs previously sold on consignment, of which seventy are at San Francisco and thirty at various other points; one lot of other phonographs, approximately 900; raw materials, miscellaneous hardware and machinery located in the plant; miscellaneous tone arms, parts and dies at Chicago, and all accounts, bills receivable and claims due the bankrupt company.

The Deeken Music Co., at 2017 East Grand avenue, St. Louis, Mo., one of the latest additions to the local talking machine business, is featuring Victor products.

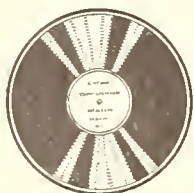
A Merry Christmas
and
A Happy New Year to All

1922

is going to be a RECORD year

Let us help you make it so by pressing
your records

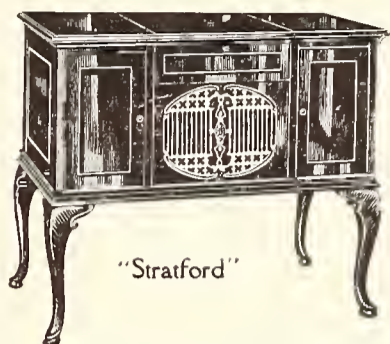
Samples and Prices on request



THE BRIDGEPORT DIE AND MACHINE CO.

170 ELM STREET
BRIDGEPORT, CONN.





"Stratford"

THE BRUNSWICK COMES TO HARDMAN HOUSE

As its inherent fitness made manifest the Brunswick's right to highest musical recognition, it became manifestly fitting that we should welcome it to Hardman House.

Our ideals of artistry and the artistic achievements of the Brunswick were too alike to remain permanently apart.

So now the inevitable becomes the actual. The Brunswick and Hardman House! One and inseparable. Complementing and mutually complimenting.

The brilliant gem in a rich new setting; the lovely blossom on a thriving stem; a distinguished stage for a new attraction.

Fifth Avenue's Phonograph Headquarters now invites you to new Headquarters for the Brunswick.

Individual Concert Chambers at Your Disposal

We invite you to hear the Brunswick in repertory of your own choosing. Convenient main-floor Concert Chambers! Sound-proof.

CONVENIENT TERMS

HARDMAN, PECK & CO.

Eighty Years of Fine Piano Making

433 FIFTH AVENUE · NEW YORK

Also at 47-51 Flatbush Avenue · · Brooklyn

Fifth Avenue's Latest Convert

Above, a reproduction of a 400-line advertisement inserted in The New York Times of November 4th, and other papers, by the famous old music house of Hardman, Peck & Co., of New York and Brooklyn.

"A man is known by the company he keeps"

THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 623-633 S. 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 Street, West, Toronto

The Brunswick-Balke-Collender Co.

1a Calle de Capuchinas No. 25

Mexico City, Mexico



Brunswick

PHONOGRAPHS AND RECORDS



One of the leading phonograph manufacturers in the country having more than 70 per cent of their output sold, wants a few high grade distributors in territories where they are not now represented. The proposition is a very attractive one for the right concern. Get particulars, Box No. 2, Talking Machine World, 373 Fourth Ave., New York.

SALESMEN ARE MADE, NOT BORN

The Most Successful Salesmanship Can Be Analyzed as Merely the Unremitting Application of Essential, Every-day Qualities.

Frederick W. Nash, writing in a recent issue of the American Magazine, says that in his opinion good salesmen are made; not born, and says in part:

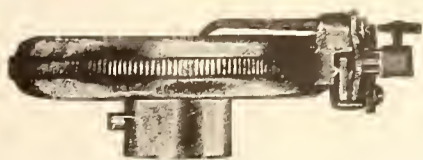
"The object of salesmanship is to sell and it is proper and normal for the prospect not to want to buy. The reason that men fail as salesmen is that they think of themselves more than they do of those they want to have as customers. The first principle of salesmanship is not persuasion. It is not a division of oratory or hot air. Neither is it a kind of glorified begging. We speak of 'selling a man' or 'putting over' a deal. A real salesman does not think in those terms; he thinks how what he has to sell can make money for someone else, and when he has that all planned he goes out and tells that someone of the plan. Not infrequently salesmen who are unable to place a satisfactory order with a doubting merchant go right out into the neighborhood and by a house-to-house canvass prove to the merchant that a demand exists for the goods.

"Sometimes a salesman becomes too accustomed to his territory. At first he will know that he has to sell, and, if he is a good man, he will sell part of the trade so well that he becomes an order-taker as far as they are concerned. He will try for months, and perhaps for years, a certain number of other prospects, until it comes about that they know exactly how to refuse him. His arguments and their arguments stalemate; finally he stops calling. It is very difficult to keep a fresh fund of arguments over a well-beaten, accustomed route, and more especially when a satisfactory portion of the people on the route buy anyway. The salesman loses his resource, and for his good as well as for the good of his employer he ought to be shifted to harder ground. Easy going will spoil any salesman that ever lived."

In spite of all the opinion that salesmanship is an art and that sales come through the activity of inspired salesmen, Mr. Nash clings to the belief that salesmanship is merely an unremitting application of essential, every-day common-sense qualities.

FILE PETITION IN BANKRUPTCY

A voluntary petition in bankruptcy has been filed by Walters & Barry, Buffalo, N. Y., talking machine dealers. Liabilities are given as \$46,670.32, and assets are listed at approximately \$19,637.39.



Sound Boxes to fit Victor and Columbia. Samples, \$.60 each.

Tone Arm and Sound Box, Per Set \$1.35.

We carry in stock parts for all makes machines. Write for our catalog and prices.

Pleasing Sound Phonograph Co.

Manufacturers—Jobbers

204 East 113th St., New York City

Jobbing Territory Open

J. J. REILLY JOINS JEWETT STAFF

Well-known Wholesale Traveler Will Cover Pennsylvania for Jewett Phonograph Co.—Identified With Trade for Many Years

DETROIT, MICH., December 6.—A. A. Fair, sales manager of the Jewett Phonograph Co., of this city, announced recently that John J. Reilly had joined the company's sales staff and would cover Pennsylvania territory. Mr. Reilly has already started work in this territory and is producing splendid results.

John J. Reilly is well known to the retail music trade, as he has been identified with the industry for many years. For over four years he was department manager of the music roll section of John Wanamaker, and for two years traveled for the Aeolian Co., visiting the trade in Pennsylvania, New York, New Jersey and Virginia. He then joined the staff of the Philadelphia Show Case Co., Vocalion jobber located in Philadelphia, being appointed sales manager of the Mel-O-Dee branch of this business. He resigned

from this position to become identified with the Jewett organization, and his thorough knowledge of the retail business will undoubtedly enable him to co-operate to splendid advantage with Jewett dealers in Pennsylvania.

EDISON ARTISTS IN CANTON, O.

Interesting Recital Held Recently Under Auspices of Rhines Edison Shop

CANTON, O., December 2.—A novel and thoroughly pleasing recital was offered Tuesday evening, November 29, in the new McKinley high school auditorium under the direction of the Rhines Edison Shop. The artists appearing were Sibyl Anderson Fagan, whistler; George Wilton Ballard, baritone, and Willard Osborne, tenor. The artists performed in comparison with their recreations on the New Edison phonograph.

A capacity audience attended a similar concert at Alliance, O., given under the auspices of J. H. Johnson & Sons, music dealers in that progressive city.

CONNORIZED

PHONOGRAPH RECORDS

10-inch DOUBLE DISC
WITH A POPULAR HIT ON EACH SIDE

Durable — Clear Tone — Musical

If you have not tried these records send for some at once. Their reproducing qualities will prove to you why they are so popular and profitable. The latest hits are found in the list for December.

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>3025
Inst. { I Wonder If You Still Care for Me (Smith-Wheeler-Snyder). Fox-trot.
Merry Melody Men
It's You (Davis-Conrad). Fox-trot.
Lanin's Famous Players</p> <p>3026
Vocal { Dapper Dan (Brown-Von Tilzer). Orch.
Accomp. Sung by Irving Kaufman
Oh, Brother, What a Feeling. Orch. Accomp.
Sung by Ernest Hare</p> <p>3027
Inst. { Bring Back My Blushing Rose. Fox-trot
(Intro.: "Sally, Won't You Come Back?")
Merry Melody Men
Cho Cho San. Fox-trot.
Harry Raderman's Orchestra</p> <p>3028
Inst. { Bimini Bay (Kahn-Egan-Whiting). Fox-trot.
Lanin's Famous Players
Leave Me With a Smile (Hoehler-Burnett).
Fox-trot. Lanin's Famous Players</p> <p>3029
Inst. { I've Got the Joys (Ask). Fox-trot (Intro.:
"Cry-Baby Blues").
Bennie Kreuger's Orchestra
Wabash Blues. Fox-trot. Lanin's Famous Players</p> <p>3030
Inst. { Gypsy Blues (Sissle-Blake). Fox-trot.
Connorized Jazzers
I've Got the Blues, But I'm Just Too Mean
to Cry (Parish-Young-Squiers). Fox-trot.</p> | <p>3031
Inst. { Sabre and Spurs (Sousa). March.
Knights of Columbus Band
Knights of Columbus March (Clifford).
Knights of Columbus Band</p> <p>3032
Inst. { O Sanctissima
Chimes and Sterling Brass Quintette
Adeste Fideles
Chimes and Sterling Brass Quintette</p> <p style="text-align: center;">NUOVI DISCHI ITALIANI</p> <p>126
10 in. { Voca E Ganta—Barcarola (Cinquegrana-Va-
lente). Acc. Dell' Orchestra Napo-
letana. Sung by V. Summa, Tenore
E Chitarre (Borio-Silvestri). Acc. Dell'
Orchestra Napoletana.
Sung by V. Summa, Tenore</p> <p>127
12 in. { Filava Filava (O. A. Bixie). Acc. Dell'
Orchestra Napoletana.
Come Pioveva. A. Gill (M. Testa). Acc.
Dell' Orchestra Napoletana.
Sung by M. Scialpi, Tenore</p> <p>128
10 in. { Gore Signore (N. Valente). Acc. Dell' Or-
chestra Napoletana.
Sung by M. Scialpi, Tenore
'A Ganzena Sittu! (Murolo-DeCurtis). Acc.
Dell' Orchestra Napoletana.
Sung by V. Summa, Tenore</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St., - - - New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE

Gennett

RECORDS

"The difference is in the tone"



Gennett Records

The charm of the Gennett Record is its truthfulness. It is not an imitation—not an approximation—it is the artist. The tones, full-rounded, pure, the subtleties of expression, the individuality, the personal magnetism of the artist are in the Gennett.

NEW GENNETTS FOR JANUARY

- | | | | |
|------|-----------------------------------------------------------------------------------------------------|------|-------------------------------------------------------------------------------------------------------------------------------------------|
| 4793 | { I'VE GOT THE JOYS (Akst) (Intro: "Cry-Baby Blues")—Fox-trot.....Bennie Krueger's Orchestra | 4798 | { IOWA CORN SONG (Lockard-Riley-Hamilton), Criterion Quartette, with Orchestra Acc. |
| .75 | { MY SUNNY TENNESSEE (Ruby-Kalmar-Ruby)—Fox-trot.....Bennie Krueger's Orchestra | .75 | { ON THE BANKS OF THE WABASH (Dresser), Criterion Quartette, with Orchestra Acc. |
| 4794 | { GYPSY BLUES (Sissle-Blake)—Fox-trot, Ladd's Black Aces | 4799 | { BIMINI BAY (Whiting-Kahn-Egan), Irving Kaufman, Tenor, with Orchestra Acc. |
| .75 | { I'M JUST TOO MEAN TO CRY (Squires)—Fox-trot, Ladd's Black Aces | .75 | { DAPPER DAN (Brown-Von Tilzer), Irving Kaufman, Tenor, with Orchestra Acc. |
| 4795 | { HOW MANY TIMES? (Robinson-Turk) (Intro: "Mamma Whip, Mamma Spank")—Fox-trot, Bailey's Lucky Seven | 4800 | { KENTUCKY HOME (Brashen-Weeks), Strand Theatre Quartette, with Orchestra Acc. |
| .75 | { WIMMIN (I'VE GOT TO HAVE 'EM, THAT'S ALL) (Contro-Fisher)—One-step.....Bailey's Lucky Seven | .75 | { PLANTATION LULLABY (Stevens-Gillette-Holmes), Strand Theatre Quartette, with Orchestra Acc. |
| 4796 | { LEAVE ME WITH A SMILE (Koehler-Burnett)—Fox-trot.....Lanin's Famous Players | 4801 | { I AIN'T GIVIN' NOTHIN' AWAY (Zoeller), Eliza Christmas Lee and Her Jazz Band |
| .75 | { WABASH BLUES (Ringle-Meinken)—Fox-trot, Lanin's Famous Players | .75 | { ARKANSAS BLUES (Lada-Williams), Eliza Christmas Lee and Her Jazz Band |
| 4797 | { STACK OF BARLEY, Peter J. Conlon, Accordeon—Piano Acc. John Muller | 4802 | { BRING BACK MY BLUSHING ROSE (Frim!) (Intro: "Sally, Won't You Come Back?" from "Ziegfeld's Follies of 1921")—Fox-trot, Merry Melody Men |
| .75 | { MoBAN'S REEL—Irish Reel, Peter J. Conlon, Accordeon—Piano Acc. John Muller | .75 | { SAL O-MAY (Stolz).....Harry Raderman's Orchestra |

THE STARR PIANO COMPANY, Richmond, Indiana

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

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

EFFECT OF A DOUBLE DIAPHRAGM

Baltimore, Md., November 22, 1921.

Editor Talking Machine World:

Will a reproducer with a double diaphragm worked with one needle give greater volume and clearer tone than a single diaphragm?

R. Eisenberg.

Answer: The question of using a double diaphragm vibrated by one needle is one that has been worked over by almost all sound-box experimenters.

There are many things to be considered in successfully making a sound box of this description which will produce any greater volume of tone without blasting or blurring.

In the first place, it is absolutely impossible to get two pieces of mica or of any other material that are exactly the same. They may measure alike to the ten-thousandths part of an inch as to thickness and diameter, but still the fiber and vibrating qualities of each will vary. As a consequence the tone or pitch of each diaphragm would be different, sufficient to cause blasting or blurring.

To overcome these inherent defects certain experimenters have worked out the following method of constructing a sound box in order to get the maximum results.

Constructing the needle bar with a forked end in such a way that it is connected to the center of each diaphragm, means is then provided to take the sound waves from the same surfaces of each mica and carry them off into the horn or

INDUSTRIAL MUSIC BUREAU FORMED

Los Angeles Chamber of Commerce Forms Bureau for Music Advancement in Industry

LOS ANGELES, CAL., November 30.—Taking the lead among American cities in a new line of endeavor, the Los Angeles Chamber of Commerce has instituted a Bureau of Industrial Music. The new department is said to be making a strong appeal to the leading merchants and manufacturers in this district.

In telling the objects of the Bureau, Miss Antoinette Ruth Sabel, who has been made director, stated: "The aim of the Chamber of Commerce is to furnish a clearing house for the musical activities of Los Angeles—not for supervision, but in order that the culture already existing here, together with its further development, may be available to newcomers, as well as to the citizens who may now be at a loss as to where they may use their musical ability to the greatest advantage."

"What kind of reception has the movement received?" Miss Sabel was asked.

"The very kindest from almost everybody," she replied. "Heads of industries employing large numbers of men and women have become enthusiastic when the meaning of the effort has been explained to them."

"The functioning of the Bureau will result in the establishment of choruses, bands and orchestras among employes and their gradual training and development into effective and permanent forces, which will mean much to the city's life."

"This is no experiment, for, a few years ago, such a movement was started among the working people employed by Marshall Field & Co., of Chicago. To-day the Marshall Field chorus is recognized as having passed the amateur stage and is rated as a professional organization, giving great oratorios to large audiences every year."

"I have long since learned from actual contact with the people that any amount of the best talent is snuffed out because its possessors are compelled to labor daily for a living, without the opportunity or the means which musical culture demands. To the thousands of such people an opportunity like this comes as



Superior Universal Reproducer on the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepaid to Dealer, \$4.75 Nickel—\$6.25 Gold Retail Prices, \$7.50 Nickel—\$10.00 Gold Quantity Prices on Application



Superior Specialties for Phonographs

BARNHART BROTHERS & SPINDLER Monroe and Throop Streets CHICAGO

tone tubes. It is obvious that were the sound waves drawn from the opposite sides of the diaphragms the result would be blurred or jangled-up tones, for when one side of the one diaphragm was pushing against the air the other side of the opposite diaphragm would be pulling away from the air.

I know of a sound box constructed in the following manner in which this trouble was overcome. The tones from one diaphragm were drawn off into a large horn (attached in a fixed position) and the tones from the other diaphragm were drawn off into a smaller horn (placed parallel to the large horn), which was made movable, much in the same manner of the slide trombone. In practice this smaller horn is moved in or out,

in relation to the diaphragm, and the sound box, as a whole, is tuned. The different lengths and sizes of the horns compensate the difference in time it takes the tone to travel from the diaphragm surfaces; it must be remembered that the tone from one diaphragm is always a little ahead of the other.

This subject will lead one to consider the possibilities of taking the tone waves from both sides of one diaphragm, and in doing this means must be provided for the use of a double horn system.

The actual result (answering your question) is a considerable increase in volume, but not as clear and brilliant a tone, with more liability to blast and blur than with a single diaphragm.

a God-send. All of the city's clubs are extending their whole-hearted co-operation. I am strong in the belief that our efforts will meet with success."

RUDD & RIX OPEN NEW STORE

Central New York Victor Dealer Opens Attractive Branch Store in Herkimer

HERKIMER, N. Y., December 8.—Rudd & Rix, Inc., of Iliion, N. Y., have opened an attractive branch store on Greene street, this city, which is

the equal in appointments of any store in this section of the State. A comprehensive stock of Victrolas and records has been installed and, in addition, a sheet music department is being arranged. Robert Bothwell, formerly in charge of the talking machine department of the Sheperd-Norwell Co., of Boston, Mass., has assumed the management of the new establishment. Miss Helen Moyer has been placed in charge of sales.

The expansion of the Rudd & Rix concern is the direct result of their aggressive sales policies in connection with the Victor and other lines of merchandise which they handle.



"BRUNS MADERITE"

Phonograph Moving Covers

Not mere price, but quality consistent with price—that's the basis of real economy

Made in two grades—Grade "A" eight ounce Brown Duck—Grade "B" Standard Khaki Drill—lined with heavy flannel—interlined with heavy cotton felt and closely quilted.

REGULAR CLOSED TYPE COVER	
Medium Size 43x20x23½	Large Size 49x23x24¾
A—\$7.00	\$7.50
B— 6.00	6.50
With Moving Straps Attached	
A— 9.50	10.00
B— 8.50	9.00
CONSOLE OR PERIOD TYPE COVER	
Grade A—\$9.50	Grade B—\$8.50

Write us for special prices on the BRUNS One Man Phonograph Moving Covers—also about the MADERITE Fleece Lined Rubberized Phonograph Dust Cover.

One way delivery straps with handles, \$1.50

Two way delivery straps with handles, \$2.50

A. BRUNS & SONS

Manufacturers of Everything Made of Canvas

One Man Delivery Cover



A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

H.K. Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
 60 Grand Street
 New York City

CAMEO RECORD CORP. FORMED

Edw. N. Burns President of New Company Capitalized at \$1,900,000—Will Manufacture Records to Retail at Fifty Cents—Earle W. Jones Vice-president of This Organization

Edward N. Burns, vice-president of the Columbia Graphophone Co. for eleven years, and associated with that company in important executive posts for twenty-seven years, is now president of the Cameo Record Corp., a new organization that was recently incorporated for \$1,900,000 under the laws of the State of New York. Associated with Mr. Burns in this new company are Earle W. Jones, who has been elected vice-president; Samuel Geneen, who is vice-president and treasurer; Thomas F. McMahon, secretary, and Carl Siemon, who is a director.

Earle W. Jones was formerly head of the Jones Recording Laboratories, New York, and these laboratories are now absorbed by the Cameo Record Corp. The equipment has been moved to the Cameo laboratories at 102 West Thirty-eighth street, where the executive offices are also located. Mr. Jones has for many years been prominent in the recording field and is recognized as one of the best posted recording experts of the industry. Samuel Geneen is owner of the National Concerts, Inc., a well-known and successful organization, and is also identified with several important industrial concerns in New York. Thomas F. McMahon is a New York attorney, and Carl F. Siemon is president of the Siemon Hard Rubber Co., of Bridgeport, Conn., one of the finest equipped record-pressing

plants in the country. The Cameo Record Corp. has made arrangements to handle the entire output of this record-pressing organization.

In a chat with The World, Mr. Burns outlined his plans for the Cameo Record Corp., stating



Edward N. Burns

that the company will confine itself exclusively to the production of records that will retail at 50 cents. The record library will be complete, comprising all types of music, and the records will be merchandised direct to the dealers. The

first Cameo record list will probably be ready for the trade within a fortnight and it is planned to issue regular supplements.

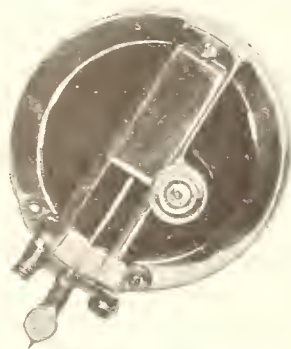
The company has taken over the ninth floor of the building at 102 West Thirty-eighth street, New York, which incidentally was the home of the recording division of the Columbia Graphophone Co. for many years. A complete and fully equipped plating plant is located at Eleventh avenue and Twentieth street.

Wallace Downing, formerly a member of the Columbia recording staff, has joined the new organization as recorder. John Pearsall, previously connected with the plating department of Thos. A. Edison, Inc., is in charge of matrix production. Frank Hennigs, formerly associated with the Emerson Phonograph Co., as general representative of the recording department, has joined the Cameo staff in a similar capacity. Among the artists that will be represented in the first supplement are Bennie Krueger's Dance Orchestra, the Velvetone Trio and Lanin's Roseland Orchestra.

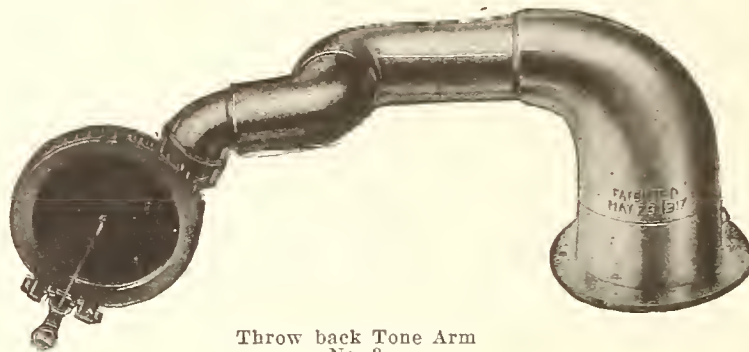
As vice-president of the Columbia Graphophone Co., Mr. Burns concentrated his activities on the recording end of the business, and he is known through the trade as one of the foremost authorities on recording. He is thoroughly familiar with every phase of the business, and, assisted by his present executives, he will be in a position to give the dealers invaluable service and co-operation in the development of record business.

The chief defect of the human mind is its unwillingness to learn from those it considers inferior.

To our many friends we extend the compliments of the season and our best wishes for 1922



Mutual Tone Modifier
On Sound Box



Throw back Tone Arm
No. 3

The MUTUAL TONE ARMS and REPRODUCERS Are of the Highest Quality

We manufacture tone arms and reproducers for all makes of machines. Our product has a reputation that will always be maintained. Sizes are 8", 8½" and 9". Our new prices will interest you.

We are also manufacturers of the Mutual Tone Modifier, which does not muffle, but decreases the sound and may be secured for every type of reproducer made. Particularly appropriate for the portable

Manufacturers, Jobbers, Dealers, write for our proposition TODAY

The Mutual Phono Parts Mfg. Co.

Manufacturers of Mutual Tone Arms and Reproducers

149-151 Lafayette Street

NEW YORK

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., December 5.—A holiday (Thanksgiving), the two days following, which were filled with bad weather, and the subsequent Monday and Tuesday, when scarcely anyone ventured forth from their firesides because of the inclement weather, made a big dent in business right at the beginning of the holiday season. Jobbers had stocked up well and their goods have been well distributed among the dealers, but at this writing the trade has not been coming in as fast as was hoped for, though this is not to say that there will not be a rush from now until the eve of Christmas. The demand for records has been quite brisk, but the volume of business thus far in machines has not been of such a character as to make the trade sit up and take notice. Competition is very keen everywhere, and the concerns that are doing the best business, always barring those older houses which have built up a large and dependable business, are those which exercise the greatest consideration, courtesy and tact in dealing with that floating patronage which is as likely to drop into one store as another.

Record Sales Are Helped by Concerts

One thing that has helped the sale of records a great deal thus far this season is the excellent talent that has appeared on the concert platform here in the city, singers and instrumentalists alike. A very profitable line of advertising is that in the concert programs and one cannot take up any such sheet as a Symphony Hall or Jordan Hall or Steinert Hall concert without seeing the names of leading talking machine concerns, most of them especially featuring the singer or player of that particular day or evening. It is an interesting fact that many of the patrons of these concerts do not wait until after a concert to purchase an artist's records, but buy them in advance of the concert, and are thus made familiar with the singer's or player's ability and style, by the time they sit through the concert.

Tired of the "Gyp" Stuff

One encouraging piece of news to the reputable dealers is that the public is getting tired to death of the "gyp" stuff that has been put on the market in the past few months. As one dealer said the other day, the public has been fed on this material until it is sick and it will have no more of it. Cut rates somehow or other do not seem to interest the music lovers

any longer, and the case is cited of a proposition that lately was well advertised in the daily papers at a low price and which carried the endorsement of a large department store; but even the weight of this name did not seem to avail much and the sales petered out rather unsatisfactorily. It all seems to come to this: reputable dealers only carry reliable goods which the public must pay a reasonable price for, and this is the policy that these same houses have not deviated from one single iota throughout their honorable careers.

Well Satisfied With Columbia Progress

George W. Hopkins, vice-president and general sales manager of the Columbia Co., visited Manager Fred E. Mann a few days ago and expressed himself as well satisfied at the way Columbia business was moving along in this territory. At this writing Manager Mann is making a tour of the dealers in the western part of the State and will be away several days. He has been writing back to the Boston office in high appreciation of the manner business is booming everywhere. For the last two months the demand for goods here has been splendid and carload orders seem to be the regular thing these days.

J. O. Morris Guest of Jos. Burke

Manager Joe Burke, of the Musical Supply & Equipment Co., had for his guest the middle of the month J. O. Morris, president of the concern, who came over from New York to attend sales conference. A week or so later Mr. Burke started off on a business trip which took him through Connecticut and New York. He says that the Sonora is making great headway in his territory and that several new concerns have taken on this line of machines.

Take on Okeh Agency

E. B. Shiddell, of the E. B. Shiddell Co., Okeh distributors for the New England territory, has lately signed up with houses in Manchester, Laconia and Berlin, N. H., and all three concerns have taken on a large line of the popular numbers.

New Puritan Agencies in New England

The Puritan has lately been introduced to the Fitchburg, Mass., and Bristol, Conn., public, according to John W. Ellsworth, of the Puritan Co., who has lately signed up with agents in these two cities. Mr. Ellsworth says the Puritan is going strong and a large number of hand-

EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"



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

We take this opportunity to express our sincere wishes, not only for a happy Christmastide, but for a prosperous New Year.

Eastern Talking Machine Co.
85 Essex Street
BOSTON MASS.

some new models have lately been installed in the warerooms at 429 Boylston street. Benjamin F. Drake, who is associated with Mr. Ellsworth, has had several very successful business trips through the New England territory lately.

Planning Vocalion Expansion in 1922

A trip which Edward M. Wheatley, local manager of the Vocalion, took over to New York the latter part of November was for the special purpose of mapping out a program for the holiday campaign. A. C. Barg, head of the wholesale end of the business hereabouts, went over with him. Among the plans decided upon was an extensive series of advertisements in the Bos-

(Continued on page 80)



VICTOR SERVICE PLUS

for

NEW YORK and NEW ENGLAND

We offer to the Victor Dealer co-operation that is intelligent, experienced and helps him get out of the rut, and put that "plus" business on his books, with two service centers that make for promptness in deliveries.

THAT'S DITSON SERVICE

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 79)

ton newspapers by way of calling the attention of the public to the merits of this instrument. Added interest in the Vocalion has been displayed the past few weeks through the presence in Boston of John Charles Thomas, who is a featured member of the company playing in "The Love Letter," and who is an exclusive Vocalion artist. One of his big song hits, "Chansonette," is soon to be released on the Vocalion.

F. T. White's Department Broadening Out

Francis T. White's department at the C. C. Harvey Co.'s large and beautiful warerooms, at 144 Boylston street, is booming right along and calls for the Victor, Edison and Brunswick lines, which this company carries, are being received from a widely scattered area around Greater Boston, and even from more distant points. Two additions to Manager White's staff are Frank Berghous, formerly with Kraft, Bates & Spencer, Inc., and Miss Martha Held, who has come to the Harvey warerooms from Henderson's. Miss Held has been employed at several large establishments in the last few years and has been specially trained in handling the Victor line. Winthrop A. Harvey, head of the house, spent the end of November on a hunting trip down on Cape Cod, bagging much small game.

Join Gilchrist Co. Forces

Norman Stocker, manager of the talking machine department of the Gilchrist Co., is well pleased over the demand that there has lately been for the Brunswick and Victor lines, and because of the need for extra service he has added to his staff Mrs. Eunice D. Moran and Miss Elizabeth Smith, both experienced in handling machines and records.

Artistic Bubble Book Window

The window of the Grafonola Co. of New England has a very attractive holiday display in which the Bubble Books are delightfully advertised. The scene represents a bit of countryside in mid-Summer, and all around are

HORTON-GALLO-CREAMER CO

NEW HAVEN  CONNECTICUT

VICTOR SERVICE SPECIALISTS

Christmas Greetings and Sincere Wishes that 1922 will see the realization of your most cherished ambitions.

Mother Goose figures (large-sized dolls), each of which holds one of the Bubble Books. The window, which was arranged by Manager Arthur C. Erisman, is daily the center of attraction for large crowds.

Important New Columbia Accounts

One of the latest concerns reported from the Columbia headquarters as having taken on

this line is the G. Fox Co., one of the largest department stores in Hartford, Conn., which has installed a fine talking machine department, with L. H. Webber as manager. Mr. Webber formerly was associated with Widener's, in Worcester. This Hartford house has lately undertaken a house-to-house drive which was supervised by

(Continued on page 82)

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

FACTS AND FIGURES

vs.

PLANS AND PROMISES

As a business man, you are interested in seeing the actual figures.

In our office we can give you the facts which show our own success in handling The Brunswick Phonograph and Brunswick Records.

We can give you facts which prove the success of dealers supplied by us.

And we can give you facts from all over the country which will convince you that the Brunswick is the most profitable line you can sell today.

KRAFT-BATES & SPENCER, Inc.

1265 Boylston Street - - - Boston, Mass.

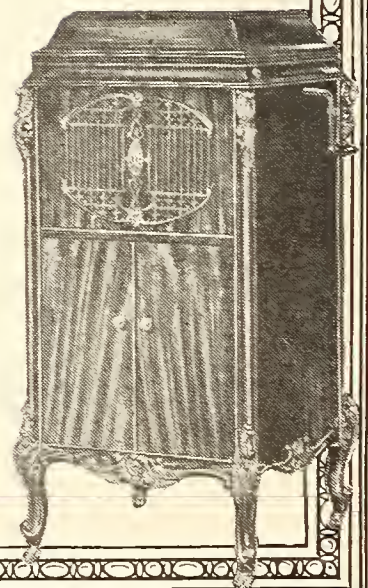
NEW ENGLAND DISTRIBUTORS

Steel Needles

Albums

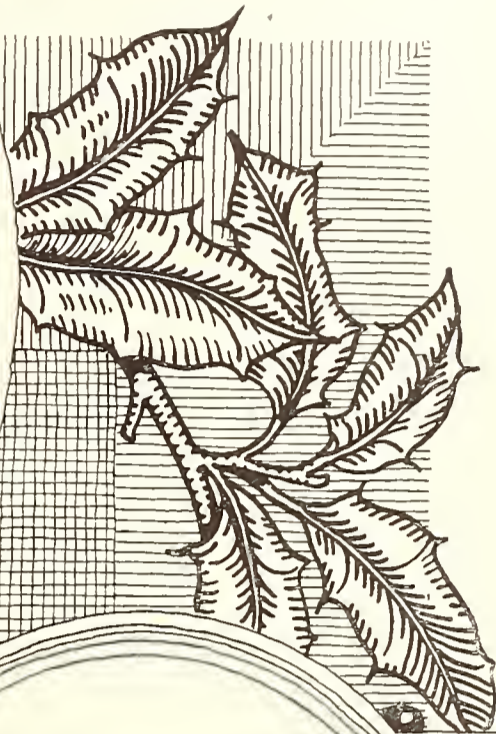
Record Brushes

Khaki Covers



Greetings to Victor Dealers

May the coming year
bring with it an overflow-
ing measure of Happiness
and Prosperity!



1922

We are facing the New Year with utmost optimism and with the firm purpose of making Steinert Service even more valuable and helpful to the Victor Retailer than ever before.

STEINERT SERVICE SERVES

M. STEINERT & SONS

Victor Wholesalers

35
Arch St.

Boston,
Mass.



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 80)

E. H. McCarthy, who went down from Boston for this special work. Another new Columbia account reported from the local headquarters is the Poole Dry Goods Co., of Springfield, Mass., which has laid in a large consignment of handsome Columbia models.

Hearty Welcome for Mr. Frye

Jimmie Frye is back in town and a host of friends are glad to know it. He is here as the successor to C. B. Estabrook, who recently resigned as the Victor traveling representative for this territory to go into other business. For about two years Mr. Frye has been in the West, but a pleasant experience in this field several years ago brought him many friends, whom he has happily retained in the interim. He has always held a warm place for Boston, so it's not surprising that this very popular Victor representative is glad to be back in this territory.

Kraft, Bates & Spencer Report Progress

The Brunswick proposition is going big, so one learns at the Boylston street establishment of Kraft, Bates & Spencer, Inc., where the only trouble is that the orders are coming in far out of proportion to the ability of the factory to supply machines. The house would like to sign up with several good houses in New England which are anxious to take on this line, but, as Manager Phinney says, "What's the use when we can't properly take care of those we have?" The Brunswick output for New England for December, judging by the way conditions have begun, promises to make a highly creditable showing.

Visited the Victor Headquarters

Kenneth E. Reed, wholesale manager of the Victor department of M. Steinert & Sons, arrived home to-day from Camden, N. J., where he had been spending several days at the Victor factory. The Steinert house has had a very good season thus far and it has been able to make a good distribution of the December list of records, which dealers have been eager to grab. There has been a heavy call for the higher-

priced models of machines, which means that dealers are having a very persistent demand from the purchasing public.

Spent Thanksgiving in Philadelphia

Herbert Shoemaker, of the Eastern Talking Machine Co., and Mrs. Shoemaker spent Thanksgiving with his family in Philadelphia and, incidentally, he was able to visit the Victor plant. His time was limited to several days because of the press of business on this end. The Eastern Co. reports business as very good and there has been a heavy drain on the stock of Victor goods.

New Quarters for Lansing Sales Co.

Due to the continuation of Stewart and Eliot streets and the widening of this combined thoroughfare through to the South Station, the Lansing Building, at the corner of Eliot and Warrenton streets, is about to be torn down.

Anticipating this event, however, the Lansing Sales Co., manufacturer of the Lansing covers for talking machines and distributor of general accessories, secured new quarters at 170 Harrison avenue on the first of the month. The new quarters represent a noticeable increase of space over the old and comprise the entire ground floor of 5,000 square feet in the modern fireproof building located at the above address. No expense has been spared in equipping the new headquarters in the most approved manner, both from the standpoint of efficiency and attractiveness.

Under the able direction of A. J. Cullen, president, and R. G. Lipp, secretary and manager, the business of this concern has had a steady growth and the extensive sales plans mapped out for the coming year indicate that 1922 will be a banner year in the history of this business.

Business Steadily Growing

The New England Talking Machine Co., of this city, manufacturer of Perfection tone arms and reproducers, reports that business has been increasing in a steady manner and the month of November has surpassed the record of last year. It is predicted at the offices of this company that 1922 will be a prosperous year.

Greetings

At this season of good will I extend my hearty wishes for a Merry Christmas and a Prosperous and Happy New Year.

The friendship and cordial business relations with dealers in the territory I cover have been much appreciated and it is my intention to continue throughout 1922 a service that will well merit its continuance.

L. W. HOUGH

Factory Representative

LONG QUALITY CABINETS
PEERLESS RECORD ALBUMS

20 Sudbury St. Boston, Mass.

BATCHELDER DIRECTS TREMONT CO.

Chas. F. Bruno Retires, His Interests Being Purchased by Eastern Talking Machine Co. as a Temporary Expedient—Details of an Important Move in the Boston Retail Field

BOSTON, MASS., December 5.—The special news of the month is the retirement of Charles F. Bruno from the local talking machine field. Mr. Bruno, it will be recalled, came over from New York less than two years ago, purchasing the Tremont street establishment of the Eastern Talking Machine Co., which thereafter became the Tremont Talking Machine Co., one of the finest retail establishments of its kind in the city. Mr. Bruno's interests in this growing concern have been taken over by the Eastern Talking Machine Co., which originally controlled it before Charles H. Farnsworth and George A. Dodge purchased the Eastern Co.'s business. One of the first things that Mr. Farnsworth and Mr. Dodge did on acquiring the business about two years ago was to cause the Eastern Co. to retire from the retail field entirely, but now that the Tremont Co. has again come back into their hands the dealers must not get the idea that the Eastern Co. is deliberately entering the retail field, as only force of circumstances has brought things about as they now are.

This Victor store, at 177 Tremont street, by common agreement is to be kept in the highest state of efficiency and supremacy in line with all Victor establishments. To do this it became necessary to provide a large amount of capital for the corporation, which is a Massachusetts one. As Mr. Bruno just at the time did not feel that he was in a position to provide the necessary additional capital for the corporation he decided to sell his holdings. The Eastern Co., which is one of the largest wholesale distributors of Victor goods in New England, therefore purchased Mr. Bruno's holdings in the Tremont Co. as a temporary expedient, and this action is simply in line with the Eastern Co.'s broad policy of co-operating with its Victor dealers in every way.

Warren A. Batchelder, who has been associated with the Tremont Co. for some time, and is thoroughly acquainted with the Victor product, will manage the Tremont Co.'s business.

POPULAR IN FOREIGN CLIMES

WARREN, MASS., December 8.—"Reorders from leading dealers who sell U-Sav-Your cleanser and polishes are coming in steadily," stated B. D. Perkins, general manager of the company, to a representative of The World. "We consider this the highest form of testimonial." U-Sav-Your cleanser is also meeting with popularity in foreign climes. Samples sent abroad in response to inquiries have resulted in substantial orders.

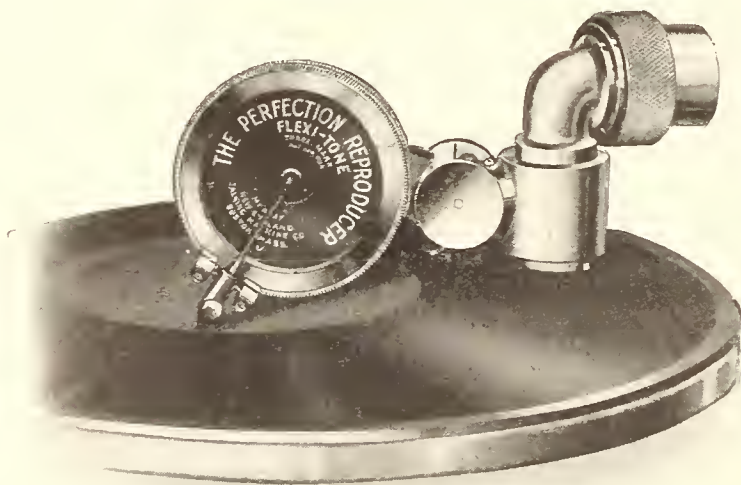
The optimist goes about in the bright sunlight looking for the beautiful things and sees more than the pessimist can with his dark lantern.

The "Perfection" Ball-Bearing Tone Arms

and

The "Perfection" Reproducers

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

NEW ENGLAND TALKING MACHINE CO.

16-18 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 82)

STARR DEMAND IN NEW ENGLAND

Manager Fales Reports an Expanding Business in Machines and Records in This Territory

BOSTON, MASS., December 3.—The New England branch of the Starr Piano & Phonograph Co. reports that the demand for the now well-known Starr phonograph and Gennett record has been very far beyond expectations, which reflects the thorough work done by this branch during the past few quiet months in preparation for an anticipated active Fall and Winter business. John R. Fales, manager of this branch, in addition to his many duties at headquarters, has made several trips in the territory, working with his sales staff calling on the trade, and the result has been that many new dealers have been added to the growing number of agencies who feature Starr phonographs and Gennett records. This branch, since its inauguration a year ago, has shown exceptional progress and Starr products are now being sold in most every town in New England.

TO HANDLE CHENEY IN NEW ENGLAND

Stephen A. Colahan Appointed Representative for the Cheney Talking Machine Co. in That Territory, With Headquarters in Boston

BOSTON, MASS., December 5.—Stephen A. Colahan, lately with the Pathé department of the Hallet & Davis house, has been appointed New England representative for the Cheney Talking Machine Co. and his territory will be New



Stephen A. Colahan

England, which he has exclusively. Mr. Colahan will make his headquarters in the warerooms of the A. M. Hume Music Co., at 196 Boylston street.

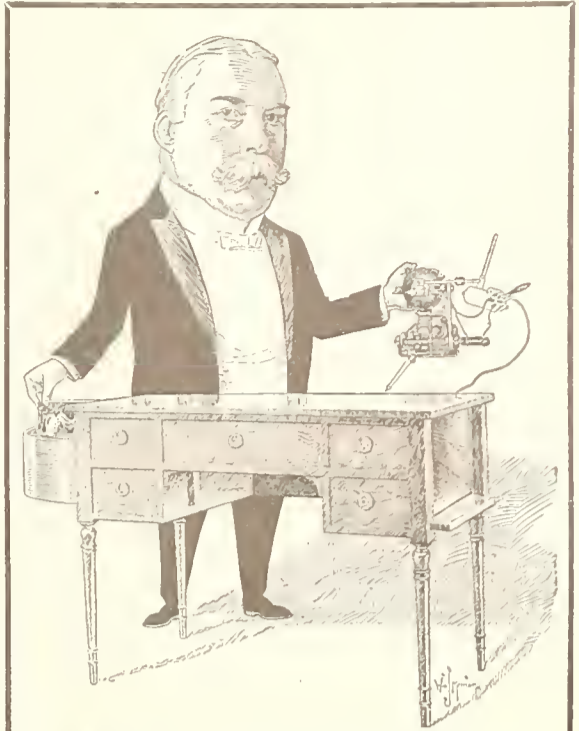
Mr. Colahan formerly was with Frederick Loeser & Co., Brooklyn, N. Y., in the capacity of salesman. Later he was manager of the talking machine department of Flint & Co., Providence, R. I., subsequently holding the same position with Kelley & Cowles, Hartford, Conn. He came to Boston a year and a half ago as manager of the retail department of the Hallet & Davis Co. Later he entered the wholesale end, traveling through New England for the Pathé.

He has just returned from a trip to the Cheney headquarters in Chicago and the factory at Grand Rapids, Mich., where he familiarized himself with the manufacture of the product in all its details. Mr. Colahan is a world war veteran, having served overseas with the 105th Machine Gun Battalion, 27th Division. He is a son of Dr. and Mrs. Thomas P. Colahan, of Brooklyn, N. Y.

THE "STRAND" IN NEW ENGLAND

A. C. Erisman Now Distributor for Manufacturers' Phonograph Co. in That Territory

BOSTON, MASS., December 8.—After having given long consideration to the new proposition put forth by the Manufacturers' Phonograph Co., of which George W. Lyle is the most active factor, Arthur C. Erisman, head of the Grafonola Co. of New England, has taken on the line made by this new concern and will act as distributor for New England. The line is called the Strand and thus far only one model, selling for \$125, is available, but Mr. Erisman has been able to interest a great many talking machine concerns throughout New England in the proposition, as well as managers of talking machine departments of department stores and other places. The handling of the Strand is solely Mr. Erisman's own undertaking and has nothing to do with the Grafonola Co. of New England, which he has been successfully conducting for several years. Mr. Erisman's twenty-three years in the business have given him an established prestige in the trade and he has become a conspicuous factor in the New England business.



We Challenge Comparison

Exclusive Patented Features, Attractive Library Table and Phonograph Combined.

The exquisite tone of this new patented Clayola Phonograph distinguishes it from all other phonographs.

The foundation of artistic worth in a phonograph is mechanical excellence. Painstaking care to secure perfection in every detail of construction. The most artistic, the most useful of all phonographs. We have added to the cost of this table money which might have been added to our profits.

My idea of introducing the new style Clayola is not to make the most profit hut to make the best phonograph.

We are more than sure of your approval of the exclusive patented features of major importance, features other phonographs do not have.

We can furnish these library table machines in the William and Mary period if you desire.

Attractive prices to dealers forwarded on application.

THE PHONOMOTOR

The standard electric phonograph motor for seven years. Universal motor, A. C. or D. C. current, 110 volts, with current consumption of less than a twenty watt lamp. Automatic stop.

Always true to pitch. Silent, durable and dependable. Write for our new prices.

GEO. CLAY COX

Manufacturer

Offices: 73 State St. ROCHESTER, N. Y.

John W. Canavan, Jr., of the Oliver Ditson Co.'s Victor staff in Boston, has been laid up at home with a severe cold which has kept him away from his duties the better part of a week. Before being taken down Mr. Canavan made several successful trips among the company's Victor dealers.

DOING BUSINESS OF \$1,000 A DAY

Talking Machine Department of Shepard Stores, Boston, Sets High Sales Record

The talking machine department of the Shepard Stores, Boston, Mass., under the management of R. O. Danford, handled over \$14,000 worth of talking machine business during the first sixteen days of November. With two Sundays taken out, it meant a business of approximately \$1,000 a day. The great bulk of the business was done in Heywood-Wakefield reed phonographs, offered at special prices through the medium of striking advertisements in the local newspapers.

LANSING KHAKI COVERS

The Pioneer Moving Cover



High Grade

Government Khaki

Dealer's Prices NOW:

\$6.00 medium size 43"x20"x23 1/2"

\$6.50 large size 49"x23"x24 3/4"

\$7.35 extra large 52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap \$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS



170 Harrison Avenue BOSTON, 11, MASS.

SPEAR CO.'S ARTISTIC PUBLICITY

Dover Merchant Features the Granby by Means of a Hallowe'en Party and Wins Third Prize for Granby Float in Parade

DOVER, O., December 1.—The Spear Music Co., of this city, recently entertained through the medium of a Hallowe'en party, and the honored guest was Virginia Granby, impersonated by one of the prominent young ladies of this city. She appeared masked in various parts of the town and everyone endeavored to discover her identity. It is said that her identity still remains a mystery. In the Hallowe'en parade, which was also held in this city, the Granby float, under the auspices of the Spear Music Co., won third prize among more than ninety floats which were in line. The structure at the front of the float represented the well-known Granby slogan: "As Mellow as Southern Moonlight," showing a door with moonlight flowing through, which was made possible through the medium of a spotlight placed back of the car. A number of Granby models were placed on the float and were played during the parade. Seated next to one of the instruments was Virginia Granby and H. C. Schultz, garbed as the Father of his country, stood beside Miss Granby. This display attracted much attention and considerably increased Granby prestige in this city.

A "PROGRESS VICTROLA SHOW"

COLUMBUS, O., November 30.—Visitors from both small and large cities are arriving every day here in order to see the "Progress Victrola Show" at the Moorehouse-Martens-Martens Co. store. The cities represented thus far include Detroit, Toledo, Dayton, Mt. Gilead, Cleveland, Delaware and Camden, N. J.

The Tone Shop, Inc., Worcester, Mass., filed articles of incorporation a few days ago for the purpose of dealing in musical instruments and talking machines.



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.

GENERAL PRICE REDUCTIONS ON VOCALIONS ANNOUNCED

Aeolian Co. Puts Into Effect Radical Price Readjustments, Rebating Dealers for Machines in Stock—W. H. Alfring Explains the Significance of the Move—Back to Pre-war Basis

The Aeolian Co. announced, on November 28, that, effective on that date, prices on all conventional models of Vocalions had been reduced to a point as low, or lower, than pre-war prices. At the same time it was stated that the new prices were guaranteed until July 1, 1922, and that all Vocalion dealers would receive rebates from the company covering the difference in price on all machines on their floors. The Aeolian Co. also announced that between now and January 1, when the excise tax is taken off talking machines, the company will absorb that 5 per cent tax, thus making the quoted prices net.

W. H. Alfring, manager of the wholesale department of the company, in making the announcement, said: "The trade generally has recognized that there must be some readjustment of prices to meet new conditions and we have simply taken a forward step by announcing prices based upon anticipated replacement costs rather than the prices we paid for the materials entering into the manufacture of Vocalions.

"The many improvements which have been made in the Vocalion during the past two years have added materially to the intrinsic value and quality of the instrument and have included the

introduction of a new tone arm and sound box which has served to improve the tone quality to a point where it is far beyond criticism. Then, too, special attention has been given to both the designing and finishing of the cases and the cabi-



Period Model: Florentine

net work found in the Vocalion to-day is accepted as a standard.

"In order that dealers may have some definite basis on which to place their orders and anticipate their requirements we have guaranteed the new prices until July 1 of next year, at which time there is no question but that the process of readjustment will have been completed and some sound foundation established for the conduct of business.

"We have arranged to rebate our dealers on all Vocalions on their floors on November 28, paying them the difference between prices charged for the instruments on hand and the new prices for the same models and, in order to avoid confusion, have arranged to absorb the 5 per cent excise tax from this time until January 1, when it will be eliminated through the operation of the new revenue law.

"There is no question but that this readjustment of prices, properly brought to the attention of the public, should prove a substantial factor in stimulating holiday business for all Vocalion dealers and enable them to increase their volume of trade to a considerable degree during the next few months."

SAY IT WITH MUSIC

AND LET YOUR CHRISTMAS WISH
AND NEW YEAR'S RESOLUTION BE

*"That every Victrola Owner shall obtain
more pleasure from his Victor Records"*

Holiday Greetings to all our friends

KNICKERBOCKER TALKING MACHINE CO.

VICTOR WHOLESALERS

138 WEST 124th STREET, NEW YORK CITY

We will gladly furnish gratis to any Victor Retailer our new idea, "How to sell more Victor Records."

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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



HERE IT IS!

The
**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.

SAMPLES \$8.00

Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

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

Scientific Treatment of Taxation Necessary

By J. H. TREGOE, Secretary-treasurer, National Association of Credit Men

We are about to receive from our Congress, after many months of pulling and howling and the clashing of diverse interests, a Federal revenue bill that will be satisfactory to no one, a regarnishment of the old bill, when conditions demanded a scientific measure, a measure of new alignments, a measure that would produce the needed revenue by equal application and without burdening any special interests. The increased normal tax on corporate profits is unwise. To us it seems strange that our representatives in Congress should not appreciate that a provision of this kind will frighten away capital, will drive it into recesses difficult to discover, and that, after all, it isn't possible to place the burden of taxation on any class of individuals or enterprises without hurting our entire economic scheme. Waiting patiently for the production of a bill that would respond in a large measure to the demands of the nation at this juncture accentuates the disappointment we feel that nothing better has been accomplished. The measure we are about to receive can be regarded as nothing more than an emergency in its character, not

something deserving of actual perpetuation.

We are led to question in this situation whether it is possible for Congress, representing, as it does, so many diverse interests, to do so delicate a piece of work as framing a scientific revenue bill, and if the time hasn't arrived, therefore, to place this work in the hands of a commission with sufficient powers to do it in a broad and intelligent fashion. We never realized what taxation meant until profits of corporate individuals and the incomes of individuals were penetrated to the very quick, but so long as it is necessary to take from the pocketbooks of the people a sum nearing or exceeding three billions a year, so long will it be necessary to conduct this operation equably and to make as a basic factor the imposing of taxes according to the abilities of people to pay.

We believe the corporate enterprise should not be penalized. Every business should have a real freedom in the making of reasonable profits, and the people should pay from their incomes according to the income and the manner of its production, so that we may share and share alike, and

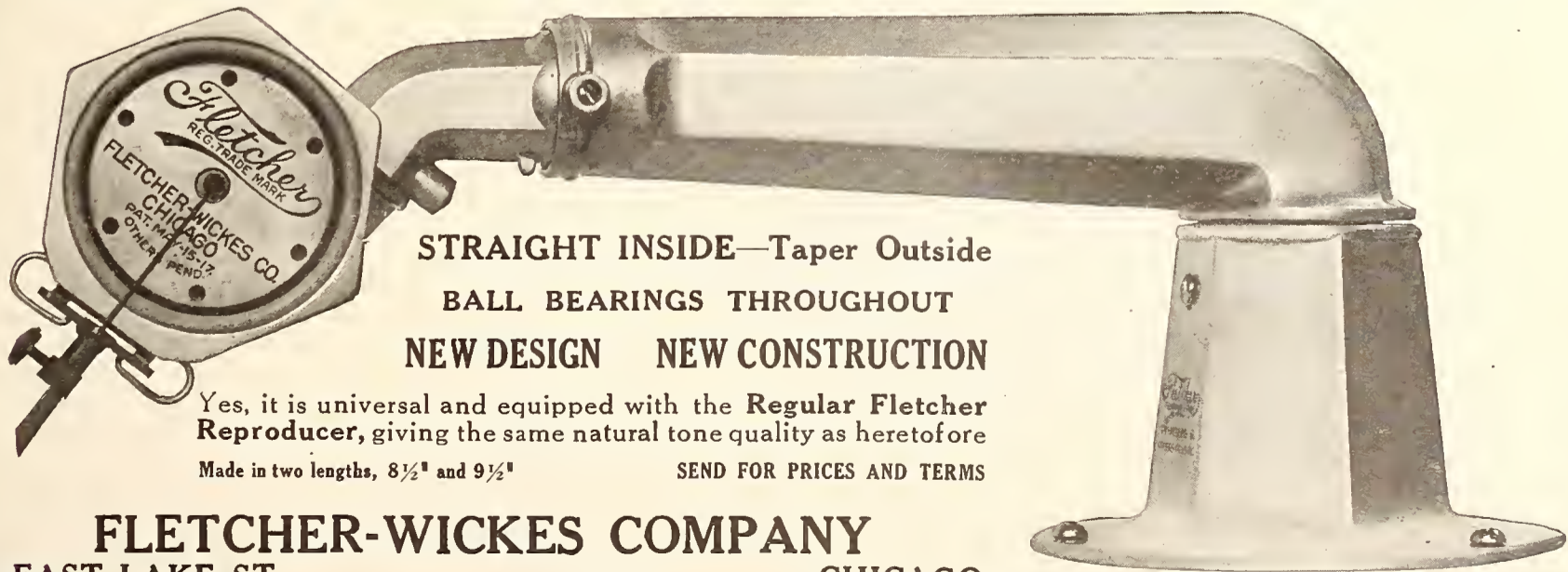
feel happy in so doing. We must become articulate on this subject, one of the most important before the nation at present, if we are to restore ourselves and become broad enough to meet the new conditions with earnestness and success.

LIVE DEALER IN PONCE, P. R.

PONCE, PORTO RICO, December 2.—Luis V. Martinez & Co., talking machine retailers of this city, are doing an entirely substantial business on the island. A large measure of the success of this company can be attributed to the energetic publicity emanating from this house. In a recent issue of "El Dia" this enterprising retailer's publicity appeared in seven different places. This publicity covers such well-known lines as the Pathé phonograph and records, Wall Kane needles and other well-known accessories. This forceful publicity might well serve as an example for other progressive dealers.

The business that relies absolutely on one man is a business that is always walking along the precipice of oblivion. This is no iconoclastic statement; it is merely a red signal for business men who overlook or push aside the fact that to-day a business that has character itself is the business that will continue when the personality of any one member is no longer available.

**SOMETHING ENTIRELY NEW IN TONE ARMS
THE FLETCHER "STRAIGHT"**



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

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore

Made in two lengths, 8½" and 9½"

SEND FOR PRICES AND TERMS

**FLETCHER-WICKES COMPANY
6 EAST LAKE ST. CHICAGO**

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



Al Jolson, acclaimed the greatest comedian in the country, sings "April Showers," from *Bombo*, his new show in his own new theatre. You know how a Jolson hit goes. A-3500.

**Columbia Graphophone Co.
NEW YORK**

SAN FRANCISCO DEALERS EXPECT LARGE HOLIDAY TRADE

Elaborate Preparations Made for Effective Holiday Window Displays—Exhibitors at Industrial Exhibition—Recitals Stimulate Public Interest—Many New Agencies and Trade Changes

SAN FRANCISCO, CAL., December 6.—Notwithstanding that general business conditions have not improved greatly in the last month, the leading dealers say that interest in machines and records is encouragingly alive. It is expected that the holiday season will turn out well in San Francisco and vicinity. Many of the dealers are making elaborate preparations for effective displays in their windows and stores. Merchandise is plentiful in most lines.

"Talkers" at Industrial Exposition

At the present time there is being held in the Civic Auditorium in San Francisco a monster Industrial Exposition. Sherman, Clay & Co. have very attractive exhibiting space and give continuous musical demonstrations on the player-piano and talking machine. The booths are beautifully finished in old ivory and the general tone of the furnishings is light brown. The Victrola is featured in one booth.

The Sonora Phonograph Corp. has a booth at the exposition, at which demonstrations are given. Several attractive models are exhibited and obliging attendants are explaining or demonstrating the special features of the Sonora.

Melodiola Exhibit Arouses Interest

One of the most interesting exhibits at the big industrial show is that of Frank B. Long, which shows the Melodiola, made by the Melodiola

Mfg. Co., in this city. The machine comes in a number of pleasing and artistic styles, mostly of period design. The special feature of the Melodiola is its tone color device, which is an improvement invented by Mr. Long.

Robert Coltart Joins Thayer Music Co.

Robert Coltart, manager of the Music store of the Einselen Music Co., has resigned his position to accept a post with the Thayer Music Co., of Honolulu. Mr. Coltart was formerly with the Columbia Graphophone Co. in various capacities on the Coast.

Alterations at Einselen Co.'s Stores

The two music stores of the Einselen Co. have been undergoing extensive alterations in preparation for the holiday rush. The facilities of the talking machine departments have practically been doubled.

Pathé Shop Moves

The Pathé Shop, which has been conducted by Charles H. Fyfe in the store of the Baldwin Piano Co., has been moved up the street two blocks to 470 Sutter street. The new location affords more space for the business. A recital with Pathé Actuelle demonstrations and vocal and instrumental solos was given at the formal opening of the new shop.

Victor Artists Coming Soon

The famous "Victor Eight," the artists who

are giving recitals throughout the country, are expected in California in February. Billy Morton, of Sherman, Clay & Co., is arranging a series of concerts for the troupe.

Columbia Co.'s Music Campaign

The Columbia Co. conducted a great music campaign in the San Francisco territory this month. Machines and records were loaned without charge to prospective customers, who thus had the opportunity to test out the merits of the Columbia products. Many sales resulted from the plan and the educational value of the campaign has already been most noticeable.

Edison Recitals Stimulate Interest

The enterprise of the Edison Co. on the Coast is little short of colossal these days. Many new agencies have been opened and the popularity of Edison machines and records was greatly increased in the last year. By co-operating with dealers in giving tone-test recitals the Edison Co. has stimulated unusual interest in its product. The most successful recitals given recently were those by Miss Helen Clark, contralto, and Joseph Phillips, baritone, assisted by Thomas George, pianist. These artists gave a recital at the St. Francis Hotel, under the auspices of the Edison Shop, and the same program was repeated at different dates in a number of California cities. In some instances the recitals celebrated the opening of new Edison agencies. Among the musical houses which sponsored the joint recitals are the following: The Garrett Owen Music Stores, Oakland and Berkeley; Modesto Music Store, Modesto; Hockett, Bristol & Cowan, Visalia and Fresno; Santa Rosa Furniture Co., Santa Rosa; Nielsen Furniture Co., Petaluma; M. Newfield & Sons, Lodi, and the Ellas Marx Music Co., Sacramento and Marysville.

H. C. Capwell Co. Opens Studio

On the occasion of the dedication of the new talking machine studio of the H. C. Capwell Co., of Oakland, recently the Clark-Phillips recital was given to a large specially invited audience.

Concert Features Alameda Opening

Louise M. Pates is the proprietor of the Phonograph Studio, 2412 Santa Clara avenue, Alameda, a new "Home of the New Edison" formally opened for business last week. The occasion was made glorious by a special concert, featuring Stella Jelica, Tessa Dent McGuire, John Wharry Lewis and Hollister B. McGuire. The recital was held in the Rialto Theatre.

New Kohler & Chase Store

Kohler & Chase have opened a new store at 1346 Stockton street, this city, in order to better cater to the trade in the North Beach district. M. J. Malatesta is the manager.

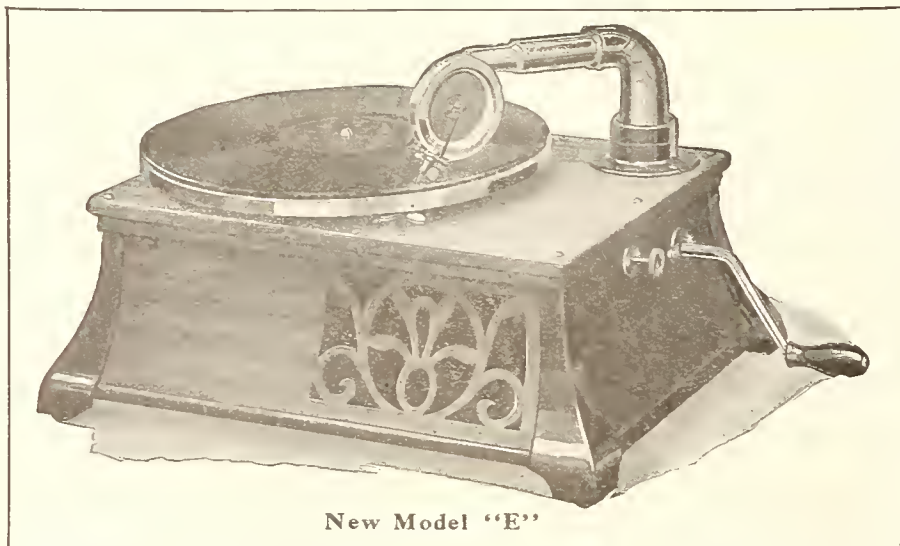
Three New Brunswick Agencies

The Brunswick-Balke-Collender Co. placed three new agencies for Brunswick phonographs and records this month, all of them large dealers. They are: The John Breuner Co., Sacramento; the Jackson Furniture Co., Oakland, and the Sterling Furniture Co., San Francisco. Mr. Corcoran, sales manager for the San Francisco

**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

territory, says business continues good. He has 400 machines oversold in his territory.

Magnavox Interests Football Fans

The Magnavox was a much-talked-of feature at the big football game between the teams of the University of California and Stamford at the formal dedication of the new Stamford Stadium at Palo Alto last week. About 60,000 people saw the big game and the announcements through the Magnavox were clearly intelligible to all.

Some Staff Changes

Robert Kane has resigned as assistant manager of the Sherman, Clay & Co.'s wholesale Victor department and his place for the time being is being filled by B. R. Scott.

Miss Gertrude Kingston has just resigned her position of manager of the exclusive Victor department of the Emporium.

Raymond E. Wolfinger Is Promoted

Raymond E. Wolfinger, formerly assistant manager of the Wiley B. Allen Co., in this city, talking machine department, has been appointed manager of the department, to succeed Mr. Corcoran, who is now with the Brunswick Co.

Mr. Wolfinger is a young and energetic man, and he has had a wide experience in the talking machine business. His selection for the responsible position he now holds is no surprise to the local fraternity.

Newberry Electric Co. Enters Field

The new store of the Newberry Electric Co., 359 Sutter street, is a marvel of artistic arrangement in old ivory and luxurious equipment. The company handles the Sonora phonograph and Vocalion records. There are two large display rooms for phonographs and three sound-proof demonstration rooms. The manager of the department is J. Wallace McKellar, an experienced business man.

New Okeh Agencies

The Remick Song Shop, San Francisco; the Dorman Furniture Co., of Sacramento, Stockton and Roseville, and the Marysville Music Co., Marysville, are recent concerns to take on the agency for Okeh records.

Morley Somers, manager of the Sonora Phonograph Shop, has gone on a ten-day trip to Oregon.

NEW LAW HELPS TRAVELERS

Revenue Measure Calculated to Lighten the Burden of Commercial Travelers

The music industry has not alone benefited by the new revenue law in that excise taxes have been eliminated on talking machines, but the new Act also provides for the elimination of transportation and freight taxes after the first of the year—a factor of no little importance and calculated to reduce the cost of selling to some degree at least.

Traveling men are favored in the new law under Section 214, which states: "That in computing net income there shall be allowed as deductions: All the ordinary and necessary expenses paid or incurred during the taxable year in carrying on any trade or business, including a reasonable allowance for salaries or other compensation for personal services actually rendered; traveling expenses (including the entire amount expended for meals and lodging) while away from home in the pursuit of a trade or business," and so on. This is welcome news to our traveling friends.

GREAT BRILLIANTONE MONTH

President Forster Sending in Large Orders as Result of Extended Trip—Business Very Brisk—L. J. Unger in Canada.

The Brilliantone Steel Needle Co., New York City, reports that the past month was one of the finest from a business standpoint in the history of the organization. The sales staff of this company is going out after business in an energetic manner and its efforts are being well rewarded. B. R. Forster, president of the company, spent some time in Chicago and the Middle-West, after which he journeyed to Toronto, Canada, and other points in the Dominion. Orders sent in by Mr. Forster are indicative of the resumption of good business in the territories through which he journeyed. Harry W. Acton, secretary of the company, left on the 4th of the month for points in New England, and his first stop was at the factory of the W. H. Bagshaw Co., in Lowell, Mass., where the Brilliantone needles are made. Following this visit Mr. Acton made a number of calls throughout the New England territory.

L. J. Unger, of the Brilliantone sales staff, has left for Canada. Mr. Unger had made a number of trips through Canada previously, with each additional trip adding more Canadian dealers to the Brilliantone list. He will endeavor to ascertain the requirements for 1922 business and renew his cordial friendship with the Canadian dealers.

The wide range of tone available in the Brilliantone line makes this needle have an appeal to all tastes, and therefore has created a universal demand.

AEOLIAN ANNIVERSARY IN BRONX

Bronx and Fordham Stores of Company Celebrate Fifth Business Anniversary

The Bronx branch of the Aeolian Co., at 367 East 149th street, of which M. P. Stein is manager, has been recently celebrating the fifth anniversary of the establishment of the branch, which has met with great success in that populous section of the city. The new Fordham branch of the company, which is also under the direction of Mr. Stein, participated in the celebration, which really marked the anniversary of the company's entrance into that territory. Both stores were handsomely decorated and attractive musical programs were arranged for various days of the week.

ISSUE HOLIDAY SUPPLEMENT

The Pathé Frères Phonograph Co., of Brooklyn, N. Y., has produced a special holiday supplement of the popular classical and sacred selections obtainable on the Pathé Actuelle records. This latest supplement contains thirty-nine new Actuelle records, every one of which is a popular and standard selection.

A REAL CHRISTMAS OFFERING

To Victor Dealers

WHILE they last, we are offering high-grade cabinets to be used with Victrolas IV and VI at manufacturers' prices. The Victrola is inserted within the cabinet so as to give the appearance of a cabinet type Victrola. These cabinets will greatly stimulate your Christmas Victrola sales and also your sales directly after the holidays, when the public is spending its gift money.

PRICES

- Oak Cabinet for Victrola IV \$13.25
- Oak or Mahogany for Victrola VI . . . \$14.50
- Oak or Mahogany with castors and ferrules accommodating Victrola VI . . . \$16.25

Manufactured by well-known cabinet manufacturers.

Order Immediately

CURTIS N. ANDREWS

Court and Pearl Streets

Buffalo, N. Y.



Our Holiday Message

To the Talking Machine Trade

"A happy, joyful Christmas, with an assurance of our sincere friendship and loyal pledge to render to our customers a more complete merchandising service and helpful co-operation for the todays and tomorrows of the coming year."

The Eclipse Musical Co.,
Cleveland, Ohio



DE FOREEST SEES TRADE REVIVAL

President of National Association of Music Merchants Responds to Call of National Prosperity Bureau With Optimistic Message

What he calls a "new era of expansion of trade" is seen by M. V. DeForeest, of Sharon, president of the National Association of Music Merchants, whose large retail music interests at Sharon and Greenville, Pa., and Warren, O., are in the heart of a large producing center of the steel industry.

In response to a call of the National Prosperity League, which is promoting a program calculated to restore confidence, stimulate buying, speed up manufacturing and relieve unemployment, Mr. DeForeest sent a message as follows:

"With the Federal tax on music removed by Congress, good cheer, confidence and smiles have succeeded the frowns and lassitude of the past. Music-loving folks were hindered in their desire for music and musical instruments during the discouraging industrial period just past. Manufacturers and retailers are alert to supplying better merchandise at lower costs. The confidence of the buying public is enhanced by this rapid return of the music industry to normalcy. We are already well started on a new era of expansion of trade, which is now felt in increased employment. The steel industry, termed by many as the barometer of business, is operating at its largest capacity of the year. The Middle West States are registering more business and increased industrial improvement, the textile centers show a marked business betterment, and a sympathetic improvement is spreading over the country in all trades. A general good tendency for increased business obtains everywhere."

Mr. DeForeest appointed E. H. Droop, of Washington, to represent the National Association of Music Merchants at a joint Congressional commission meeting recently in the Capitol Building at Washington, in response to an invitation from the National Prosperity League.

ARTISTIC COLUMBIA DISPLAY

C. C. Baker Features Columbia Record of "My Sunny Tennessee"

COLUMBUS, O., December 5.—C. C. Baker, of this city, one of the leading Columbia dealers in the country, makes a specialty of preparing artis-



Columbia Records Featured by C. C. Baker artistic window displays. In the accompanying illustration Mr. Baker's display features the popular song hit, "My Sunny Tennessee," and a Columbia Grafonola is utilized as the background for one of the most artistic displays that this dealer has featured in some time.

REDUCE CANADIAN FREIGHT RATES

OTTAWA, ONT., December 3.—The Board of Railway Commissioners of Canada have issued a formal order providing for drastic reductions in railroad freight rates. The order, which provides only for reductions in domestic freight rates, notifies railway companies that tariffs must be filed, effective December 1. The reduction is based on transportation charges as of September 13, 1920, and the average reduction fixes rates approximately 20 per cent higher than they were on that date.

MARTIN BROS. PLAN ALTERATIONS

Extensive Alterations, Including Talking Machine and Record Departments, to Be Made by This Well-known Springfield House

SPRINGFIELD, Mo., December 8.—Martin Bros. Piano Co. is planning extensive alterations to the interior of its building on McDaniel avenue immediately after the holidays. The three floors of the building will be completely remodeled and many improvements will be added to the talking machine, musical instrument and piano display rooms.

The first floor will contain the talking machine demonstration booths. Woodwork and decorations throughout will be in gray ivory. A specially constructed balcony along one side of the room will contain the record racks. The second floor will be devoted to display rooms for talking machines, tone test rooms and demonstrating parlors. When finished this will be one of the most modern stores in the Southwest devoted to the sale of all kinds of musical instruments and supplies.

SPRINKLE PIANO CO. BUYS BRANCH

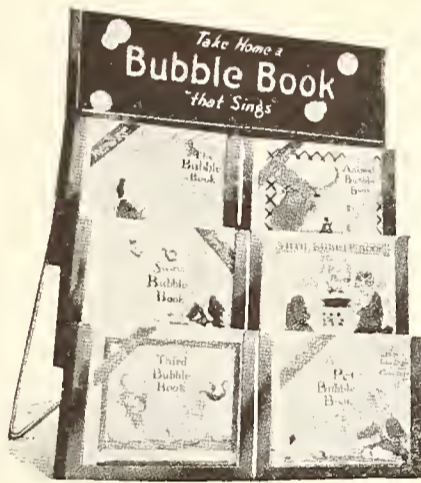
Webb Piano Co., Inc., of Richmond, Is Purchased by Well-known Norfolk Concern

NORFOLK, VA., December 5.—The Sprinkle Piano Co., Inc., announces the addition of another store. The lease and stock of the Webb Piano Co., Inc., of Richmond, Va., have been purchased, making the fourth store operated by this company, which has branches in Greensboro, N. C.; Winston-Salem, N. C., and the home office in Norfolk. The Richmond store is located at 214 North Third street and occupies two floors. Alterations and remodeling will start shortly after the holidays. The same line of pianos will be carried in Richmond as in the other three stores, namely, Sohmer, Jacob Bros., Cable & Sons, Davenport-Treacy and Hazelton Bros. Brunswick phonographs and records and Q R S music rolls will also be handled.

The A. Hospe Co., Victor dealer, of Council Bluffs, Ia., is featuring these machines and records in a "Buy Your Victrola Now" drive.

An Ideal Holiday Proposition

—and Just as Good for All
The Rest of the Year!

**BUBBLE BOOKS
"that Sing"**

Here Are Seven Good Reasons
Why Bubble Books Are a Good
Proposition Every Day in the Year.

- First:** They pay a liberal return on a small investment.
- Second:** They solve the problem of selling children's records.
- Third:** Bubble Book records are good records—made by a company which is internationally famous.
- Fourth:** Bubble Books form a buying habit. Children hear one, learn that there are others and give their parents no peace until they have the entire set.
- Fifth:** The reduced price of \$1.25 greatly stimulates their sale.
- Sixth:** Bubble Book interest is not limited to any particular season. Children love them any time.
- Seventh:** Prominently displayed Bubble Books will take first place when it comes to rapid turnover.

Start the New Year right!—Display Bubble Books—and remember when you sell one—you sell a habit—and when you are selling a habit you are doing a business

HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street

New York City



STEGER

*the finest reproducing
Phonograph in the World*



Model
506
\$295.00



Model
502
\$145.00



Model
503
\$165.00



Model
509
\$235.00

HAPPY, indeed, is the home that possesses a Steger Phonograph on Christmas day—as well as on every other day of the year. For the artistic Steger is a magic entertainer that brings unlimited enjoyment and fun to every member of the family. It plays all makes of disc records correctly with such sparkling vivacity that a listener may readily imagine himself in the presence of the living artist.

The patented, adjustable Steger tone-arm and the wonderful sound chamber of even-grained spruce are eloquent reasons for Steger supremacy in sound reproduction; the artistry and beauty of cabinet styles proclaim Steger mastery of design.

SELL THE STEGER

The merchant who sells the Steger does so with the stable confidence that is inspired by a phonograph which wins friends wherever it goes. And he is not dependent solely on his own sales efforts. A strong national advertising campaign in magazines which appeal to those who appreciate the best in music, is assisting him throughout the year.

Desirable Territory Open

Write today for the Steger proposition and our latest Style Brochure, if you want satisfied customers and substantial profits.

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
\$80.00

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., December 8.—The talking machine business in Philadelphia during the past month showed a considerable increase over the previous month, and was slightly better than business for the same period in 1920. It was the best month the dealers have thus far had this year, and it looks as if there were going to be a heavy talking machine business, at least during the holiday period.

Aid in Getting Records to the Public

Several months ago the North American, of this city, commenced to devote a special section of its paper on the first of the month to the records issued for that month by the various firms. It not only gives a list of the selections, but also a description of them. The records are well classified, thereby giving the public an excellent idea for selection. The December lists are unusually attractive, and the following firms are represented: Victor, Brunswick, Edison, Vocalion, Columbia, Arto, Emerson, Gennett, Pathé and Okeh.

Great Columbia Activity

A very fine display of Columbias, showing all their exclusive features, is at present being made in the window of the Philadelphia Record, and is attracting considerable attention. The Columbia Co. reports a very excellent business all through November and notes that a number of its dealers are selling carloads of Grafonolas, included among which are the Columbia Grafonola Parlors, Wilmington, Del.; the Union Music Co., of Harrisburg, Pa.; the Frankford Music Stores, of Frankford, this city, and the Berks Supply Co., of Reading, Pa.

Dealers Entertained

During the month the Columbia Co. gave a most enjoyable evening at its headquarters at

Sixth and Filbert streets to all the Columbia dealers in this city and vicinity, more than one hundred being present. The chief entertainers were Van and Schenck, who are appearing here in the "Follies." There were also vocalists from the Leo Feist offices, the Fred Fischer Co. and others. The entertainment lasted from 7 to 10.30. Cigars and cigarettes were supplied by the firm. The entertainment was so much enjoyed that the firm has decided to repeat it whenever there are prominent Columbia artists in this city. Toward the end of the month Hulda Lashanska, an exclusive Columbia artist, entertained a very large audience in the Ball Room of the Bellevue-Stratford.

Some Recent Visitors

Toward the end of the month Manager Cummin, accompanied by Robert Porter, the field sales manager of the Columbia Co., spent several days up the State among Columbia dealers. Among the recent Columbia visitors here were: H. B. Newkirk, of Salem, N. J.; W. B. Hill, of Pottsville, Pa.; J. A. Sortman, of Newark, Del.; Neal Cunningham, Mt. Carmel, Pa., and early in the month the local offices were paid a visit by G. W. Hopkins, president of the Columbia Co. A. J. Lawler has been added to the Columbia Co.'s sales force and Messrs. Strahl, Lawrence and Harrigan have been added to the Columbia record department.

Penn Phonograph Co.'s Extensive Moves

The Penn Phonograph Co. reports having had a very satisfactory November on both Victor machines and records and that its supply of both is affording it the opportunity of keeping its dealers fairly well supplied, especially with records. T. W. Barnhill, the president of the company, is making considerable prepara-

tions for the coming educational convention, to be held here next March.

During the month the Penn Co. built an additional shelf space on the fourth floor of its building, which will give needed facilities for handling an additional 45,000 Victor records. During the month Henry F. Miller, the secretary of the company, was away on a gunning trip through northern Pennsylvania and succeeded in bagging considerable game, some trophies having already been mounted and displayed in the Penn Co.'s offices.

Among the Penn Co.'s visitors this week was Paul Britz, of the Marigold Music House, of Reading, Pa. He states that recently he has been making considerable improvements in his store and has been doing extensive work in the way of window displays. A recent Thanksgiving display was so striking that the Victor Co. sent a photographer up the State to photograph the window, which it will shortly use in its magazine, The Voice of the Victor.

Difficult to Get Enough Stock

The Louis Buehn Co. is going along at a very satisfactory rate and it looks forward to a very large holiday business. It is not getting machines through fast enough to keep its dealers supplied, but it states that records are coming through in large numbers.

Distributing Gennett Records

The Gennett records in this city are being distributed by the Witlin Musical Instrument Co., at 807 Chestnut street, which is advertising quite an attractive December list, all records being sold for 75 cents.

Wilson's Unique Advertising

The advertising of the J. R. Wilson Co., which

(Continued on page 92)

To All Victor Associates
THE LOUIS BUEHN COMPANY
 of Philadelphia

Wishes Each of You a Happy Christmas
 and
 A New Year of Renewed and Great Prosperity.

Louis Buehn
 President

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 91)

has four different stores in various sections of the city, is always unique. One of its advertised claims is that it can deliver a Victor machine within one hour of the receipt of the order to any part of the city, and one of its striking lines is: "Our service is next door to you no matter where you live."

Doing Big Business in Supplies

Everything is coming the way of Everybody's Talking Machine Co., which firm of talking machine parts has been doing a very good business all through November. It has been shipping large orders to all parts of the country and especially large is its business on springs and Umantone needles. This week shipments have gone to Texas, to a large department store in Pittsburgh, to St. John's, Newfoundland; Los Gatos, Cal., and Grand Junction, Col.

Mr. Fischer, the head of the firm, states that he has been receiving more orders recently than the house can conveniently handle. It is just beginning to put out a new style of spring, No. 57, for the small Thomas and Saal motors, which makes thirty-two styles of springs which it now carries in its stock—probably the largest of any firm in the country. Among the recent visitors to Everybody's Co. was Ralph Foster, who represents the Brilliantone needle; Otto Heineman, of the General Phonograph Corp., and Mr. Cohan, of the Greater New York Novelty Co. The firm's traveling salesman, Philip E. Grabusky, is at present covering the State of Texas.

G. D. Shewell Visits Cheney Headquarters

G. D. Shewell, president of the Cheney Sales Corp., of New York and Philadelphia, recently spent some time at the factory of the Cheney Talking Machine Co., in Chicago. Mr. Shewell reports that he found conditions exceptionally good and that the factory was working day and night to take care of the large number of orders being received. Mr. Shewell further reports that in the territory covered by his own organization conditions are equally favorable. The new Cheney price scale which took effect some weeks ago is reported to be meeting with much public favor. A number of new Cheney dealers have been added within the past month and everything looks bright and promising for the coming year.

Reports Good Brunswick Demand

Manager Nelson, the Philadelphia representative of the Brunswick, reports that his firm has had a most satisfactory amount of business in November, although it has been quite short of machines, especially certain types. Mr. Nelson

On Guard

Penn-Victor Dogs are the best watchmen of Victor
Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company
913 Arch Street Philadelphia, Pa.
Victor Wholesale Only



says: "We have had to call our salesmen off from establishing new representatives. We cannot take the care we should like to of those already handling the Brunswick. We are short on mostly all Brunswick machines, in spite of the fact that the factories have never been turning out such a large number as at the present time. Business is especially good in the coal regions, but a little spotty in Philadelphia. The biggest demand this year seems to be for the medium-priced models and the console type. There is also a greatly increased demand for Brunswick records and the company has been able to keep us supplied with a very good stock."

Columbia Line With North & Co.

The most important new connection that the Columbia Co. recently made in this territory was the placing of its line with F. A. North & Co., which has branch stores in a large number of cities throughout Pennsylvania and New Jersey.

For some time the North Co. has been trying to make a connection other than that made when it entered the talking machine business, and at least in Philadelphia it expects shortly to handle the Brunswick exclusively.

Among the recent Brunswick visitors here were Mr. Brown, of the Williams Department Store, of Wilkes-Barre, Pa., an exclusive Brunswick account, and J. L. Monroe, of the Brunswick Shop, Williamsport, Pa.

H. W. Weymann Tells of Business Growth

H. W. Weymann, of H. A. Weymann & Son, Inc., Victor wholesalers of this city, reports that there is already a decided scarcity in all mahogany-finished Victrolas from the No. 6 table model straight through to the popular No. 300. Mr. Weymann stated to the World: "We are making every possible effort to take care of the demands of our many dealers. The special finishes and special types of Victrolas we are able to ship from stock. I expect that the scarcity of mahogany finishes will continue through the early part of 1922, and it would, therefore, behoove dealers to anticipate their requirements in this finish for the next three months."

H. A. Weymann & Son, Inc., are also distributors of the Jones-Motrola, the electric winding device for the talking machine, which is proving very popular. Mr. Weymann reported that dealers are going out after Motrola business in an energetic way and that some dealers are going over their machine sales lists for the past five years and equipping a remarkable portion of this list with Motrolas. One dealer is placing the Motrola on machines which he has sold in the past for a ten days' free trial and reports that 80 per cent of the cases have resulted in sales of the Motrola.



Early English Period Model

An American Walnut art cabinet. Equipped with automatic stop and all other Cheney features. Plays all records. \$250
An exceptional purchase at

The CHENEY

The Master Instrument

We offer the maximum of service to Cheney dealers in the following territory—

- Connecticut (Western)
- New York (Metropolitan District)
- New Jersey
- Pennsylvania (Eastern)
- Delaware
- Maryland (Eastern)
- Dist. of Columbia

We have an interesting proposition. Write for details to-day

CHENEY SALES CORPORATION

G. DUNBAR SHEWELL, President

Philadelphia Office
1105 Chestnut Street

New York Office
1107 Broadway

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

Recent Victor callers on Mr. Weymann were E. M. Watts, of Burlington, N. J., and Charles H. Godfrey, of Atlantic City.

Enlarging of Hill Store

A recent Philadelphia visitor to Pottsville states that the extensive improvements and enlargement of the W. B. Hill store room, 205 North Center street, in that city, have made this store one of the handsomest music exhibit parlors in the country. The work was under way for six weeks and was well worth the time, expense and inconvenience. The interior of the big store room has been finished in light and dark buff colors, blended beautifully by the artistic decorator, Charles Faust. The main demonstration side room is so large that a party of prospective patrons may sit in it and test out a piano, talking machine or other musical instrument. Also, there are individual demonstrating rooms. A large music rack has been added to the store equipment, capable of receiving thousands of records in a horizontal position. In addition to the large assortment of regular records there are on hand records in the Hebrew, Polish, Lithuanian, Hungarian and other languages.

Some Recent Visitors

Among recent talking machine men from out of town noticed on this market were J. P. Cannon, manager of the J. H. Troup Co., of Lancaster, Pa., and Mr. Shaeffer, manager of the C. M. Sigler Co., of Harrisburg, Pa., both well-known business men.

Some Local Retail Changes

The Vocalion Shop, at 1626 Chestnut street, was closed two weeks ago. This shop was conducted by the Philadelphia Show Case Co. and was started a short time after this company took over the handling of the Sonora, when it was named the Sonora Shop. When the Show Case Co. relinquished the Sonora and took over the Vocalion it was called the Vocalion Shop, and now that the Show Case Co. is going out of the talking machine business the Vocalion Shop has been closed. The new distributor of the Vocalion

products in this district has not as yet been announced, although a number of firms are after the handling of this fine machine in this market. Mrs. Carolyn Ross, who was connected with the Vocalion Shop, has gone back to the Gimbel employ. She is one of the most efficient saleswomen of talking machines in this city.

Brieflets

J. E. Williams, 1703 Snyder avenue, has just

completed extensive alterations in his Grafonola Parlor, and can now boast of having one of the most attractive shops in South Philadelphia.

A. J. Johnson is the new Pathé manager in Philadelphia.

Recently J. M. Calloway, Victor dealer at Hazleton, Pa., was in Philadelphia, securing some extra equipment for his store, including new

(Continued on page 94)



May your Christmas
be filled with happiness

and the

New Year bring you
unbounded prosperity

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street

Philadelphia



AND
SINCERE
WISHES FOR



A New Year of Happiness
and Prosperity

are extended to the entire industry, carrying with them our expression of faith in American business and an assurance to our own dealers of plans for 1922 which will bring bigger and better business.

SONORA COMPANY of PHILADELPHIA

Distributors of *OKeh* Records

1214 Arch Street

Philadelphia, Pa.

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

A Fox-Trot Ballad with a Dixie Melody

GEORGIA ROSE

hearing booths, additional racks and show cases to display his musical instruments.

Joins Penn Co. Forces

D. H. Dows, for a considerable time connected with the Victor Co., has joined the Penn Co. forces, with a view to working with, and organizing, the firm's dealers for more effective work.

ORNSTEIN CO. IN NEW QUARTERS

Noted Jobbers Established in New Building at 1025 Arch Street—Admirably Equipped

PHILADELPHIA, PA., December 2.—The George D. Ornstein Co. is now established in its new building at 1025 Arch street. This street is rapidly becoming a center for Victor wholesalers. The Louis Buehn Co. is situated on the 800 block; the Penn Phonograph Co. on the 900 block, and now George D. Ornstein & Co. have their headquarters on the 1000 block.

The entire first floor, basement and mezzanine floor are occupied. The first floor is used entirely for display purposes and record filing, and the basement for the storage of machines. Excellent shipping facilities are available through the fact that the store runs from street to street and, therefore, the rear entrance is solely used for shipping purposes. The new headquarters contain double the amount of floor space of the old and it is planned to handsomely equip them with the newest developments in wareroom equipment.

The George D. Ornstein Co. was established in 1918 and enjoyed rapid growth in the four years of its existence. F. E. Ransley, manager of the company, who has directed its destinies during the illness of Mr. Ornstein, reports that conditions among the dealers served by them are very fine and believes that the coming year will be a good one from every angle.

THE VALUE OF DECISION

Maybe and Perhaps are two sleepy microbes. They throw their victim into a state of lethargy. You may find them in the brain of a man who is in a rut and knows it. Yet these foes to success keep him inactive. Decision is a powder which will destroy these microbes.

ESTEY PIANO CO. FORCES IN PHILADELPHIA CELEBRATE

PHILADELPHIA, PA., December 6.—Grouped in the accompanying picture are the employes and a few of the friends of the Estey Co., piano dealers and Victor retailers of this city, who gathered on a recent holiday to celebrate, not only the occasion, but also the accomplishment of a good Fall business.

Louis Quinby and Mrs. Quinby, who are in charge of the Estey Co.'s activities here in Philadelphia, find time in their busy business life to bring relaxation and pleasure to the capable organization with which they have surrounded themselves.

The reader's eye can easily fall with pleasure upon all composing the group above, but especial attention is called to the charming hostess, Mrs. Louis Quinby, on the right. Also to the two French chefs, who are none other than Bill Nolan and Ed. Bliss, of the Louis Buehn Co. Victor wholesalers, whose rating as salesmen of Victor merchandise is

considerably higher than as dispensers of food a la carte or table d'hote.



Attendants at Recent Estey Celebration

TO OPEN NEW VICTOR DEPARTMENT

MASSILLON, O., December 5.—Announcement is made by C. J. Duncan, local jeweler, who now has a store at Plum and Mill streets, that his new store will be opened within the next month. It will be located at 8 East Main street, and will be one of the most modern shops in the city. A complete Victrola shop will be installed on the

second floor of the store, which will be fitted up to represent a temple of music.

THE POWER OF WORDS

Everyone knows the power of words. We pass through periods dominated by this or that word—it may be development, or it may be competition, or education, or purity, or efficiency, or even sanctity. It is the word of the time. We might add strenuousness, or conservation, or reform, or system, or science, or organization, and ever and always "advertising"; and now—preparedness for a bigger business in the new year soon to be ushered in.

PLACES VICTROLAS IN SCHOOLS

NEWTON, IA., December 6.—The Iowa Mercantile Co. has just completed a successful campaign for the placing of Victrolas in the rural schools here. The plan consisted of a letter explaining how to raise the necessary funds, and was followed up with a personal call by C. P. Hunter, manager of the company.

"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

From the **DORAN CO.**
45 MICHIGAN AVE.
DETROIT

SOLE BY **MURTEAU WILLIAMS & CO. LTD.**
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

— FROM —
THE PHONOGRAPH CO.
1240 HURON ROAD (At the Music Store)
PHONES - PROSPECT 2400 - CENT 1406
— CLEVELAND —

SOLE BY **WALTER D. MOSES & CO.**
Oldest Music House in VA and NC
103 E. BROAD STREET
RICHMOND, VA.

SOLE BY **J. E. STRATFORD**
— AUGUSTA, GA. —

ENTIRE TRADE PROVES OPTIMISTIC REGARDING PROSPECTS FOR 1922

Sees a Clearing Up of the Uncertain Situation Next Year and a Gradual Return to Normal Business Conditions—Real Opportunities Ahead for Energetic Retailers

THE members of the talking machine industry, as a rule, take a most optimistic view of the business prospects for 1922, particularly as they relate to their own trade, and, in most cases, have excellent reasons for their confidence in the future, according to the reports gathered by The World from various sections of the country and presented herewith.

While it is admitted that general business conditions this year, and particularly during the past few months, have been discouraging, it is believed that the situation is being cleared up gradually, and that as industrial activities are resumed in the various sections and the farming element disposes of crops and takes its loss there will be a gradual return to a permanent normalcy.

One of the problems that the trade in certain centers had to contend with was that of overcoming the effect on the buying public of the throwing on the market of thousands of machines of little or no reputation, offered at liquidating prices. This had a bad effect on legitimate business, but it is felt that the worst of the unloading is about over and that the first of the year will see a return to the practice of handling standard and recognized products in a businesslike way.

As a general thing, there seems to be an increasing demand for the more expensive and elaborate models of machines, particularly the console types, although the standard styles still hold their own in public favor. The record situation shows material improvement, both in the matter of supplies and in the demand.

Taking it as a whole, there is every indication that the year 1922, in the opinion of those members of the trade in a position to speak with some authority, will offer real opportunities for the retailers who go after business in an energetic and systematic manner and who actually work to sell the products for which they are representatives.

VICTOR TALKING MACHINE CO., Camden, N. J., by **Ralph L. Freeman, Director of Distribution.**

"It seems to us that the year 1921 must always stand out in the memory of every man who has been in any way actively engaged in business.

"The line of progress has been as jagged as the temperature chart of an invalid. We feel, however, that it is gradually becoming steadier and more normal, and that general conditions will be better in 1922.

"In point of volume our own business has been wonderful, exceeding that of any other year, but the margin of profit has been so narrow that if only the present were considered we would have to consider it a case of 'Love's Labor Lost.' We feel satisfied, however, because the public has run true to form in showing a gratifying discrimination in favor of good merchandise. The progress of the year will show more clearly in retrospect than it now appears.

"For 1922 we expect slightly better general conditions and decidedly better opportunities for dealers in Victor products. We do not mean to predict abnormal demand, but we believe that the public, having less fear of impending hard times, will evidence less resistance to intelligent sales efforts."

UNIT CONSTRUCTION CO., Philadelphia, Pa.

"Nineteen twenty-two will undoubtedly witness a return to normalcy in the talking machine industry. We should not anticipate abnormal activity such as prevailed during the last half of 1919 and the first half of 1920. Conditions which have prevailed during the past six months, however, clearly indicate that we may expect the following in 1922:

"Normal buying as against 1921 buyers' strike.

"Normal competition as against 1921 price-cutting riot.

"Normal service as against 1921 'any old thing.'

"Normal price levels as against 1921 price inflation.

"Unit sales volume during the past six months has been 25 per cent greater than during the corresponding period of 1920, and the ratio is increasing monthly."

MINNEAPOLIS DRUG CO., Minneapolis, Minn.

"Conditions throughout the Northwest at the present time are not very promising. The States of Minnesota, North and South Dakota, Iowa and Montana, in which we operate, are very badly hit, owing to the extremely low price of all farm products.

"This is strictly an agricultural territory, and we see little debt-paying ability in the present crop at prices now prevalent, and the farmers

are going to fall far short of getting square on the books this Fall. This is resulting in a depressed condition and affects business in all lines. We look for a little stimulation in trade from now until after the holidays, but it will be only a small per cent of what ordinarily should be expected at this time and will give no dependable indication of conditions for 1922. In fact, we look for extremely light trade during the first half of 1922 or until another crop at good prices is assured us. The record business is affected in very much the same way as that of talking machines.

"There seems to be an increasing demand for period and console models. We do not think, however, that the present demand for these styles will be over 5 per cent of the total. Our feelings are, however, that this will increase rapidly each year.

"There have been a great many off-line instruments on the market at extremely low prices, which, no doubt, has affected business."

MICKEL BROS. CO., Omaha, Neb.

"Business has not come back to the volume of last year, nor will it as long as rural communities

(Continued on page 97)



ELMIRA ARMS CO.

ELMIRA, N.Y.

1922
SERVICE
TILL

It is with genuine full-heartedness that we wish Victor dealers throughout the country a Merry Christmas; and it is with true sincerity that we predict a more successful and prosperous New Year for Victor dealers.

ELMIRA ARMS COMPANY

ELMIRA VICTOR DISTRIBUTORS NEW YORK

QUALITY
HANOVER, PA., U.S.A.

LONG CONSOLES

"MADE GOOD"

When we introduced our "CONSOLES" the early part of the year, we knew that we were offering the trade a quality product with unlimited sales possibilities.

Our sales during 1921 substantiated our belief that the dealers would find LONG CONSOLES an important sales stimulant, for we have been working day and night to meet the requirements of the trade.

LONG CONSOLES have "made good," and for 1922 we are planning to give the dealers enhanced service and co-operation. You will find it distinctly profitable to carry a complete line of LONG cabinets during the coming year.

Write for Our Catalog

The Geo. A. Long
Cabinet Company
HANOVER, PA.



Style 600
Sheraton



Style 601
Colonial



Style 602
Louis XV



Style 603
Chippendale



Style 604
Hepplewhite

TRADE OPTIMISTIC REGARDING PROSPECTS FOR 1922—(Cont. from page 95)

are in the condition they are at the present time—as one of our customers whom I was urging to put in machines said to me: 'Now, Mr. Mickel, corn is only 17 cents a bushel and I do not need to tell you anything more.'

"You are well aware that they are all farmers out in this territory, whether they are running a bank, selling talking machines or running a peanut stand—the basic industry is agricultural, and, when prices on their products are such as they are now, it is impossible to get a volume of business. Things are in a little better shape in the larger centers, but in the strictly rural communities—nothing doing.

"During the Summer the record situation held up better than machines, but even this was not up to former volume. The tendency in machines is toward the cheaper models, the higher-priced ones are not selling so readily. General conditions of the trade, so far as any price cutting is concerned, is good—we have had nothing of that kind, and the marketing of talking machines has been kept so far on a very clean basis.

"Of course, we are coming into the holiday trade, and there is some additional demand. I am not pessimistic over the outlook for I know this country is absolutely right and we are going to get back into volume, but it is not going to be during the holiday season of 1921-22.

"We have many dealers, however, who are on their toes and ready to go—are doing everything they can to stimulate business, and, through the inauguration of Christmas clubs in a number of the larger towns, there has been some volume of business done, but it seems to require a forced draft in order to get them to buy, and this never runs into big volume."

W. B. GLYNN DISTRIBUTING CO., Saxtons River, Vt.

"We have the Northern New England territory, where most of the International Paper Co.'s mills are located, and strikes that have been in progress since May have brought about an unusual condition with us. Other industries hereabouts are on part time, and the situation is in no sense near normal. The result is that dealers

are carrying only enough stocks for present needs and are not anticipating their wants to any degree.

"There is very little price cutting in this territory except on machines that have been dumped on the market and have little name value.

"We find our business for the eleven months is larger than for the same months of 1918 and only slightly less than the total for the same months in 1919. On the whole, therefore, we feel that business is healthy and sound, and that, when existing conditions are overcome, there will be a gradual business increase and a return to prosperity. We do not, however, look for the unprecedented buying of 1920, but, rather, for a safe and sane prosperity."

SCHMELZER CO., INC., Kansas City, Mo.

"We are enjoying a very healthy business. To be frank, it is greater than we had anticipated. The dealers are selling Victor goods, and the stocks that the dealers have on hand will go by Christmas. Things seem to look up. The tendency is toward the medium-priced outfits.

"We have not experienced any price cutting in this trade territory. We look for a very satisfactory holiday business, which we feel satisfied will run into 1922.

"We look with confidence to a constantly increased volume of business in the line we are interested in as exclusive distributors for the Victor Talking Machine Co.'s products."

GIBSON-SNOW CO., INC., Syracuse, N. Y.

"Business has come back this Fall, but not quite so strong as we expected. Orders are coming in very good. Dealers order often, and in small quantities. The western and southwestern sections of the State seem to be picking up more rapidly than the eastern section. Our orders are all for machines ranging from \$100 and up, with a very fair percentage running around \$300.

"Period models have increased in sale. We have had very little, if any, price cutting in our territory.

"We are looking for a good holiday business and a good increase for the first two or three months of 1922. To our mind advertising is the only thing that the retail music dealer can do to increase his sales."

MICKEL BROS. CO., Des Moines, Ia.

"Business has come back. Of course, it has not come back to the war period, but neither do we expect it nor want it. It is really back to normal, and by that I mean it is in excess of what was considered normal before the war. This revival has been evident since September 1, but more so since October 1. The increase, however, is not as great in record sales as we had hoped, as the gain is shown particularly in machines. Most of the sales have been in the \$135 and \$150 types, particularly in mahogany and E. B. M. finishes.

"We have yet to find a case where Victor merchandise has been sold at less than the list price. There is a lot of price cutting going on in almost every other line, and it is very gratifying to us to be able to state that the Victor has held its own all through that period of depression.

"We have, and are still looking for, more business as Christmas draws nearer. We do not expect any business from smaller towns to amount to much, as the smaller towns depend upon the farmer, and, inasmuch as the market price on his products is so low, he is not in the humor to make any purchases for other than bare necessities. In the larger towns, where people are working on fixed salaries, is where 90 per cent of the business is coming from to-day."

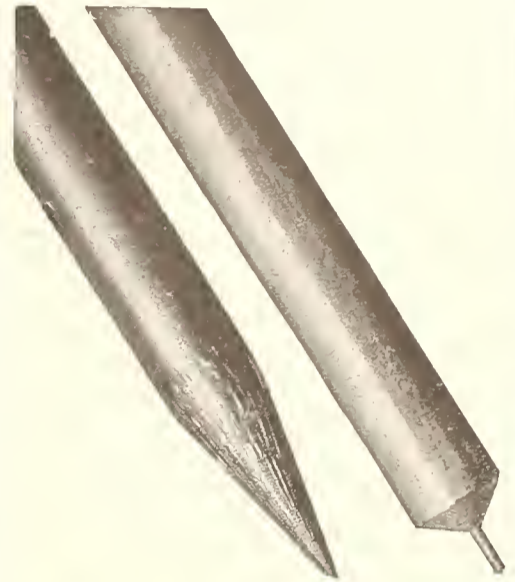
STEWART TALKING MACHINE CO., Indianapolis, Ind.

"We are exclusive Victor wholesalers, and our business has not varied from month to month, as in the case of retailers. We have done just as well this year as in previous years and cannot complain of lack of orders. Right now our stock of Victrolas is lower than it has been at any period in our history, with the possible exception of the Christmas of 1918, during the war, notwithstanding the fact that shipments from the

(Continued on page 98)

Increase your profits!

EVERY phonograph owner who buys records from you will buy needles too—and you should sell a great many needles.



SEMI-PERMANENT NEEDLES

Are the Best Talking Machine Needles on the Market.

They are called for by owners of every make of phonograph because they will play every make of steel needle record.

If you haven't these needles in stock order at once from

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
I. Montagnes & Co., Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.

Main-Springs



For any Phonograph Motor
Best Tempered Steel

	Each
3/4 inrb x 10 feet for all small motors.....	\$.40
1/2 " x 10 " " Pathe, Columbia, Helneman...	.45
1 " x 10 " " Columbia.....	.50
1 " x 11 " " Columbia with books.....	.55
1 " x 13 " " Victor, old style.....	.50
1 " x 15 " " Victor, new style.....	.55
1 1/4 " x 18 " " Victor, new or old style.....	.75
1 " x 12 " " Helneman and Pathe.....	.55
1 " x 10 " " Saal, Silvertone, Krasberg.....	.55
1 " x 13 " " Saal, Silvertone, Brunswick.....	.65
1 " x 16 " " Sonora, Brunswick, Saal.....	.75
1 3/16 " x 18 " " Helneman and Pathe.....	1.00
1 1/2 " x 25 " " Edison Disc.....	1.80

SAPPHIRES—GENUINE

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

STONE-ARMS

The very best, loud and clear, throw-back.....\$5.00
With large reproducer, very loud, Universal..... 4.50
With smaller reproducer, but loud and clear..... 3.00

PHONOGRAPH NEEDLES

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

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

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

ENTIRE TRADE PROVES OPTIMISTIC REGARDING THE PROSPECTS FOR 1922—(Continued from page 97)

Victor Co. have been unusually large. Shipments of records from the factory are considerably larger than ever before. A recent stock list sent out brought splendid returns, so we are very optimistic in this department of the business.

"The greatest increase in business this Fall has been in the popular style machines, such as the Victrolas Nos. 80, 90 and 100, in the mahogany, English brown mahogany and American walnut finishes. It is hard to say whether the demand is toward medium or high-grade outfits. We doubt if any change of this kind has taken place. It is noticeable, however, that the small table machines have not sold as well as in former years. In other words, the trade seems to demand cabinet machines more than in any previous period. The expensive machines—over \$250—are selling as quickly as heretofore, but the increase in business has possibly been greater in the medium-priced machines.

"The regular models outsell period or console models twenty to one. Our Victrola No. 300 is very popular, and, although new in the field, we predict the sale of it will exceed the sale of our Victrola No. 110, which retails for \$225. Possibly as time goes on in this territory we will notice a slight change in this ratio in favor of the console models. However, we feel safe in saying that for the next year at least the sale of the regular models will greatly exceed the sale of the console type.

"Price cutting in Victor products is practically unheard of in this territory. A good many other makes, however, are suffering from this evil, and dealers here and there are extensively advertising reduced prices on some of the better-known machines.

"Business conditions, locally, are not satisfactory; since Summer, however, there has been a slight increase in employment which has been of some help. Small weekly payments have done more than anything else to bring in machine sales during this period.

"We predict a splendid holiday and Winter

business in both machines and records. We really believe that the average Victor dealer in this territory will do a larger business this Winter than in the corresponding period of last year, but we can hardly think of anything that can be done by the trade to improve conditions."

VICSONIA MFG. CO., INC., New York.

"It is our opinion that the phonograph industry has not yet reached normal, but the indications are that beginning immediately after the holidays a noticeable change for the better will occur. This, we believe, will be due to the ending of all liquidations by the new year. Easier money and the Fordney tariff bill will also help not only the phonograph industry but all industries. We look forward to a very busy New Year."

CARDINAL PHONOGRAPH CO., New York.

"In the record end of our business we find that the sales have increased each month during this Fall in a healthy ratio and believe that business in this department will be practically normal inside of the next sixty to ninety days.

"We are not in a position to advise regarding the sale of machines, as we have been out of machines for nearly four months, due to the fact that we changed our entire line, and the new samples were placed on the market last week. From the advance orders we believe that the demand is about 25 per cent for a Period or Console model and balance for uprights. Greatest demands seem to be for a medium-priced machine not over \$200.

"We believe that the business will show a steady increase for the next few months and by Spring things will be nearly normal.

"We believe that the dealer has a great deal to do with the poor sales at the present, as he is still living in the war period. Personal observations in a great many cases show that dealers are not lifting their hands to increase their sales and spend most of their time lamenting the fact that they are not showing as much business as they did two years ago. In a great many cases

they do not give the customer the attention and courtesy that are required and cannot understand why the customer does not come back again. I believe that if dealers will work and co-operate more with their manufacturers and jobbers there will be a great deal of improvement in the situation; but so many of the dealers have an idea that the houses they purchase from are only in the market to load them up with goods that they absolutely refuse to listen to any suggestion whatever that will enable them to increase their sales."

PHONOGRAPHS, INC., Atlanta, Ga.

"Our business has improved considerably this Fall, but, of course, it is not what it was eighteen months ago. We notice a gradual improvement and believe that within a few months normal conditions will be back again.

"The ratio in increase is greater on Re-creations than instruments and the tendency is toward the higher grade instruments. The sale of period and console models has increased in our territory.

"There has been no price-cutting by any of our regular legitimate dealers that we know of, and we do not anticipate anything of this kind.

"Prospects are good for the holiday trade and we look for a steady improvement, beginning with the first of February.

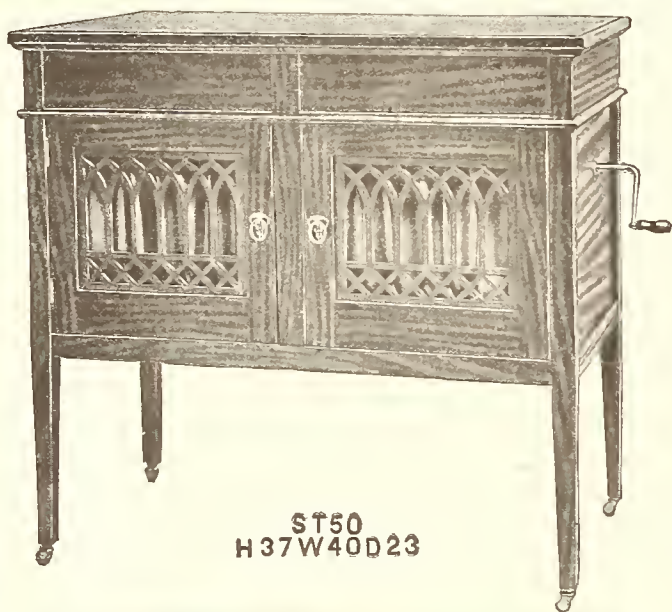
"We might state that the hardest-hit section of our territory has been that embraced by the cotton belt, but our business in Florida, Tennessee and North Carolina is very satisfactory."

WM. H. LYONS, Chicago, Ill.

"Business has shown a decided improvement with us the last two weeks. Previous to this we have not been receiving many stock orders, but on the December list of Blue Amberol records the dealers have come back as strong as in former years.

"The Edison factory makes no console types in the Amberolas, so the sales have all been uprights and the small table models.

(Continued on page 99)



ST50
H37W40D23



ST53
H37W40D23

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of
Cabinets Without
Equipment.

Write for Prices

It will pay you to investigate our proposition.

Natural Voice Phonograph Co.
ONEIDA, NEW YORK



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

ENTIRE TRADE PROVES OPTIMISTIC REGARDING THE PROSPECTS FOR 1922—(Continued from page 98)

"We have not heard of any price cutting on Edison goods, although many of the fly-by-night cheap machines are being sold at any price in Chicago to get rid of them. We look forward to a steadily increasing business from now on and expect to be back to normal about February or March."

BUFFALO TALKING MACHINE CO., Buffalo, N. Y.

"Our Fall business compared very favorably with that of last year, the biggest year that we have had, and November ran considerably ahead of November, 1920. December is somewhat problematical, but if we can get the goods we are very confident that we will exceed last December. We do not feel that business has become normal in our territory—not by any means.

"There are many dealers who still are not working—many who are on a non-productive basis, but the Victor business being done by those dealers who have not forgotten how to sell is of greater volume than heretofore.

"There has been absolutely no price cutting in our line in this territory. The Victor Co.'s policy of giving us improved models at good prices has gone a long way toward maintaining this condition.

"We are very confident that there will be more actual selling done in our territory in 1922 than ever before and are equally confident that the volume of sales will exceed any hitherto."

STREVELL-PATERSON HARDWARE CO., Salt Lake City, Utah

"In our territory business has not yet got back to normal, nor will it for some time. Our business depends on three factors principally—the mines, the farmers and the stockmen. All three have been hit so hard during the past two years that it will take them some time to get back on their feet. The farmers had fair crops, but the prices were low and they owed so much money to the banks that what money they did get for their crops did not do them much good as far as immediate purchases are concerned. The mines have been closed down since early in the year and it is doubtful when they will reopen.

"As far as phonographs are concerned, all of our dealers have good stocks which they have been carrying throughout the year and they will do well if they move what stocks they have on hand. We do not do a large record business, but we imagine that the record division has shown a greater increase than the machines. There is a tendency to buy medium or low-priced outfits.

"The sale of period models in this territory is very small and will only run 3 or 4 per cent of the sale on the regular models. There has been little or no price-cutting on the standard lines.

"We believe that there will be a fair holiday phonograph business and the record business should be good during December and also early in the year.

"In our territory we believe that one way to improve conditions is to educate the dealer to know better the product he is selling—to know how to properly display it and to give service to the consumer. The manufacturers could also help out by making arrangements to handle the dealers' phonograph paper, as most of the dealers in our smaller towns are not in a position to put out machines on time without assistance.

"We do not want to appear pessimistic, but are giving the true facts in our case; and, while we believe that conditions are going to continue to get better, yet it is going to be slow and it will be several months before we can really say that conditions are anywhere near normal."

UDELL WORKS, Indianapolis, Ind.

"Our business certainly has come back since September 1, and, in fact, right now we have all that we can do, but, of course, there will be a let-down after Christmas. There is an increasing demand for the Console type, and we are making them for the Victrola VI, as well as for player-piano rolls. Of course, there have been a great many jobs of plunder thrown on the market, but these are gradually being liquidated.

"We think the prospects for holiday business

are splendid. As for 1922, it looks good to us; in fact, we got a beautiful order this morning for delivery in January.

"I do not know of anything that can be done by the trade itself, but it does seem that the United States Congress would help the condition more by helping the farmers than by anything else. The market on corn and other products is shot full of holes, and we all know that the price on farm products is fundamental. We also know that the recent flurry in cotton is what got the South to come back so splendidly."

THOS. A. EDISON, INC., Orange, N. J., William Maxwell, Vice-president

"My present conception of business developments during 1922 is that there will be a steady improvement. I am afraid of inflation in some directions. In textiles, for example, there are likely to be shortages of some kinds of goods, which may set on foot a secondary inflation in the prices of wearing apparel.

"The tendency to stimulate and, to a certain extent, subsidize building operations will make it difficult to readjust wages in the building trades and to prevent building materials from being marked up in price.

"It seems to me that no one need fear that general conditions will not improve during 1922. The thing I most fear is that, under the stimulus of cheaper money and the Government's efforts to speed up business, we may have a sort of psychological boom, from which there will be an ultimate reaction. However, the taxation law which Congress has passed tends to minimize the effect of plentiful and cheap money, as the high surtaxes on incomes will continue to divert a great deal of money from commercial channels.

STARR PIANO CO., Richmond, Ind.

"Our business has shown a very satisfactory volume as compared with last year, with a particularly remarkable increase in the sale of Genett records. The products of the Starr Piano Co. have kept full pace with varying business conditions and have enabled our customers to

obtain maximum results under most adverse conditions. We, ourselves, in the volume obtained, have a very rosy opinion of the immediate future, which we believe is equally shared among our distributors and dealers."

GREATER CITY PHONOGRAPH CO., New York City.

Prospects for a good holiday business and for the first quarter of 1922 are fine, judging from the influx of orders at the offices of the Greater City Phonograph Co., Inc., Sonora jobbers in New York, according to Maurice Landay, president. Mr. Landay declared that the trend of the demand at present is for the period models, with the new additions to the Sonora line in popular favor.

"The increase in entertainment this Fall has resulted in a larger demand for machines than was anticipated and the fact that the season of entertainment is just beginning augurs well for the business," said Mr. Landay. "However, it is my opinion that business could be even better if proper steps were taken by the dealers with this object in view. For example, an association of dealers similar to the Florists' Association, having a strong treasury to be spent in advertising the cultural entertainment value of the talking machine would do much to stimulate business generally.

"In the last few years the jazz element has been emphasized, practically to the exclusion of the real value of the talking machine as a medium for bringing beautiful music to the home. The future of the talking machine must rest on its recognition as a 'musical' instrument. A talking machine association such as suggested above could accomplish this result."

PUTTING THE IDEA TO WORK

Columbus had a theory and was called an idiot. He proved his theory and became a hero. In salesmanship, as in astronomy, the best idea is worthless until it is put to work.

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.

3022 14th Avenue

Brooklyn, N. Y.

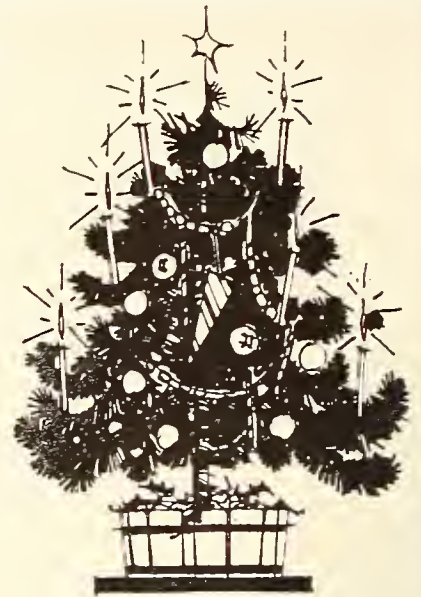


Ask for the Red Record

You'll Know it by its Color



You'll buy it for its Tone



VOCALION RECORDS

Play on any Phonograph

EVERYBODY SAYS Vocalion Records are the best records to listen to and the best records to dance to because you *get* every note. *Everybody* knows they're the best records to buy because they last longer.

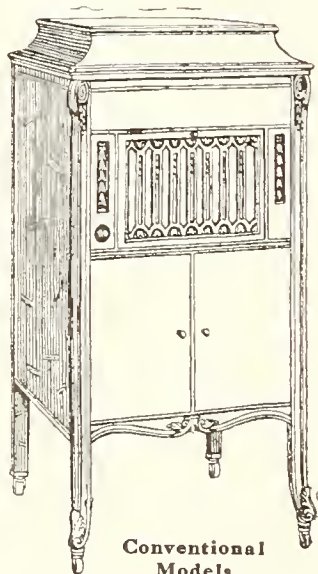
Everybody should know that they are the best records to give because their red color says: "Merry Christmas" even before you know what the record is. And Everybody will feel when they hear the mellow richness of their tone that they express the spirit of all the Christmases.

Everybody will like a gift of Vocalion special releases.

WITH THE GRADUOLA Tone Control, *you* play The Vocalion. You attain the Great Desire—self-expression. The Graduola, found only on The Vocalion, raises the Phonograph from a talking machine to the standard of a Musical Instrument. It gives you the power to create—to put your heart and your soul into the Music. And this is not surprising when you remember that The Vocalion is made by the world's foremost makers of musical instruments—The Aeolian Company. You have but to hear The Vocalion to know that it is the Phonograph Supreme.

December 15th Specials

When Francis Dances with Me—		
	Billy Jones	14257
		10"
I Want My Mammy—	Irving Kaufman	85c
June Moon—	Wiedoeft's Californians	14251
When Buddha Smiles—		10"
	Wiedoeft's Californians	85c
Say It With Music—	Arthur Burns	14260
		10"
I Ain't Nobody's Darling—		
	Billy Jones	85c
Tuck Me to Sleep—		
	Al Jockers' Dance Orch.	14262
		10"
Wabash Blues—		
	Al Jockers' Dance Orch.	85c



Conventional Models from \$45, With Graduola from \$125

These 1922 Model VOCALIONS are priced on the basis of pre-War Values

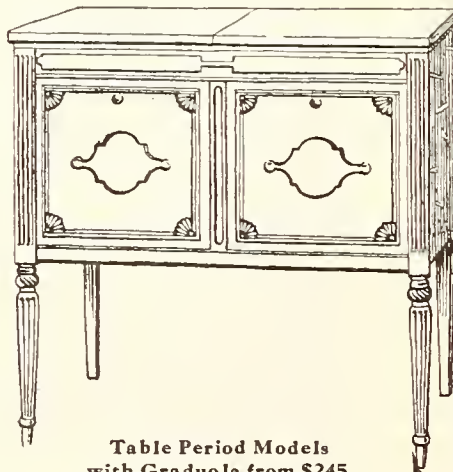
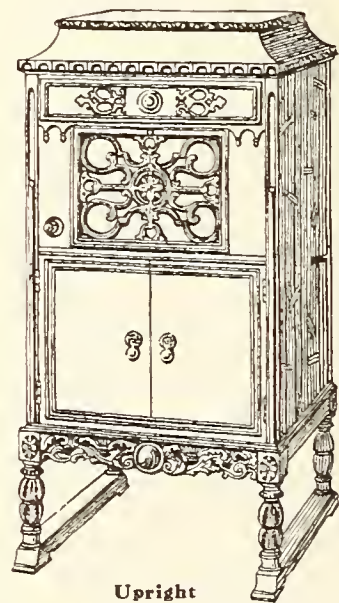


Table Period Models with Graduola from \$245



Upright Period Models with Graduola from \$300

These beautiful Period VOCALIONS are obtainable in over forty different designs

THE AEOLIAN COMPANY

NEW YORK

CHICAGO

CINCINNATI

BOSTON

ST. LOUIS

Two yodel duets this month by Fritz Zimmerman and Marcelle Grandville, "Sleep, Baby, Sleep" and "Homeland Switzerland." A delightful novelty, a sure seller. A-3462.

**Columbia Graphophone Co.
New York**



HOLIDAY TRADE IS SHOWING UP STRONG IN CINCINNATI

Sales Staffs Being Enlarged to Handle Business—Scarcity of Popular Machine Models Reported—New Stores Being Opened—Bubble Book Party Proves Big Success

CINCINNATI, O., December 4.—Dealers throughout the city have closed a highly satisfactory month of business and December has opened with a rush. There is no doubt but that the holiday business will be a record breaker, according to predictions. A number of houses have taken on extra salesmen for the holidays and it is hoped that conditions will justify retaining them after the first of the year. For some unexplained reason there is a shortage of talking machines and a number of dealers will not be able to have as large a stock of machines on hand for the Christmas rush as they desire. The shortage is noticeable in the larger and more expensive machines, the sales of which, reports show, have surpassed all others during the month of November. More cash business was transacted during the past month than in any of the preceding six months. Store managers are giving an exceptional amount of attention to the dressing of their windows to attract Christmas shoppers. More and more each day dealers are beginning to realize the psychology of getting and holding for a few seconds the eye of the shopper by attractive window displays.

Furnishes Dance Music for Carnival

E. M. Abbott, proprietor of three Cincinnati stores, made arrangements for placing a talking machine on the sidewalk in front of his Seventh street store, with a Magnavox attached, and furnished dance music during a recent celebration and carnival under the auspices of the Seventh Street Business Men's Club. The stunt met with great success.

E. M. Abbott Offers Bonus to Salesmen

Mr. Abbott has offered a \$50 bonus to each of his salesmen who can turn in \$2,000 worth of business during the month of December, a bonus of \$25 to the salesman having the largest number of sales and a bonus of \$15 for the salesman having the second largest number of sales. He also promises \$25 to the salesman making the largest number of cash sales during the month, \$15 bonus to the one having the second largest and an additional bonus of \$25 for each additional \$500 worth of business exceeding \$2,000. The Salesmen's School, which is under the personal direction of Mr. Abbott, is proving a big success, he reports. Business is highly satisfactory with all three stores going strong.

A. Cirkin Opens Third Store

A. Cirkin, proprietor of two Columbia shops in Cincinnati, has opened a third store in Brighton, the heart of the west central part of the city. Mr. Cirkin says that business is up to expectations in both stores and the location of his new store insures good results.

New Edison Co. Business Improves

"There has been a vast improvement in business during the last three weeks and the outlook for December is very satisfactory," says Mr. Oelman, manager of the New Edison Co., of Cincinnati. The sales contest being conducted

by the Edison Laboratories is working wonders with the salesforce, he reports. The company recently signed contracts with Glen Ellison, Scotch comedian, for a five weeks' tone test tour in the Spring. Oelman reports a shortage in large and high-priced talking machines, due to the large number of unexpected sales of those models during November. Thanksgiving business surpassed expectations, he reports.

Satisfactory Business at Otto Grau Co.

Satisfactory reports are being made by the Victrola department of the Otto Grau Piano Co. for the month of November, with machines and records both going strong. L. H. Ahaus, manager of the department, is confined to his home on account of illness. It is hoped he will be back on the job within the next few days.

Chubb-Steinberg Shop Optimistic

Mr. Chubb, of the Chubb-Steinberg Music Shop, reports good business. "We are highly satisfied with the present conditions and future outlook," he says.

Among the visitors during the month were L. O. Unger, of the Brilliantone Needle Co., New York; V. H. Curtin, of Cohoes Envelope Co., New York, and M. M. Willinger, of the New York Album Co. Chubb-Steinberg's Thanksgiving window display of a "regular" Thanksgiving dinner and a number of Victor dogs seated around the table attracted much attention.

G. W. Gurtner Has Narrow Escape

G. W. Gurtner, salesman for the Cincinnati territory for the Columbia Co., narrowly es-

caped injury recently when an automobile in which he was riding overturned on a road between Cincinnati and Hamilton, O. Gurtner escaped with a shaking up.

Fair Business at Link Music Shop

George H. Link, proprietor of the Link Music Shop, who recently doubled the capacity of his store by combining two stores into an up-to-date music shop, says that under the present conditions business is up to expectations.

Widener Store Expects Big Holiday Trade

"Our machine business has been very good for the past month," says Morris Fantle, manager of the Widener Grafonola store. "Records also have been going strong. We look for a record holiday trade. R. C. Clark, who handles our Granby line, is turning in satisfactory reports each week."

Bubble Book Party a Success

F. X. Donovan, manager of the Shilito talking machine department, reports good business. The Bubble Book party held here recently was a great success. Over 400 children were present at this gathering.

EUGENE A. WIDMANN RESIGNS

Eugene A. Widmann, chairman of the board of directors of the Pathé Frères Phonograph Co., Brooklyn, N. Y., tendered his resignation three weeks ago, to be effective January 1. Mr. Widmann was the first president of the Pathé organization and occupied the position of chief executive of that firm from its inception straight through till last July, when he was succeeded by W. W. Chase and was unanimously elected chairman of the board of directors. Mr. Widmann's future plans are as yet unannounced.

BE PREPARED for the HOLIDAY RUSH

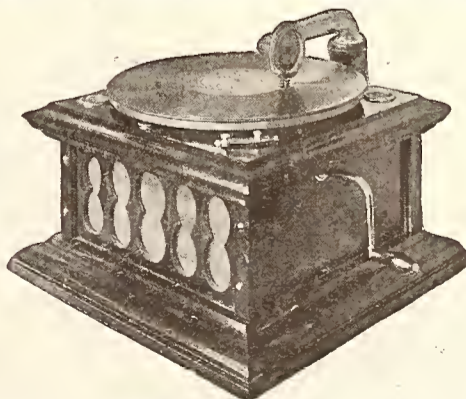
A good, serviceable table machine at a moderate price is the greatest value on the market today.

Our "Fulton" Model 35 Phonograph is just what you have been looking for.

Lower Than Pre-War Prices

Samples now \$13.50, Three or more \$12.50

Highest grade domestic steel needles at 30c per M. Discount in large quantities.



Phonograph records, accessories and repair parts for all makes at lowest prices. Ask for catalog on our Floor Cabinet machines.

Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn
SEND in your order today and make sure of immediate deliveries before the big Christmas rush starts.

Terms: Cash or deposit with order, balance C. O. D.

FULTON TALKING MACHINE CO.

253 Third Avenue,

New York

Merry Christmas
Happy New Year

NOW FOR 1922

May it be a bigger and better year
for Victor Dealers.

There is Good Business ahead
for the live wire. Be progressive
and aggressive, giving everybody

A SQUARE DEAL

**AMERICAN
TALKING MACHINE CO.**

356 LIVINGSTON ST. BROOKLYN, N.Y.

VICTOR DISTRIBUTORS



Briggs

THE TRADE HAPPENINGS OF BROOKLYN AND LONG ISLAND

Holiday Trade Campaign Well Under Way—Phillips Opens in Cedarhurst—Klaidman's New Store Wins High Praise—The Importance of Price Maintenance Stressed—Live News From Other Points

A trip through the retail talking machine stores at this time bears out the statements of Brooklyn dealers that business is on the increase, for in every shop you visit there is a stir of activity—of real buyers. The interiors and show windows have taken on a holiday air and present an attractive appearance which, no doubt, is an added incentive to visitors to linger, to listen and eventually to buy some extra records. Proprietors in many stores have augmented their sales staffs, with extra help to take care of record customers, so that the experienced salespeople can devote their activities to actual closing of sales—thus effectively insuring customer satisfaction. From every indication holiday sales will, in all probability, be equal in volume with those of last year at this period, as well as during the Winter months immediately following the holidays as well.

W. S. Phillips Opens in Cedarhurst

Among the new dealers recently established in Long Island is Walter S. Phillips, of Cedarhurst, who has just opened a modern exclusive Victor store on Central avenue. The opening of the store was announced with attractive invitation cards sent to the people of Cedarhurst and surrounding towns, and on the opening day, which was attended by many visitors, souvenirs were distributed. Mr. Phillips is well known in the retail talking machine trade and his extensive experience will enable him to give to the trade in his community an intelligent and satisfactory service. The American Talking Machine Co., Victor distributors for this territory, through the good work of Charles Offerman, Long Island representative, is responsible for this new shop. A large success is predicted for Mr. Phillips in his venture in the Victor retail field.

Max Klaidman's Artistic Store

Max Klaidman, who recently sold his talking machine business in Philadelphia, has purchased the entire stock and interests of the shop conducted by Harry Parness for several years at 368 Livingston street. The store is being renovated throughout, new booths installed, and the record racks moved to the front of the store where the trade can be better served. A feature of the new establishment will be a splendid display window to extend its entire width, which will be equipped with mirrors on every side. When lighted it will present an attractive front visible from all points of the square on which the store is located. This location is regarded by the talking machine men as one of the most desirable in Brooklyn, and when alterations are completed it will be one of the best equipped shops in this section. This new company will carry a complete line of Sonora and Brunswick machines, and will feature Brunswick records. Mr. Klaidman will be in direct charge of the activities of this new store, assisted by his son, who has had a wide experience in the talking machine field.

Namm's Active Holiday Trade

The talking machine department of A. I. Namm & Son, Fulton street, is among the busiest in the borough, and according to Manager George M. Krey, business has been on the increase for the past month. All indications point to a great holiday demand for all types of machines, from the smallest portables to the highest-priced Period models. Records have shown a decided jump in sales, especially the popular numbers which the store has been featuring in the local papers with consistent and attention-compelling advertisements for the past few weeks. The Sonora line is the leader with Namm & Son, with other well-known makes. Mr. Krey is satisfied with results so far, and predicts a large holiday business, which he believes will continue through the following Winter months.

Believes in Price Maintenance and Real Values

One of the most active dealers in Brooklyn in the campaign against the wave of price cutting is E. A. Schweiger, the prominent Victor dealer located on Broadway. This live dealer has been

a leader in all constructive measures in the merchandising of talking machine products and has always directed his energies toward upholding the high standing of the industry. Recently Mr. Schweiger carried strong advertisements in all the local papers warning prospective purchasers against misleading statements of the cut-price dealer, pointing out the risks attached to the purchase of a machine from dealers whose methods of doing business are so contrary to the principles of fair trading. Mr. Schweiger remarked that in almost every case where the customer stated that a certain model could be bought at a lower price at a certain store he has been able to convince customers of the wisdom of purchasing where they can be absolutely sure that the machine is not an inferior one—that it carries the guarantee of a reputable dealer who will not lower his prestige and standing by using illegitimate methods of cutting prices to get business. Business is good in both machines and records, Mr. Schweiger states, and he is preparing for a large holiday demand.

Adds the Brunswick Line

Harry Parness, who has recently opened one of the most modern and up-to-date talking machine stores in Brooklyn, is the latest addition to the fast-growing Brunswick dealer list. Chester Abelowitz, Brunswick representative for metropolitan New York, established this new account and is being congratulated in securing this desirable store as a Brunswick agency. Mr. Parness is well known in the talking machine trade in Brooklyn and has been identified with several novel and successful selling campaigns that have stamped him as a live and progressive dealer. In taking on the Brunswick line Mr. Parness stated: "We believe that, with this additional line, we are in a position to cater and serve our trade better than ever before, for, with the Victor line, which we have carried for some time past, we represent the best the talking machine field has to offer." To introduce this new line the whole front windows were devoted to a gorgeous display of the period models, recently introduced by the Brunswick Co., which are attracting widespread attention. A special circular, accompanied by a personal letter, has also been sent to several hundred new and old friends, extending a cordial invitation to call and inspect this new line and the artistic warerooms, which, no doubt,

are as beautiful and as well arranged as any to be found in metropolitan New York.

Increases Sales Staff

The talking machine department of Abraham & Strauss is a very busy place these days, so much so, in fact, that W. P. Doing, popular manager of the department, found it necessary to add several more people to his sales staff in order to take care of each customer in a satisfactory manner. "It is our aim," Mr. Doing says, "to give to each customer a maximum service, whether it is in the purchase of a record or the highest-priced machine." Speaking of the higher-priced machines, he continued: "We have sold more of the better-class models in the past few weeks than for a long time past." Considerable publicity is being given this live talking machine department through the medium of a console model Grafonola, which Mr. Doing placed, a few days ago, in the toy department. The machine is equipped with a Repeat-O-Graph and the latest records are played, which can be heard all through the entire floor, which has been transformed into a veritable fairyland.

Victor Dealers Optimistic

The general situation in the Victor retail trade in Brooklyn territory is very satisfactory and Victor dealers are more than pleased with the splendid co-operation accorded them by the American Talking Machine Co. and the G. T. Williams Co., Inc., Victor wholesalers in this territory. These jobbers have left nothing undone to give the Victor merchants efficient service during the most critical time of the year and their efforts are keenly appreciated.

It is the consensus of opinion among Victor retailers that the early part of 1922 will be a splendid record season, for there seems to be a renewed interest in records generally that gives this prediction a substantial basis of fact. Victrola sales have been excellent, and as each sale means a new record customer the dealers are planning to keep their record stocks in A No. 1 shape to take care of the requirements of their patrons during the early months of 1922.

Aeolian Business Shows Increase

Business at the Brooklyn, N. Y., branch of the Aeolian Co. is increasing steadily, according to C. J. Davis. Both the Vocalions and pianos are reaching a high sales mark. Mr. Davis attributes the encouraging volume of business to the consistent policy of advertising which he has inaugurated.

Presents Attractive Appearance

The Victor store of Jacob Bros., at 997 Broadway, has been refurnished and redecorated.

VICTROLAS

—And Now the New Year

TO all our friends we extend
the season's greetings. We
congratulate the Victor re-
tailers on their activities of the
past year, and offer our service
towards making 1922 a banner
year.

VICTOR
SONORA




G. T. WILLIAMS CO. Inc.
 217 DUFFIELD ST. ~ BROOKLYN, N.Y.



When Francis Dances With Me

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

ASK TO HEAR IT! INSTANTLY POPULAR IN VAUDEVILLE and for DANCING

BUSIER TIMES IN THE TWIN CITIES

Northwestern Trade Shows Expansion—Machines May Be Scarce, Owing to the Demand—Dealers Doing Much Holiday Publicity

MINNEAPOLIS and ST. PAUL, MINN., December 5.—Talking machines almost are as popular as they ever have been throughout the Northwest. A most decided bulge in the volume of sales is noted by the majority of the distributing houses in this territory, indicating that the people are bound to observe the gift-giving traditions of the holidays regardless of threatening economic and labor troubles. The bulge was noted about the middle of November and the trade has assumed highly satisfactory proportions.

St. Paul and Minneapolis retailers also have noted a most gratifying revival of interest in talking machines and believe that they will come into their own for a time at least.

Complaint is made by George A. Mairs, head of the Victrola department of W. J. Dyer & Bro., that it is impossible to obtain enough instruments to satisfy his customers. Such a complaint is most unusual in 1921, and Mr. Mairs bluntly admits he has no explanation to offer. Everyone in his department is busy all the time and every Victrola obtainable has a customer at once. What more blissful conditions could any department manager suggest?

Pathé machines and records have been in a steady demand all the Fall, according to Samuel Levinson, of G. Sommers & Co., and of late

there has been a spirited revival; so much so that Mr. Levinson was surprised, as he had not expected much in view of the croaking heard from various peoples and places. New accounts are being opened right along, which is an assurance that the business is going forward instead of backward. The record demand has been running strong.

The St. Paul Boy Scouts have been using a Pathé Actuelle in their wireless concerts and have been much pleased with the results. Marshal Foch's address and organ solo records have been the particular favorites at these concerts.

"Our November returns showed up \$2,600 better than our best previous November, which was last year's, so you can thus make an inference as to what we are doing," remarked Milton Lowy, of the Minnesota Phonograph Co., retail Edison dealer in Minneapolis.

While the local retail results have been phenomenally good, the jobbing end in the Northwest also has enjoyed exceptional business.

The Aeolian-Vocalion line continues to make way according to J. E. Gerlick, manager of the Stone Piano Co., Northwestern distributor. Business has livened a great deal during the past three weeks. The road men are turning in some pretty fair orders from certain localities, while in others there is very little business to be had. Wherever there was little or nothing to harvest there is now no money and hence no chance to sell phonographs. Mr. Gerlick complains that there has been a shortage in certain models, which has caused some dissatisfaction, but ex-

pects that the difficulty will be remedied very shortly.

Retail dealers in the Twin Cities are pushing their publicity in a fairly lavish manner and apparently look for a full revival of holiday activity.

BOOKLET OF EDISON PLAYLET

William Maxwell's Playlet Presented During Caravan Convention Issued in Book Form for Use of Dealers and Salesmanship School

ORANGE, N. J., December 7.—Thomas A. Edison, Inc., to-day mailed to Edison dealers throughout the United States a booklet containing in full the playlet, "School for Salesmen," a comedy with music in four acts. This is the play written by William Maxwell, first vice-president of Thomas A. Edison, Inc., which was presented during the 1921 Edison Caravan Convention at the Knickerbocker Theatre, New York; Tulane Theatre, New Orleans; Blackstone Theatre, Chicago; Avenue Theatre, Vancouver, B. C.

There is an introduction by Iden Payne, general stage director for Charles Frohman, Inc., entitled "If Salesmen Were Actors." This was delivered in the form of an address by Mr. Payne during the Caravan Convention, between the third and fourth acts of the play, "School for Salesmen."

This play in its printed form will be used in conjunction with the Salesmanship Schools, which are to be conducted the early part of 1922 by the Edison organization in twenty-two of the large centers throughout the United States. The play booklet is in a very handy form and provides some very interesting material for study in the bright and finished style which has ever characterized the work of Mr. Maxwell, the playwright and author.

AN ADVANCE RECORD SHIPMENT

Victor Co. Makes Advance Shipment of January Records for Holiday Sale

CAMDEN, N. J., December 9.—In order to reach the market at the earliest possible date and enable the trade to offer the latest popular selections to the holiday buyers, the Victor Co. is arranging to make separate shipment of the following records, so that they may be placed on sale Saturday, December 17: "I Want My Mammy," Peerless Quartet, "Mandy 'N' Me," American Quartet; "Weep No More, My Mammy," fox-trot, "April Showers," fox-trot, Whiteman and his orchestra; "Everybody Step," fox-trot, "Ka-lu-a—Blue Danube Blues," fox-trot, Whiteman and his orchestra; and "Birds of a Feather," fox-trot, "Leave Me with a Smile," fox-trot, All Star Trio and orchestra. A window streamer, announcing these numbers, will be shipped with the records.

The Kaplan Bros. talking machine establishment at Fall River, Mass., was considerably damaged by a fire which broke out in the building which it occupied recently.



To Our Friends in the Music Trade

We extend sincere and hearty wishes for a Merry Xmas and a Happy, Prosperous New Year

The Fred. Gretsch Mfg. Co.



What About 1922?

Here's a New Year's resolution worth making:

To resolve that in 1922 you will give your Small Goods Department the attention it deserves.

For 1921 proved the selling strength and profit possibilities of Small Goods. Many a Piano or Phonograph dealer, fortified by a modest assortment of Brass, Reed and Stringed Instruments and Accessories, found 1921 a good year—a big year!

Forgetting for a minute the good sales and generous profits that Small Goods yield, just think of the customers they bring into your store—the new friends they make for you—and every one of them a Piano or Phonograph prospect.

Write on your own letterhead for our new Confidential Trade Price List. It's a veritable Buying Guide to Small Goods. And FREE, of course!

THE FRED. GRETSCH MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

GENERAL ACTIVITY REPORTED IN LOS ANGELES TRADE

Increase of Business Evident Immediately After Thanksgiving—New Stores and Departments Opened—Interesting Meeting of Association—Newspaper Record Concerts Help Business

LOS ANGELES, CAL., December 5.—The day after Thanksgiving saw the streets of Los Angeles thronged with more people than ever before. At least, that is how it seemed to an observer on Broadway, and the inside of the stores appeared to be jammed with frenzied shoppers. Music store after music store reported a very busy day—big Thanksgiving turkey dinners seemed to have stimulated buyers; it looked as if it were Christmas Eve. This is very encouraging, and is a hopeful sign of a splendid holiday business. Stocks of machines and records are in good shape, a few models only being scarce and hard to obtain.

New Victor Department Admired

The new Victor department of the Geo. J. Birkel Co. has been in full swing for some weeks, and A. Graham Cook, manager, reports a marked increase in record sales. It occupies a little more than one-half of the ground floor, and consists of fifteen Victrola and record demonstration rooms with a complete record center, with long handsome counters in a continuous oval surrounding it on all sides; clerks inside the counters hand out records to those who are waiting on customers in the rooms. A mezzanine floor above accommodates extra Victrolas. The entire department harmonizes with the rest of this floor and is furnished in ivory and mahogany.

Final Record Contests Interesting

The final record contests held by the Los Angeles Evening Express are proving to be of exceptional interest. The first of these concerts was the Columbia, and was held on November 28. The six records played, first prize winners at six previous Columbia concerts, were: "Aida" (O Terro Adio), sung by Ponselle and Hackett; "The Holy City," sung by Louis Graveure; "O Sole Mio," sung by Stracciari; "La Forza Del Destino," sung by Hackett and Stracciari; "Old Black Joe," sung by Barbara Maurel and Stellar Quartet; "Souvenir," violin solo, played by Kerekjarto; "Souvenir" (Drdla), played by Kerekjarto, was adjudged best by the audience and awarded the \$50 prize; a consolation \$10 prize went to "O Sole Mio," sung by Stracciari. In the Edison final prize concert, held November 29, the following recreations, first prize winners in six previous Edison concerts, were: "La Boheme" (Musetta Waltz), sung by Anna Case; "Pearl of Brazil" (Thou Brilliant Bird), sung by Anna Case; "Ave Maria" (Gounod), sung by Rappold and played by Spaulding; "Thinking of You," sung by the Homestead Trio; "Perfect Day," sung by Metro-

politan Quartet; "Souvenir," violin solo, played by Albert Spaulding; a still larger audience awarded the \$50 prize to "Souvenir" (Drdla), played by Albert Spaulding. Thus, so far, Drdla's famous composition has won in two concerts, each being the final choice from sixty chosen records or re-creations.

Victor Dealers Plan Concert

L. C. Mountcastle, special representative and advance agent, addressed the Victor dealers at a special meeting which was held to discuss plans for the concert, to be given under their auspices, by the eight Victor artists, Henry Burr, Albert Campbell, John Meyer, Frank Croxton, Billy Murray, Monroe Silver, Fred Van Eps and Frank Banta. It was arranged to hold the concert on the evening of January 25 at the Philharmonic Auditorium.

Wholesale Man Goes North

W. F. Campbell, who is well-known in Los Angeles, where he was connected with Sherman, Clay & Co., Victor distributors, and later with the Columbia Graphophone Co., Los Angeles branch, has taken a position with the wholesale department of Sherman, Clay & Co., San Francisco.

Music Trades' Association Meets

A well-attended meeting of the Music Trades' Association of Southern California was held on November 9. Interesting talks were made by J. T. Fitzgerald, president of the Fitzgerald Music Co.; J. A. Stitt, Western representative of the Hallet & Davis Piano Co.; A. A. Buening, of the Packard Piano Co.; H. Baxter, of the Baxter-Northup Co., and D. G. Sunderland, of the Blue Bird Talking Machine Co. The meeting was presided over by E. A. Geissler, vice-president of the Geo. J. Birkel Co.

Barker Bros. in Pasadena

A new branch music store has been opened by Barker Bros. in Pasadena, General Manager Boothe appointing L. G. Shapney as manager. The new store is very artistically decorated and is unique among the many beautiful stores in Pasadena. Some very choice and exclusive period furniture and interior house decorating articles are being carried in addition to an exclusive line of Sonora phonographs and Sohmer pianos. The record department is in charge of Miss Nona Wilson, who was well known in the Los Angeles store for her exceptional sales ability.

Edison Expert in Long Beach

H. S. Hutchinson, who made a wonderful record in Okmulgee, Okla., selling Edisons, has been appointed branch manager of the Fitzgerald Music Co.'s Long Beach store. Mr. Hutchinson's sales of Edisons in Oklahoma were the highest of any store in the United States per capita last year, and special mention was made by Edison General Sales Manager Maxwell at the Edison Caravan Convention last year.

New Dealer in Burbank

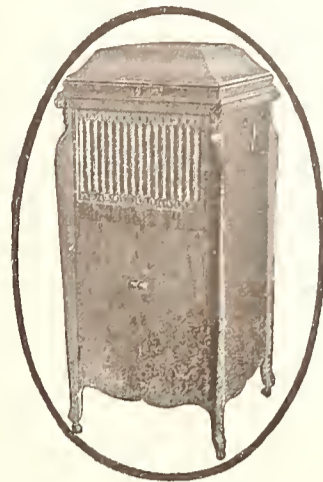
W. Pffisterer has purchased the Burbank Music Store and Brunswick Shop. Mr. Pffisterer has been connected with the wholesale phonograph business for many years and is well known in Los Angeles, where he was for some time assistant manager of the Los Angeles branch of the Columbia Graphophone Co.

New Burnham Jobber

Irving C. Franklin announces the appointment of the E. B. Gunning Co. El Paso, Tex., as Burnham distributor for West Texas, New Mexico, Eastern Arizona and the extreme northern portion of Mexico.

New Victor Store in Long Beach

The Southern California Music Co., which had for some time a branch store for pianos only in Long Beach, has now secured a Victor agency in that city. The new enlarged store was recently formally opened, an elaborate reception being given to the public, which was well attended. The store was gaily decorated and refreshments were given to the guests,



BLANDIN

Reproduction of the ordinary voice in talking, or the sound of ordinary musical instruments is accomplished by the ordinary phonograph. Perfect reproduction of the piano, violin or the tenor or soprano voice is accomplished best by the Blandin phonograph, because of its original construction of sound chambers. It allows no distracting, raspy, phonographic sounds to mar the record. Dealers find this a popular feature with all customers. The Blandin sells itself on these points as well as in the splendor of its appearance. Write for complete particulars regarding a dealership.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



pretty Japanese girls assisting. The Victor department is under the supervision of Irving Westphal, manager of the Los Angeles talking machine department.

Last-minute News

At to-day's Victor Record Concert at the Los Angeles Evening Express the grand prize was awarded to "Home to Our Mountains," from "Il Trovatore," sung by Caruso and Schumann-Heink. The consolation prize was won by "Dear Old Pal of Mine," sung by John McCormack.

THE CROAKERS ALWAYS WITH US

There are many croakers upon the edges of lakes and creeks; there they sit croaking and croaking; but they are only frogs after all. Doesn't this remind you of something?

PERRY B. WHITSITE

Records Make Ideal Gifts
Every Victor dealer should teach his community to accept this fact.
It will sell records the year around as well as in the holidays and it will sell Victrolas as well.

COLUMBUS ~ OHIO
VICTOR DISTRIBUTORS

CABLE ADDRESS REG'D
"FILASSE—PHILA."**EXTRA!** Mr. Phonograph Industry **EXTRA!**LONG DISTANCE 'PHONE
BARING 535**IMICO SHAFT No. 4 "COMES IN" WITH BIG PRODUCTION****Collect Your Dividends Now by Obtaining Lower Quotations***Send for Samples and Special Quotations Effective Now***IMICO INDIA RUBY MICA DIAPHRAGMS
INTERNATIONAL MICA COMPANY**PHILADELPHIA, PA.
YOKOHAMA, JAPAN
CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

"IMICO" AND "SERVICE" ARE SYNONYMOUS

One IMICO jobber states "We thank you for enabling us to secure the representation for the _____" (a prominent Tone Arm).

A Tone Arm manufacturer and IMICO consumer—"Thru your efforts on our behalf, it has been possible to secure the Artophone Co., St. Louis, to represent our product."

**IF YOU CANNOT BE A CONSUMER YOU CAN BE A JOBBER—WRITE FOR PROPOSITION
IF YOU ARE A MANUFACTURER AND NOT AN IMICO CONSUMER, EVENTUALLY _____?**MIDWEST OFFICES AND WAREHOUSE
106-110 W. LAKE ST.,
CHICAGO, ILL.
V. T. SCHULTZ
CLEVELAND, OHIO
RAYSOLO SALES CO.
LANCASTER, PA.ARTHUR BRAND & COMPANY
CINCINNATI, OHIO
WALTER S. GRAY
SAN FRANCISCO, CAL.
DAVENPORT PHONOGRAPH &
ACCESSORY CO.
DAVENPORT, IOWAARTOPHONE COMPANY
ST. LOUIS, MO.
STEINOLA COMPANY
KANSAS CITY, MO.
PROVIDENCE PHONOGRAPH
SUPPLY CO.
PROVIDENCE, R. I.**CONDITIONS SHOW STEADY IMPROVEMENT IN PITTSBURGH**

Pre-Yuletide Campaign for Business Well Under Way—Industrial Situation Shows Betterment—Dealers Making Strong Appeals to Public Through Their Windows—News Happenings of Month

PITTSBURGH, PA., December 5.—The first real snowfall of the season covered the streets of Pittsburgh to-day, and this, coupled with the extensive preparations by the various shops (talking machine shops included) for the holiday season, indicated that the pre-Yuletide campaign for business is now on at its height. Trade conditions are slowly but steadily improving and the talking machine fraternity as a whole is convinced that there will be a very satisfactory volume of business handled this Christmas season.

Dealers Preparing Holiday Displays

Already all of the leading downtown talking machine dealers are getting their places of business in trim for the usual holiday displays of talking machines and records. Some of the most attractive displays are those of the C. C. Mellor Co., the W. F. Frederick Piano Co. and the S.

Hamilton Co., whose displays of Victrolas and Victor records were embellished with a Christmas touch that attracted many sightseers. The National Phonograph Co. had a very elaborate display of the Brunswick phonographs. One of these machines was placed on a revolving pedestal, and as its various sides were displayed with appropriate placards many passers-by stopped to view the display.

Industries Picking Up

The industrial situation, while not as satisfactory as anticipated by the talking machine trade, is slowly but steadily improving. There can be no gainsaying the fact that the Christmas payrolls will be smaller this year than last and the year before. While the mills are operating, the operations are not extensive and the number of men employed is much smaller than for some time past. In many of the mills the men have agreed to work on reduced time in order that all of the employes will be enabled to work at least some days during the week. This will continue until the iron and steel trade regains its normal status.

Clark Co. Opens Vocalion Agencies

The Clark Musical Sales Co., distributor of the Aeolian-Vocalion and Vocalion records in the Pittsburgh district, reports a very satisfactory volume of trade being handled. Charles E. Stran, who is associated with J. A. Pentz in the operation of the local offices, stated that the advance Christmas orders for both records and machines were larger than looked for. Some of the new Vocalion dealers are: D. A. White and D. O. Shaver, of Altoona, Pa.; M. A. Madison, of Ridgway, Pa., and A. McLaughlin, of 1713 Murray avenue, Pittsburgh. Mr. Stran, the past week, made a business trip to Johnstown, Altoona and other central Pennsylvania towns, calling on his clients. He stated that from conversations with the Vocalion dealers he gleaned that all were preparing for a good holiday business.

Pathé Christmas Outlook Bright

"Major" Jack Barnett, the midget Pathé demonstrator, spent a week recently at the Gately & Fitzgerald Co.'s Pathé department at Altoona, Pa. The diminutive demonstrator had a place in the large show window of the firm and, stationed alongside of a Pathé machine, he had a large crowd of admirers. "The Major" is working in the Pittsburgh territory under the direction of H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor. Mr. Bren-

nan stated that word from his road men and also a personal visit to a number of Pathé dealers in his territory indicated that a good volume of trade would be handled during the Christmas season.

C. C. Mellor Victor Business Satisfactory

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., reports a satisfactory volume of business based on the present-day demand, which has been largely governed by the industrial conditions in this and adjoining districts. Mr. Evans, however, is strongly of the opinion that Victor sales, especially of high-grade styles, will be in evidence this holiday season. Mr. Evans returned a few days ago from New York and also a side trip to the Victor plant at Camden, N. J.

"Big Business" for Columbia Dealers

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., stated that there was "big business" in sight for the Columbia dealers and he saw no reason to advance why business during the holiday season should not be very remunerative to the Columbia trade. From another source it was learned within the past few days five carloads of Columbia Grafonolas had been sold to dealers in the Pittsburgh territory. As to record sales, T. B. Niles, assistant manager, stated that the popularity of the Columbia records was increasing at a very surprising rate, based on actual sales.

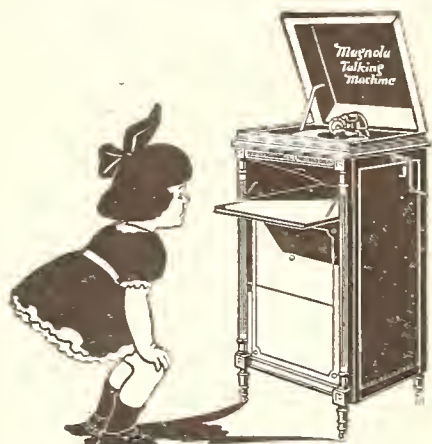
M. P. Frank, manager of the Columbia Grafonola department of Frank & Seder, said: "Our sales have been very brisk and I am looking forward to a banner holiday season in sales of our merchandise. We had a substantial increase in business in November, and we believe that December is also going to show a goodly advance over December of last year."

Horne Co. Stages "Week of Music"

The Joseph Horne Co. staged a very interesting "Week of Music" in its talking machine department recently, which was under the supervision of A. R. Meyer, manager of the depart-

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

**MARVELOUS MAGNOLA
"Built by Tone Specialists"***"Magnola's Tone Deflector eliminates the scratch"*

Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.**NEEDLES**

WE MANUFACTURE

Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathe

in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.

ment. The Victrola, the Columbia and the Cheney instruments were featured in various sections of the department to interested audiences. While the inclement weather kept many persons away, those who did attend were treated to a very novel entertainment. The history and workings of each talking machine were explained by representatives of each of the companies represented. R. R. Myers, assistant manager of the C. C. Mellor Co.'s wholesale Victor department, delivered a series of interesting talks and gave some highly pleasing demonstrations, including the showing of the various uses to which the various records could be placed in the home, school and classroom. His subject was "Principles of Reproduction and Processes of Record Making."

O. J. Benz Visits Columbia Headquarters

O. J. Benz, manager of the record sales department of the Columbia Graphophone Co., with headquarters in New York, was a visitor the past week at the local Columbia headquarters.

DeForest Music Week Arouses Interest

At the annual music week of the DeForest Music House at Sharon, Pa., there was a large turnout of persons who were interested in the recitals in the talking machine department given by means of Victrola, Brunswick and Edison phonographs. Among those who attended the festivities were C. N. Andrews, the well-known Victor jobber of Buffalo, N. Y., and Miss Grazella Puliver, the well-known Victor educational worker of Cleveland, O. Both Miss Puliver and Mr. Andrews were called on for remarks at the dinner held on "music trades day."

Frank F. Goodman a Visitor

Frank F. Goodman, assistant sales manager of the Sonora Phonograph Corp., returned to New York after a visit here to H. Milton Miller, Pittsburgh manager of the company. He expressed himself as much pleased with the outlook for the corporation in Pittsburgh territory.

Dealers Pleased Over Tax Reduction

Talking machine dealers are delighted over the success that attended the move to eliminate the 5 per cent tax on musical instruments. The move on Congress from the Pittsburgh district was most pronounced and letters and telegrams were sent freely to the Senators and Congressmen from the State. The Standard Talking Machine Co., Victor distributor, sent out a circular letter to the talking machine dealers urging prompt action in the matter and asking that each dealer write to his Congressman protesting against the tax.

A. A. Buehn Reports Brisk Trade

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, reports a brisk season thus far, and he is very optimistic concerning the future of the Edison line in his territory.

Brunswick Publicity Campaign a Success

J. A. Scanlan, Jr., manager of the Pittsburgh Brunswick offices, stated that the co-operative publicity campaign being carried on now by the Brunswick organization and dealers is meeting with favor. This is reflected in the excellent reports as to sales from Brunswick dealers.

G. L. Schuetz Manager Sterling Store

G. L. Schuetz has been assigned to Pittsburgh as manager of the Pittsburgh district offices of the Sterling Record & Roll Co., with offices at 434 Fourth avenue. The former manager, Ben L. Brown, has been transferred to the company's offices at Cincinnati, O. The Okeh records and Cardinal phonographs are handled.

RECEIVER FOR REMINGTON CORP.

Louis Jersawit Also Takes Charge of Affairs of Olympic Disc Record Corp.—Statement by Vice-president James S. Holmes

On November 31 Louis Jersawit was appointed receiver in equity for the Remington Phonograph Corp. and the Olympic Disc Record Corp., of 1662-1666 Broadway, New York City, under \$5,000 bond in an action filed by James S. Holmes, an official in both corporations, who claimed to be a creditor for \$3,136 in the Remington Phonograph Corp., and \$3,967 in the Olympic Disc Record Corp. The liabilities of the former corporation are stated to be \$22,500 and the assets about \$100,000, and the latter company's liabilities are given as \$33,000 and the assets about \$60,000. In each case, however, it is stated, the company has been unable to raise capital to finance the business.

James S. Holmes, vice-president of the Remington Phonograph Corp., in discussing the appointment of a receiver for both these companies, upon a petition concurred in by the board of directors of both corporations, made the following statement to The World:

"With a general business depression everywhere and with the purchasing public and trade unfavorably influenced, because of the financial difficulties surrounding many of our fellow manufacturers of phonographs, it is not unreasonable that so young a corporation as ours should have found difficulties on every side.

"We have manufactured an exceptional product and in less than eighteen months we have attained a reputation equal to most competitors', some of whom have been in the business many years.

"The large assets which we possess, as compared to our small liabilities and without having borrowed a dollar or being forced to discount any of our notes receivable, is a record which will commend our past.

"In the interest of nearly 2,500 stockholders, whose money has been invested in this business, my application for the appointment of a Federal receiver in equity was forced upon me by my determination to sacrifice even my own personal ambition to insure protection to our stockholders, as also to our creditors alike, and thus prevent any attempt on the part of any person or set of persons to seek undue advantage in the collection of moneys which the corporation might owe at a time when the returns from our receivables made it impossible to meet such items with sufficient promptness.

"I sincerely hope, and firmly believe, that the receiver will work us out of our trouble in a manner fully satisfactory to all concerned, as he has decided to continue the business."

CHRISTMAS CLUB BOOSTS SALES

BINGHAMTON, N. Y., December 8.—The talking machine department of the Fowler, Dick & Walker store, this city, has organized its annual Christmas Club to stimulate the sale of Victor, Brunswick, Edison and Aeolian-Vocalion machines, which it handles. Thus far the club has been far more successful than during any previous year. J. E. Green is manager of the department.

A business, like a plant, needs trimming back now and then to give the roots a chance.

Van Veen

**Booths
Sectional
Record Racks
Record
Sales Counters**

Did you sell that record, Mr. Dealer? Of course not. How could your prospective customer appreciate a beautiful violin solo while a crashing band record is playing at the other side of your store? What is the answer? Booths, the best you can buy, as many as you can place. We have the booths, at prices to suit; let us help you find the space. No more lost sales.



Illustration above shows Van Veen standard record rack, 8 ft. high, 3 ft. wide. Order as many sections as required for your present needs and add sections as your stock increases. They are a handsome addition to your store and match the booth sections. Space for 1,350 records, 10-in. and 12-in. size; also contain drawers for accessories. Will pay for themselves in a short time by saving breakage. Records well kept are half sold.

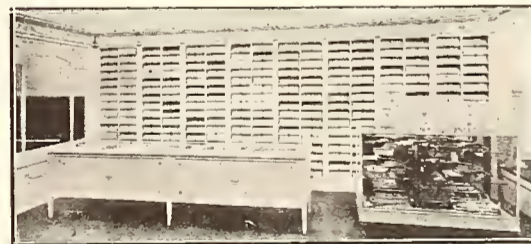


Illustration above shows a complete department for sheet music and musical merchandise; it is the type of equipment that creates sales, because it is there with the goods. We can either furnish such a department from stock or design it to meet your individual requirements—write for prices. Avail yourself of our dealers' service in planning your store. Phone, write or wire.

VAN VEEN & COMPANY
INC.

Principal Offices
47-49 West 34th Street
New York City

REPAIRS

We have a specially equipped repair shop and efficient mechanics to make all kinds of repairs on talking machines of every type. When sending repair work parcel post it is most important that a label be attached, with full instructions concerning same, and, unless special work is required, it will be returned within 48 hours after receipt of same.

"WE GUARANTEE SATISFACTION."

Send us your repair work by parcel post or express and get results.

Yours for service, THE PERIOD PHONOGRAPH SHOP

303 WEST 127th STREET
NEW YORK CITY

P.S.—We also have on hand Parts and Supplies for All Makes of Machines.

ACTIVITY IN THE AUTO FIELD HELPS TRADE IN DETROIT

Promised Rush After First of Year Serves to Stimulate Buying of Musical Instruments—Interesting Association Meeting—Jewett Plant Active—Strong Drive for Business

DETROIT, MICH., December 5.—This is the month that tells the story and we believe the story is going to be an interesting and important one. All year the talking machine has been in a depressive situation, so far as Detroit and some of the larger cities in Michigan have been concerned, not due to any fault of the industry itself, but caused by the general slump in the motor-car business. Michigan is the hub of the world in motor-making and there have been only three or four months out of the whole year that factories have been working normal or near normal. We can report officially, however, that at the present time conditions are showing great improvement and it is predicted by men who know that the year of 1922 will see Detroit near normalcy. Automobile factories have been adjusting themselves to after-war conditions, have weeded out the useless employes and created greater efficiency in their plants. This means

that after the first of the year, when these plants begin to prepare for the Spring rush, they will be employing more men than at present and the people thus employed will have permanent positions.

"If people haven't the money you can't get it out of them," said C. A. Grinnell, vice-president of Grinnell Bros., recently in discussing conditions with The World correspondent. "We are not doing the business we should be doing, of course, and we can't expect to, right now, with so many people out of employment." This doesn't mean that Grinnell Bros. are not doing business. What Mr. Grinnell means to infer is that the stores could be doing so much more if times were normal. Mr. Grinnell believes it will take some time yet to bring about better trade conditions, but he is optimistic and feels that when the time does come more talking machines will be sold than ever before.

Collections play an important part in the business of to-day, but dealers are not worried about their charge accounts. Most of the dealers report that many people are paying cash for their machines; and to others they are more liberal than ever. Even customers who are behind in their payments are not being "pestered" or dunned excessively. This applies to people who get behind because of unforeseen conditions and who are doing their utmost to pay as promptly as they can. We have yet to find a dealer who is taking advantage of the situation by replevin-ing machines because people let payments lag.

Going After Holiday Trade

It seems that every dealer in the city is making a drive for holiday business. At least, this is indicated by the number of dealers using space in the daily newspapers and the amount of space they are buying. If anything the advertisements are larger than last year. Special prices are being featured by some dealers on some makes of machines and there are special inducements in the way of terms, while others are giving books and records with every purchase to stimulate sales.

Exhibit of Period Machines

The Max Strasburg Store on Library avenue recently held an exhibition of "Period talking machines," the first display of its kind ever held in Detroit. Mr. Strasburg advertised the event quite heavily and it attracted a lot of people. He had no less than two dozen models in period designs at all prices and they were exhibited in the window and on the floor. The periods were in uprights and console models, all Victor made. People came from all sections of the city and praised the periods very highly.

Meeting of Local Association

The Detroit Talking Machine Dealers' Association held its November meeting at the Board of Commerce on November 27, about thirty-five being in attendance. Following an excellent dinner President Sidney J. Guest introduced his own brother, Edgar A. Guest, Michigan's famous poet, who recited a dozen of his poems and told some interesting and humorous stories. It was a real treat to the dealers to listen to Mr. Guest. Following his recitations and stories the regular meeting ensued. There were important discussions on current trade topics, one of the matters that came up relating to dealers who sell lines of records for which they are not authorized dealers. For instance, in Detroit there are a number of dealers selling Victor records who are not licensed to do so. It was brought out that such a practice is unfair and all those present agreed that it should be stopped. The matter will come up again at the December meeting.

Gratifying Report by Lind & Marks Co.

S. E. Lind, general manager of Lind & Marks Co., Vocalion distributors, says that the last half of 1921 has shown up much better than the first half and he is already anticipating more than 100 per cent increase in sales during 1922 over 1921. "It took us all year to get started," he said to The World. "And now that we have a fine class of dealers, all of whom are hustling, we look for big business next year. We have had more than we figured on for November and December and we are proud of our dealers and the manner in which they have taken hold of the Vocalion line. The machines are selling very nicely and the records are selling faster than we can get them in."

Jewett Factory Very Busy

A. A. Fair, sales manager of the Jewett Phonograph Co., reports that the factory at Allegan is working almost twenty-four hours a day to get out the orders. "We are way behind and our factory is way oversold, but we are doing everything possible to get as much merchandise out as we possibly can," he said. "It is surprising the repeat orders we are getting and, really, this pleases us the most because it is not so difficult to get a dealer to put in a new line, but results speak for themselves when dealers reorder, and that's what all of our dealers are doing." Mr. Fair intimated to The World correspondent that he would have several very important expansion announcements to make after the first of the year.

Are You Running Short of Certain Victrolas and Records?

The heaviest part of the Christmas buying is still before you—but, time is short! Don't miss business through lack of stock. This is the season of the year when the intending buyer will not delay his purchase. He is buying for Christmas. He wants a certain model. If you haven't it, you have lost the sale.

We Fill Orders Same Day Received

Mail or wire your order TODAY! Round out the year with the greatest possible volume of business. Have a stock that will enable you to sell each and every one wanting to buy!

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 obligate you in the least—and it will aid you in making up your order.

Grinnell Bros.

Wholesale Distributors
of Victrolas and Records

First and State Streets, Detroit

Out in Chicago the Paul Biese Trio plays to record-breaking crowds every night at White City. Watch your customers buy its latest fox trots, "Sal-O-May" and "Catalina"! A-3494.

**Columbia Graphophone Co.
NEW YORK**



The Edison Shop, of Detroit, recently gave a tone-test before the members of the Charles A. Learned Post, American Legion, at the Detroit Board of Commerce. About 3,000 "buddies" attended the tone-test and you never saw a more enthusiastic crowd. Three Edison artists who are touring the country participated in the tone-test and they were thunderously applauded after each selection. The tone-test was given under the personal auspices of R. B. Alling, manager of The Edison Shop, and arranged for by Mr. Sweeney, in charge of retail sales, who is one of the officers of the Charles A. Learned Post. In Grand Rapids the same artists gave tone-tests under the auspices of the E. J. Pruim Co., Edison dealers in that city.

An Artistic Establishment

Dealers who are looking for new ideas for laying out a phonograph shop would do well to visit the new Brunswick Shop on East Grand River avenue, Detroit. It is certainly a beautiful store and well laid out. Considering its size, it is, no doubt, one of the finest shops in the country. Manager Quinn reports that, since the new "service counter" has been installed, record business has taken a big jump. One side of the store is for the machine booths, the other side for the record booths; between the two sections is the service-record counter.

Some News Brieflets

R. H. Kempton, general manager of the Vocalion department of the Aeolian Co., was a recent Detroit visitor, conferring with S. E. Lind, of Lind & Marks Co., Michigan distributors. While here he received an order from Mr. Lind for four carloads of Vocalion phonographs.

John J. Riley, formerly with the Aeolian Co. in New York State, has joined the sales force of the Jewett Phonograph Co. and is covering the eastern half of Pennsylvania.

Eight Victor Artists, touring the country, gave a concert in Grand Rapids last week. It was held at the Armory and the affair proved to be a big success.

UNUSUAL WINDOW FEATURE

Brunswick Manager in St. Paul Designs Special Illuminated Record Which Attracts

ST. PAUL, MINN., December 7.—The manager of the local Brunswick Shop in this city, Roy Swanstrom, has designed a large Brunswick record for his window displays, which he claims is getting better results than anything he has ever tried before. The record measures five feet across and is painted with the same scroll work as the regular Brunswick record. The name of the record, however, is painted on a glass slide, so that a light can be placed behind it, making it easy to read at night. Mr. Swanstrom is enabled to change this slide at will, so as to keep pace with the popular record hits without much expense.

The man who says "business is business" and thinks that he can thus throw principles to the winds had better modernize his thinking.

NEW VICTOR JOBBER IN OKLAHOMA

Oklahoma Talking Machine Co. Organized in Oklahoma City Headed by B. W. Gratigny—P. A. Ware a Big Factor in New Concern

OKLAHOMA CITY, OKLA., December 10.—Authentic information was secured to-day to the effect that in January, 1922, the Oklahoma Talking Machine Co. will make its debut in this city as an exclusive Victor wholesaler. Headquarters will be located at 315 East Grand street, and the activities of the new concern will embrace the territory contingent to Oklahoma City.

The principal figure, and, in fact, head of the new jobbing enterprise, is B. W. Gratigny, who, as vice-president of Bush & Gerts Piano Co., Dallas, Tex., has had an extended and successful experience in the distribution end of the music industry in general, and the Victor business in particular.

P. A. Ware will be associated with Mr. Gratigny in this company. Mr. Ware is one of the best-known members of the Victor trade, having served for extended periods with the Victor Co. and with one of the prominent Victor wholesalers located in the Middle West.

TO ENLARGE VICTROLA SHOP

The Victor Victrola Shop, of Ludlow, Ky., is about to be enlarged, according to Edward P. Cooper of that concern. The rapid increase in Victor business is responsible for the expansion.

REYNALDS HOUSE CELEBRATES

Twelfth Anniversary of Pensacola Concern Made the Occasion of a Celebration—Store Has Just Been Completely Remodeled

PENSACOLA, FLA., December 6.—The Reynolds Music House, of this city, one of the most attractive Victor establishments in the South, recently celebrated the twelfth anniversary of its existence. Visitors from all parts of the city and surrounding communities were present to attend the celebration. George Emmanuel, manager, and W. H. Reynolds, owner, acted as hosts.

The visitors were delighted with the beautiful establishment of the Reynolds concern, which has just been completely remodeled throughout. Six sound-proof demonstration booths handsomely furnished and a large rest room are features of the establishment. The predominating color scheme is ivory. Numbers of the well-known Victor dogs were distributed as souvenirs. Extensive advertising in the local papers announced the event, which was eminently satisfactory.

POINTS ON SERVICE

Have definite methods in your shop, a definite way of filing records, of ordering records, of keeping special orders for customers, of keeping up repairs, and all other activities of your business. Your customer will not analyze these from a technical standpoint, but cumulatively they will give him the idea of pleasing service.



Is a Guarantee a Mere Slip of Paper?

December marks the close of a most successful season,—we pride ourselves that 1922 will be a banner year.

The H. W. guarantee of PROMPT and EFFICIENT SERVICE combined with merchandise of the HIGHEST QUALITY, has not failed to impress the Talking Machine Trade.

REPEAT ORDERS PROVE THIS

STOCK RECORD ENVELOPES

150 lb. Green Sulphite and 110 lb. Kraft, either plain or printed with inventory form

SUPPLEMENT ENVELOPES and STRING BUTTON DELIVERY BAGS

We thank you one and all for your liberal patronage

HALSTED WILLIAMS CORPORATION

815-819 Monroe Street

Brooklyn, New York

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., DEC. 10, 1921. WELL, it has come at last! Jules Verne thought up something like it many years ago, but nobody believed it ever could be done. Yet it has been done. We have had the music and the voices of the opera conveyed across the streets of a city without wires, and immediately recorded upon the wax discs of a phonographic recording apparatus, to be reproduced for the benefit of the hearers in the recording-room five minutes afterward. It was a great achievement, not because it brought forward any principle not in some way applied already, but because it showed in practical form for the first time what had hitherto been only a dream. It was a great Brunswick achievement, on which congratulations are in order. This company is doing great work. But it must not stop merely at taking off, from the stage of the opera, from the atmosphere and inspiration of the very operatic performance itself, the voice of a Claire Dux or of a Tino Pattiera. It must, and it will, go even further. Will not the day come when the inaugural speech of a President shall be caught up through the ether as it issues from his lips on the terrace before the Capitol, and recorded in permanent form a thousand miles away, to be distributed forthwith in a million American homes? It will come. It shall come. What the Brunswick people showed us recently was but the foretaste of much greater things to come, of conquests over space and time, of magical seizing and fixing of the impalpabilities of speech and music without the interposition of wires or recording horns, without the deadening effect of separation from the atmosphere and environment of the concert hall or of the opera house, of the Senate, or of the public meeting. All these things are before us.

Jules
Verne
Outdone!

FROM all we can learn, the retail trade around these parts had a very good month during October and during the first half of November.

"No Tickee,
Then
No Washee"

During the latter half of November, on the other hand, we learn, things were not the same—not quite. Now we find that during the month of October and the first half of November the dealers around here worked hard, and did a lot of local advertising. But during the latter half of November they seem to have laid down somewhat on their work and also on their advertising. What is the answer? It appears to be, in the language of the Celestial Empire, "no tickee, no washee." Or, in other words, no work, no business. It is hard, of course, to get out of the ways to which one has become accustomed, but the dealers who, after starting things up nicely, thought that they would be able to slack down on their energy and efforts, without suffering any damage, now find that they were wrong. In other words, the order-taking days have gone and the sooner we all recognize the fact the better it will be for all of us. Competition is, of course, keener than it ever was before. Which simply means that there must be a good deal more work going into every sale that is made. No work, no business.

THE Eight Victor Artists, Frank Croxton, Billy Murray, John Meyers, Henry Burr, Monroe Silver, Frank Banta, Albert Campbell and Fred Van Eps, have been in our midst, as it were. They came to our fair city as guests of the Victor dealers, and on November 28 and 29 they were at Orchestra Hall, before a very large and very happy family of Victor dealers, their friends and their families. These eight singers are remarkable persons. Who has not heard of Henry Burr? Who has not in his little library of records his high tenor tones, and the comic tenor tones of the only Billy Murray? Of course, we all know them both—in recorded form—but to see them in *propria persona* (or should we not rather say in *propriis personis*) was quite another thing. It was a dawg of another color, Mawruss. It was an astonishing program of fun, melody and harmony. To extend oneself would be easy. Not to write a page about these delectable entertainers is the more difficult. Now we shall go back to our record of Cohen at the Telephone and realize as never before how the unfortunate Cohen, who could not get anyone to

Eight
Famous
Singers

understand that he wanted a "carpenter" to mend the shutter, and not either a tremendous shutter or two men to mend it, was a very nice fellow after all. Dear, dear, but we should like a Victor record of Monroe Silver in a reading from Potash and Perlmutter. The incident of the "varking delegate who came by the window and made with his hands motions" would be just about in B'rer Silver's happiest vein. Then again, we have heard wonderful Victor records of banjo playing, with the name Van Eps on them, but we had to hear the veritable Fred himself before we could quite understand how wonderful those records really are. Whether as quartet, or in trio, or as soloists, these Eight Famous Ones are certainly all that one can ask for: and then some. And at the end let us slip in just one word for that dear Frank Banta, of the eloquent coat-tails. He is SOME accompanist, believe me.

WE emitted an observation some time ago to the effect that there is every evidence concerning an impending shortage of goods this year.

It Is
Old Stuff,
but:—

Our prediction was based on actual observation; but it was generally ignored, as not infrequently happens with predictions, good and bad alike. It is not in any desire to be captious that we say it, but solely because we love our industry and desire it no more harm than the little girl wished to little pussy whose coat was so warm—solely for this admirable reason we say that the average American business man frequently makes us weary. He waits till it begins to rain before he thinks about an umbrella. Wherefore many of them get soaked, and soaked good and plenty, to use language of the utmost eloquence. Which is only another way of saying that a good many dealers in the mid-West are due to get soaked good and plenty (to be elegant again) though not with a shower of goods. The shower will be of letters from manufacturers regretting their inability to fill orders. But why should any such condition be impending? The explanation is quite simple. For several months of this year the factories were running on part time and were short both as to material and personnel. They were building only about as fast as orders came in and consequently they have no surplus stocks to speak of. Wherefore the last-minute-boys are not likely to stand much chance when they begin sending in their telegrams and letters asking for immediate delivery. Which again is another way of saying that the time to put in orders is right now, this minute. That is to say, late though it be on this date, it is still worth our while to tell the dilatory dealers to hurry up and see that those orders for delivery Christmas week are wired in NOW.

SECRETARY MCKENNA, of the Piano Club of Chicago, who is also Manager McKenna, of the Chicago Columbia organization, gave a pleasant surprise to the Columbia dealers of his district on November 28 when he took them over to the Majestic Theatre in a body and had them listen to the very charming singing of Marian Harris—pretty little Marian. Singer Marian knocked 'em cold, as they say on the kerosene circuit. She is not only a great artist on the "blues" work, but she is charmingly simple and sweet in her personality. When a great armful of roses was handed in to her over the stage Miss Marian was almost overcome. For which reason the assembled Columbians, quite naturally, roared their applause louder than ever. Marian Harris is a great little artist, and the Columbia dealers realize now, more clearly than ever, what a big weapon for Columbia battles her records are to them.

Pretty
Maid
Marian

TEN days from the date of publication, ladies, gents, friends and all others, if others there be, the merry Christmas time is upon us. Knowing that you all till then will be too busy to think of us, we ask you to forget this paragraph till the morning of the 25th. Then please dig it up and read once more these words, sincerely uttered, for you:

Once
a
Year!

Merry Christmas and Happy New Year!

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., December 8.—During the month of October and the first half of November retail business in this section was not exceptionally gratifying to dealers; yet we have received reports that business during these six weeks was as good as during the corresponding period last year or the year before, and far outdistanced any period so far this year. The latter part of November showed a falling off to some degree, but the opening of December started the business ball rolling again. We are inclined to believe that the falling off was due to two factors—the miserable, rainy weather and a let-up in local advertising on the part of dealers.

We know not only that business was good during those six weeks but that during that time there appeared in the local papers more talking machine advertising than had appeared previously during the year. The dealers were out to get the business and they got it. But the sad part of it all seems to have been that as soon as business started to hum in a manner satisfactory to the dealers the latter became slack again. It seemed that they supposed that it was only necessary to start the business a-going and it would then continue by virtue of its own momentum. Perhaps this would have followed out and the business would have continued to roll in had Mr. Dealer shoved hard enough, but it seems he merely got it started good and then stopped shoving. The natural result followed—the business quit rolling.

On the first of December the dealers seemed to have awakened and publicity again appeared in the local papers. The canvassers were also started up again. The natural result followed immediately. Business began to improve, and

from present indications there is every reason to believe that the dealer has learned his lesson and will bring about a satisfactory turnover for the month of December.

The unemployment situation has been very noticeably relieved, and we are now practically at the same level as we always were in normal years. Chicago has always been a center of unemployment. It is the center of railroads, steel mills, packing and other tremendously large undertakings, such as harvesting machinery, building trades, etc. Whenever there is a strike or labor dispute affecting one of these vast industries, it seems as if the rest become infected automatically.

But all that is past, for the time being at least, and many of the workers are back to work and making money. The money they are making they are also spending, though not in war-time quantities. But we can safely say that they are spending it in amounts that can easily be compared with normal times. That being the case, it is only necessary for the retail dealer to keep on the job and go after business. He is sure to get it. Let him remove himself from the order-taker class and get into the selling class and stay there. The days when a high-class salesman was ignored in favor of the order-taking clerk is past, and the high-pressure men are again coming into their own.

Another Columbia Shop Opens

Another exclusive Columbia Grafonola Shop, which reflects music, mirth and melody for many blocks around, has just been opened at 1976 Milwaukee avenue under the name of Lazar & Son's Music Center. The formal opening of this new store took place on November 15. That due

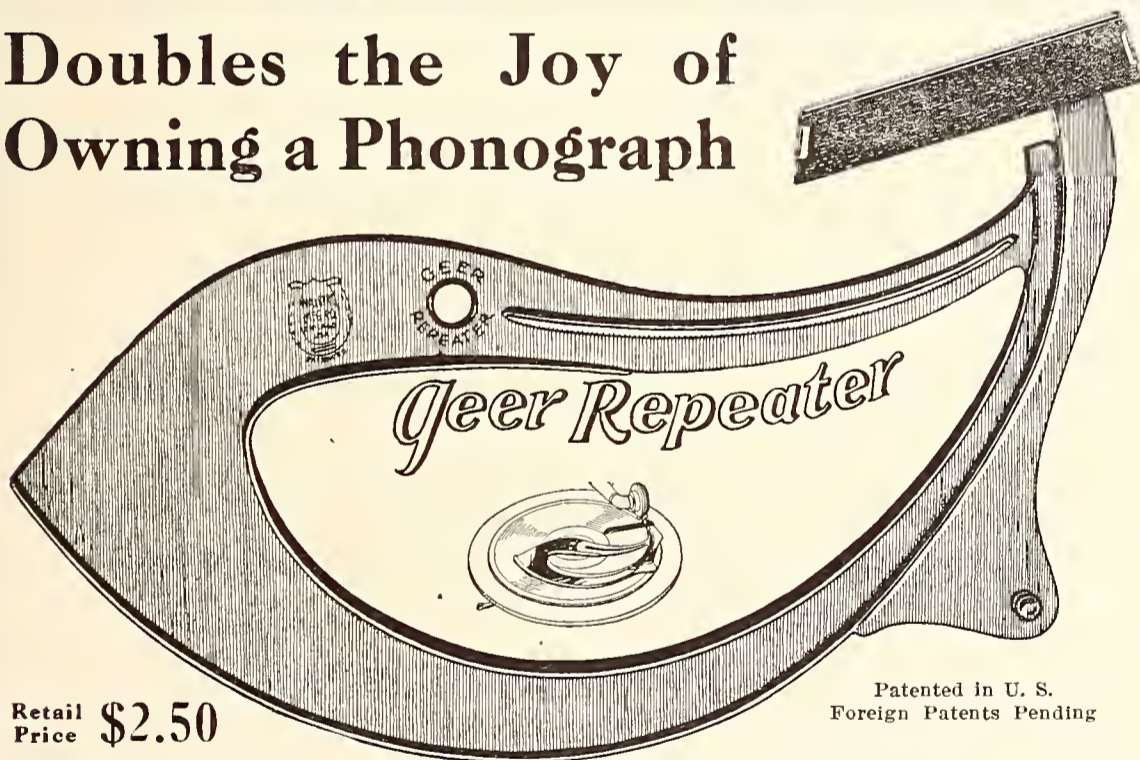
notice of the opening had been scattered broadcast was clearly evidenced by the large attendance. The publicity was put out under the supervision of S. R. Lemberg, sales representative of the Columbia Co.'s Chicago branch. It is estimated that 2,000 visitors were in attendance during the day. Souvenirs in the form of roses, bangle pins and miniature Grafonolas, made of glass and filled with candy, were given out. A prize contest was also put on, and the first three winners received packages containing a choice selection of Columbia records. One of the interesting incidents of the day happened when a gentleman who, it is said, was a city inspector visited the shop and insisted that the projecting Columbia sign which can be seen for many blocks north and south be removed, as it was against the city ordinance for such signs to project over the sidewalk beyond a certain distance. The gentleman was at once surrounded by the jazz band and a bevy of beautiful girls and serenaded with "Home Again Blues." The serenade had the desired effect, for the inspector soon became reconciled to the fact that it is a good idea to keep people happy and the sign is still in position.

Mid-West Victor Dealers Meet

The mid-West Victor Dealers' Association held its regular meeting on the evening of November 21 at the Hotel LaSalle. The speakers were: Edgar A. Benson, head of the famous Benson orchestras, and Roy Bargy, musical director of Benson's Chicago Orchestra, who gave short talks on their respective experiences in the work of making Victor records. An interesting talk was also given by William A. Griffith, assistant sales manager of the Chicago Talking Machine

(Continued on page 113)

Doubles the Joy of Owning a Phonograph



Retail Price \$2.50

Patented in U. S.
Foreign Patents Pending

Geer Repeater Proves Remarkable Seller for Fenton Music Co.

Walbert Manufacturing Co.,
925 Wrightwood Ave.,
Chicago, Ill.

Dear Sirs:

"We wish that you would increase our order given to you last evening for the Geer Repeaters from one hundred to two hundred. We find that the same is proving an immense attraction to this store and, when we placed our introductory order, never realized the possibilities it would provide towards increasing sales.

"Thanking you for giving this your immediate attention and assuring you of our earnest desire to co-operate with you in placing the same in a prominent position in our store, we wish to remain,

"Yours very truly,
"FENTON MUSIC CO.,
"By A. C. Fenton."

Ten Times More Sales

MANY stores selling Geer Repeaters have put in special window displays. The repeater is used on a machine with an electric motor or, better a turntable and a motor is used and supported by a large glass jardiniere or other base. Such displays make excellent window attractions and they build business. In so far as we have checked results, this type of display has increased sales of repeaters more than ten times over. Many stores find that sales of records and phonographs are also increased.

Try a Window Demonstration—it will boost your Christmas Sales.

THE Geer Record Repeater is remarkable because it is as simple and easy to use as a record. It repeats instantly and as often as wanted. It cannot break or get out of order. It protects the record, the machine and the needle. And it is a proved seller.

For dances, receptions or other occasions phonograph owners need a Geer Repeater. And stores handling this repeater and showing it in operation in their windows are finding a steadily and rapidly increasing demand, as is proved by the letter herewith reproduced.

Send for our "Demonstrating Package" of three Geer Repeaters (Price to you, \$4.75 prepaid), giving us the name of your jobber.

WALBERT MANUFACTURING COMPANY

Home Office:
925-41 Wrightwood Avenue
CHICAGO, ILL.

Eastern Office:
200 Fifth Avenue
NEW YORK, N. Y.

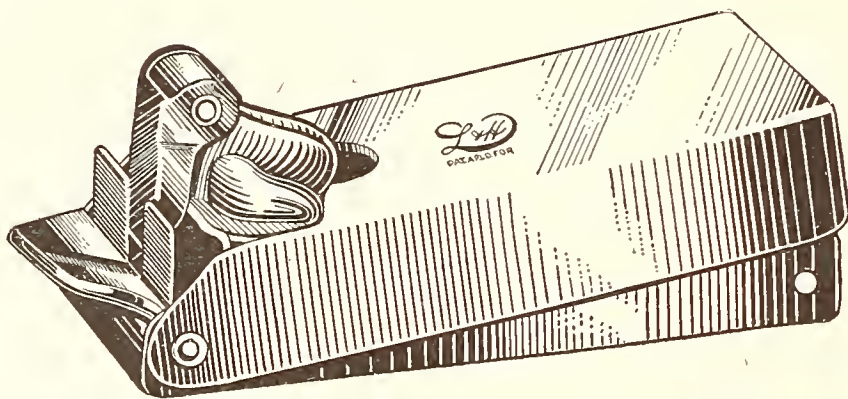
LYON & HEALY

WISH YOU

A Merry Christmas

and

A Prosperous New Year



Back to Pre-War Price
 L & H Fibre Needle Cutter
 \$1.50 Retail
 Effective Dec. 15, 1921

The new low price on L & H Fibre Needle Cutters will aid you in making 1922 prosperous.

Of course, you know that every time you sell a talking machine you should sell a Fibre Needle outfit with it. That is one of the best ways to make satisfied customers; because fibre needles will not injure the record and they give a sweeter, purer tone.

With the L & H Fibre Needle Cutter each needle can be used ten or twelve times. It gives a fine point, will not get out of order, and is easily operated.

Dealer's Discount 40%

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

Co., who spoke on various phases of the dealer's problems and on how to overcome any troubles that may arise. The meeting was in charge of R. B. Corcoran, president of the Association.

B. F. Bibighaus, assistant manager of the Victor traveling department, who is making a tour of the mid-West, topped off his day-and-a-half visit to Chicago by attending this meeting.

Cotter in Charge in Fort Wayne

W. E. Cotter, who for many years was connected with the W. W. Kimball Co., of this city, has just been appointed manager of the Victor department of the Wolf-Dessauer department store of Fort Wayne, Ind. Mr. Cotter is one of the best-known retail salesmen in Chicago. During the short time that he has had charge of the Wolf-Dessauer Victor department he has already received favorable comment concerning the increase in business. Mr. Cotter was in Chicago for the better part of Thanksgiving week visiting relatives and friends in the trade, as well as paying a visit to the Chicago Talking Machine Co.

Change Program at Marigold Gardens

The new Winter "edition" was recently put on at the Marigold Gardens, which heralded an entire change of talent and musical numbers. The opening of the new edition was attended by Victor jobbers and dealers of Chicago and vicinity, who made the event officially "Victor"-ious.

Retains Victor Department

Leopold Krczma just recently sold his department store entirely with the exception of his Victor retail department. This Victor department has been moved from the department store located at 2907 Milwaukee avenue. The new location is in the adjoining building, which was formerly occupied by a moving picture house. This building has been completely remodeled and has been entirely refaced with a new front. The remodeling also included the installation of eight record demonstration booths and two talking machine demonstrating rooms. The record racks and counters are built on the island arrangement and permit most rapid and efficient service. On the opening night the visitors were entertained by the Benson Orchestra, an exclusive Victor organization, and the ladies received carnations as favors.

Going After Business

W. H. Huth, president of the Walbert Mfg. Co., Chicago, manufacturer of the Geer Record Repeater, has been talking about the state of business.

"Somewhere recently," said Mr. Huth, "I read a statement about Edison in which he was reported to say, 'I have been through five business depressions. They all act alike. This latest one acts exactly like all the rest. The men who, if business fell off 66 per cent, increased their sales effort 75 per cent managed to pull through as if there were no depression.'

"That's the thing I should like to say to every talking machine dealer in America. We have found in selling our repeater that the right kind of a window display will multiply sales many times over. Many dealers are also finding our window displays are stimulating sales of records and machines.

"It is perhaps not a common thing in these days to see people crowd the window of a talking machine shop. Wherever we have put in our special displays, however, crowds continue to manifest unusual interest in what the window shows. A number of dealers have told us that they consider the Geer repeater as a window attraction superior to any other window attraction they have tried.

"It is sound merchandising to push articles that turn fastest and therefore give the greatest net profit. It has been widely published that the wages of to-day buy as much as ever. Unemployment is dropping. That argues the public has money to spend. It is the opportunity of the talking machine dealer to go after sales, therefore, and in doing this one of the greatest assets is the window display."

Sherry & Sons in New Location

The firm of I. Sherry & Sons has just moved

from their own building at 3448 West North avenue to a new building at 4035 West North avenue. This new Victor store has been laid out along lines suggested by the Chicago Talking Machine Co. The layout consists of the most modern equipment and has ten up-to-date demonstration booths with modern record racks. The attractive window display space, together with the handsome fittings of this new store, mark a new era of improvement in talking machine representation in that section of the city.

Now the Alamo Phonograph Corp.

One of the visitors to Chicago this month was W. L. Gleason, president of the Texas Talking Machine Co., of Dallas, Tex., who had been up visiting Chicago and points north on a purchasing tour. Mr. Gleason had many interesting things to say concerning business in Dallas and

the possibilities for 1922. One thing he brought out is that the business situation is fast improving in the South and that the dealers down there are working hard to make the balance of this year an exceptional one.

There has been more or less confusion owing to similarity of firm names in Dallas, according to Mr. Gleason, and his company therefore announces that on the first of the year the name Texas Talking Machine Co. will be changed to that of the Alamo Phonograph Corp. The company is also pressing its own records in Dallas under the name of the Alamo Record.

Another activity contemplated by this company after the first of the year is the taking over of a large and modern factory which has just been erected. When the company moves into

(Continued on page 114)

The Oro-Tone

QUALITY FIRST

Just Say

"Send Samples On Approval"

For the Edison

No. I-E ORO-TONE

For Playing All Records on the Edison

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plate, \$10.50.



For the Victor

No. LS-V ORO-TONE

For Playing All Records on the Victor

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail Price, Nickel Plated, \$8.50. Highest Grade Gold Plate, \$9.50.



For the Columbia

No. I-C ORO-TONE

For Playing All Records on the Columbia

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, \$8.50. Highest Grade Gold Plate, \$9.50.



SEND FOR

Copy of the "Oro Tone" Illustrating the Complete Oro-Tone Line

The Oro-Tone Co.

QUALITY FIRST

1000 to 1010 GEORGE STREET
CHICAGO, ILLS.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 113)

this plant it will begin to manufacture tone arms, sound boxes and talking machine cabinets, and will also have greater record-pressing capacity.

Clever Operatic Window Display

Over at the retail Brunswick Shop on Wabash avenue there is a clever window display which is attracting considerable attention. It is made up to represent the stage of the Auditorium Theatre, with footlights, proscenium arch and curtain. The curtain is raised and lowered automatically. When it rises the onlookers see a miniature setting depicting a scene from one of the operas now going on. The scene is a faithful reproduction, with miniature figures in proper position. These figures, however, are stationary. When the curtain lowers a new stage set slips into place, the footlights are lighted, the curtain rises, bringing into view another scene. Draped all about the stage front and completely covering the background and sides of the windows are large folds of dark green and black velvet. Setting in the foreground of the window are two expensive Brunswick models lacquer finished.

New Manager at The Fair

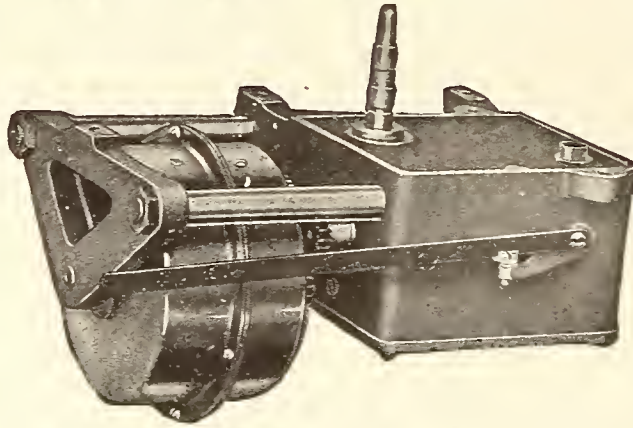
One of Chicago's largest department stores, The Fair, recently began a big drive to sell more talking machines in Chicago than has ever been accomplished by any other department store. This drive was put on under direction of J. M. Ervin, who recently was made manager of the talking machine department of The Fair. Mr. Ervin is a man of great ability in the talking machine field, and for a number of years has been connected with some of the biggest talking machine concerns throughout Ohio and points East. Before coming to Chicago he had been connected with the Columbia graphophone department of the Day Drug Co., of Akron, and he also traveled Ohio for the General Phonograph Co. Since taking up the management of The Fair he has left nothing undone toward making this one of the busiest departments in the great organization.

New Automatic Duplex Record Press

The Chas. F. Elmes Engineering Works, of this city, have just placed on the market a new automatic duplex record press, which is said to have a capacity of 1,200 records per day. The press consists of two units automatically controlled so as to alternate, one of the units being always open when the other is moulding. This arrangement permits the operator, a girl, to take care of two units as easily as one. The moulds are opened and closed automatically by a cam shaft at the back of the press, which is operated by a motor of one-quarter horsepower. This cam shaft also automatically operates the hydraulic valves, steam valves and cold-water valves and, when desired, will also operate the record ejectors.

The upper half of the mould is arranged to swing up so that it is not necessary to remove it from the press in order to open. When the upper half of the mould comes down into a

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**

horizontal position two spacer blocks on the columns of each unit automatically move into place between the swing head and rigid head of the press, thus forming a solid construction for the hydraulic ram to work against. The heating and cooling are also automatically timed by cams, which are adjustable. This adjustment enables the operator to control the amount of heating and cooling necessary for the production of a perfect record. By this arrangement each record automatically receives an equal amount of heating and chilling as may be necessary to coincide with the chemical ingredients of the record.

Developing "Portable" Trade

There is an old adage which says, "Coming events cast their shadows before." And this is true insofar as the sales force of the Chicago Talking Machine Co. is concerned. This company found out, during the Summer of this year, that the portable talking machines are excellent sellers and now feels that, since last Summer saw practically the first energetic introduction of this type of talking machine, the Summer months of 1922 will bring about a much larger demand. For this reason the sales force of this company is now paying quite a bit of attention to the coming event. But they are not forgetting a business possibility that will tend to benefit their dealers, who sold many of these small portable instruments during the past Summer months. They have, therefore, introduced to their clientele the Unico portable cabinet

stand, which makes a splendid fixture for display purposes. There is also a grand opportunity for Victor dealers to round up all parties to whom they have already sold No. 50 Victrolas and demonstrate the possibility of adapting the Unico portable cabinet stand in camps, nurseries, living-rooms and for the impromptu dance on the enclosed porch. This little stand comes in six sectional parts in a container, and can be assembled by simply setting eight screws.

Pathological Possibilities

Word has just reached Chicago of a device which, it is said, will record on steel wire the sound of a human breath or heart-beat, which sound may be accurately reproduced at any time. The announcement comes by way of the Bureau of Standards at Washington, D. C. It is said that this work was undertaken at the request of the Army Medical Service, whose officers desired to obtain permanent records of unusual conditions of both the heart and lungs for clinical instruction. It is a well-known fact in heart and lung pathology that individual sound characteristics in a great measure help to differentiate one particular lesion from another. Books have been written on the characteristics of these individual sounds, but it seems that no writer, up to this time, has been able to portray verbally the characteristics of these sounds in a way that would enable one to recognize them after reading about them.

The device, we understand, consists of an

(Continued on page 116)

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 Phonograph of Marvelous Tone

VITANOLA

Plays ALL Records - Natural as Life



Dealers—Attention!



By our direct selling campaign we are now enabled to offer you the wonderful Vitanoia at greatly reduced cost to you.

The Vitanoia product is of the highest quality and our direct-to-dealer campaign affords you a great saving in wholesale cost. This enables you to take care of the consumer demand for lower prices on high-grade machines.

Six models to choose from for immediate shipment, all adaptable for your holiday trade.

Why buy inferior machines when you can now get genuine Vitanolas at such low prices? Send your inquiries direct to us and assure yourself of clean, new goods. We have no jobbers and are shipping directly from our factory only.

Send all orders and inquiries to

VITANOIA TALKING MACHINE CO.

1900 South 52nd Avenue

Phone: Lawndale 460

CICERO, ILLINOIS

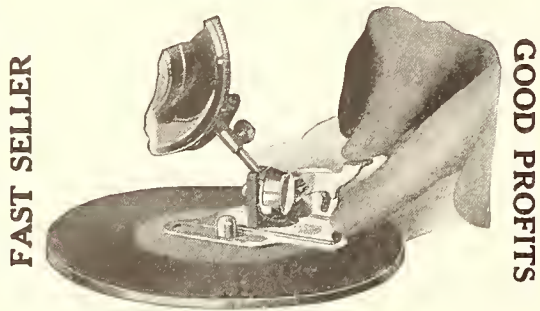
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

**THIS is the
MISSING LINK
in a
Fibre Needle
Sharpener**

You don't have to remove the
NEEDLE from the TONE ARM
to SHARPEN

It's 5 years ahead of the times

CONVENIENT



FAST SELLER

GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

**LIDSEEN
FIBRE NEEDLE
CUTTER**

*Let us send you a sample
and further details*

LIDSEEN PRODUCTS
832-840 So. Central Ave. CHICAGO

ordinary telephone transmitter connected to a stethoscope. The sound, after being amplified, is recorded upon a steel wire. We cannot see why the same thing cannot be done with an ordinary talking machine record. A library of heart and lung tones would be greatly appreciated by doctors, nurses and students of the medical art and would prove a ready seller in any retail talking machine shop.

Louise Homer Here

Mme. Louise Homer, the famous contralto, who sang in Chicago on October 30, visited the local music firm of Lyon & Healy, spending some time in their sheet music department. She also visited the department devoted to Victor records. Lyon & Healy were pleased to be able to tell Mme. Homer that there is a fine demand for her records and it had increased as a result of her recital.

The Triplex Makes Its Debut

A new type of talking machine is now being placed on the market by the Triplex Artistic Phonograph Co., with a plant at Pershing road and Ridgeland avenue, Berwyn, Ill., a suburb of

Chicago. The Triplex is said to be a combination of three instruments in one, combining decorative, conservative and portable models. It is designed so that the panels can be changed at will, as they are set into a slot-like arrangement, which makes them easily removable. These panels are of wood finish on one side and on the other are reproductions of celebrated paintings. The machine proper, or inner unit as it is called, is also removable from the cabinet, and when taken out can be used as a portable instrument for picnicking, camping, etc.

Open New Store

A new store has just been opened at 539 South Wabash avenue, which is known as the Manufacturers' Agency. This concern sells both wholesale and retail. The men behind this organization also operate stores in other sections of the city, the names and locations being: Soul-Canfield, 3327 Lincoln avenue; Boston Talking Machine Co., 2425 Lawrence avenue, and the Lincoln Phonograph Co., 3119 Lincoln avenue.

Columbia Night at Majestic

Monday, November 28, was Columbia Night at the Majestic Theatre. Marion Harris, exclusive Columbia popular singer, who appeared during the week at the Majestic, was the guest of honor. The part of host was played by John McKenna, manager of Chicago Columbia branch and sales staff. Columbia dealers from Chicago and suburbs were the guests. At the conclusion of her act Miss Harris was presented with numerous floral offerings.

Hiawatha Hints for 1922

Manager Free Moynihan, of the Hiawatha Co., when asked what he thought about the outlook for 1922, said, "There is only one way to go after real business and get it. Let all of the jobbers and dealers do their parts by selling real quality talking machines. Give the dealer a machine upon which he can put his stamp of approval. This will have a tendency to discourage the sale of all the cheap stock that was put on the market, and which in turn gave such a black eye to the talking machine industry. No manufacturer of high-class goods has any objection to competition, provided, of course, the goods with which he is competing are also of high quality. The manufacturers and jobbers must realize that it is necessary for them to build for the future and not for the present."

New Blood Inventions

Three new designs in tone arms are about to be placed on the market by B. B. Blood, who was formerly associated with Blood & Kloeber. Mr. Blood has just designed these new arms and is now forming a company to manufacture, a plant already having been secured at 2600 West Twenty-first place. Two of these tone arms are of the throw-back type, and are made of brass tubing. Mr. Blood has devised a new method of bending brass tubing which he claims enables him to get out a brass tube tone arm as perfect in construction as if it were die-cast, at a cost which is practically that of ordinary die casting in white metal.

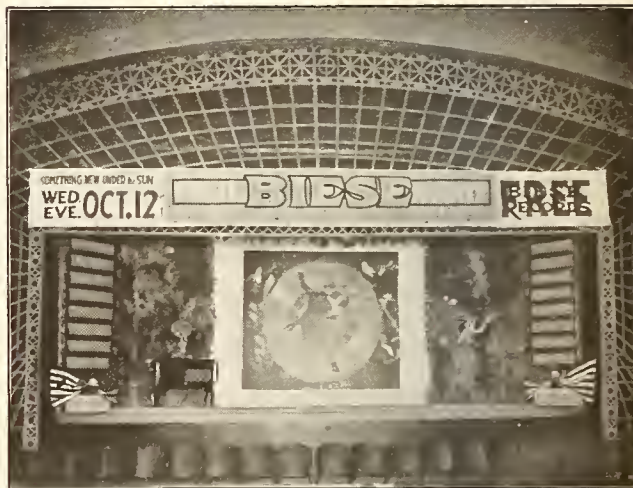
Paul Biese Publicity Tie-up

M. G. Peters, popular dealer service supervisor of the local branch of the Columbia Graphophone Co., was an important factor in the success of a Paul Biese publicity tie-up which was unique in many respects. This popular dance orchestra conductor, who records exclusively for the Columbia library, is well known to all Columbia

dealers and music lovers throughout the country. For several months past Paul Biese played at the White City Casino, one of the largest



Great Audience Enjoys Biese dance halls in the city. In conjunction with his appearance at this dance hall, Columbia dealers used extensive newspaper publicity, and, in addition, posters were designed and placed on all of



How Biese Was Advertised the "elevated" platforms; 360 billboards were included in this campaign, 50,000 blotters were

CABINETS

Special Prices for the Holidays
IMMEDIATE DELIVERY
with or without Motor Equipment



Cut shows our
New 48"
E Model

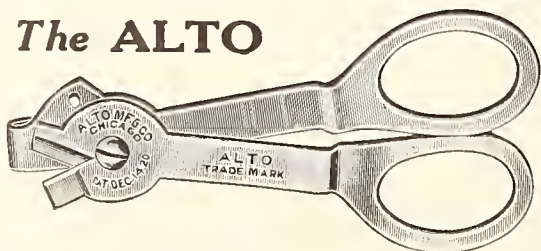
Send for circular showing our full line

Everett Hunter Mfg. Co.
McHENRY, ILL.

THE \$1.00 CUTTER—HERE IT IS

Retail Price **The ALTO**
\$1.00

A better Fibre
Needle Cutter
for less money



Made Entirely
of High-Grade
Steel

ALTO MFG. CO. - 1801-1803 Cornelia Avenue, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

mailed out by Chicago dealers and the newspapers contributed valuable publicity to this campaign.

One of the most successful events during the campaign was "Paul Biese Night," and on this occasion the entire evening was given to featuring Paul Biese and his orchestra. The names of several popular dance orchestras were written on slips of paper and placed in a hat; one name being drawn, and that orchestra was chosen as the second orchestra for the evening to alternate with Paul Biese's orchestra. This afforded continuous dancing and an opportunity for the dancers to compare Biese with the average dance orchestras.

The White City Amusement Co., owner of the Casino, purchased from a local dealer a period model Grafonola, which was displayed at the hall, and which was given away during Paul Biese's engagement at the Casino.

Visit Victor Plant

T. P. Flannery, proprietor of the T. P. Flannery Music Shop, and R. B. Corcoran, secretary and treasurer of Bent's Music Shop, have returned from a visit to the Victor plant at Camden, N. J. These gentlemen, who are both well known to the Chicago retail trade, pay glowing tributes to the efficiency of the Victor factory. Mr. Corcoran states that from present indications there will be a shortage of Victor goods here, but the management of the Victor plant is doing everything in its power to avert one. The factory is running to capacity and at present there are over ten thousand factory employes on the payroll, many of whom are working overtime in an effort to meet the demand.

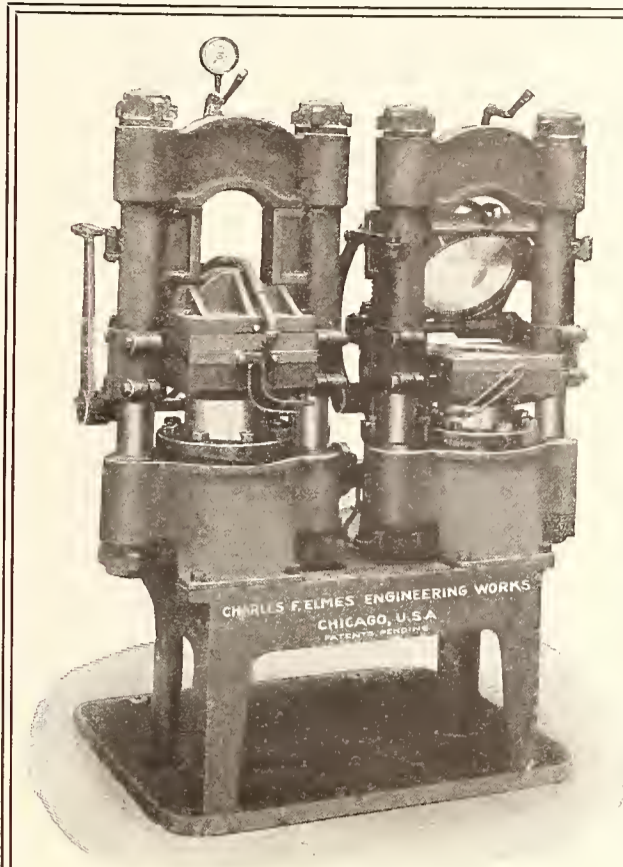
In commenting upon retail conditions in Chicago, Mr. Corcoran further stated that retail Victor business at the Bent Shop for the month of October was considerably in excess of the business carried on during the corresponding month of last year and that business indications for November also point to an excess over the business of November, 1920.

Handsome Christmas Bulletin

Cole & Dunas have just brought out one of the most comprehensive trade catalogs that have ever been put out by a talking machine jobber. The new book contains thirty-six pages and shows everything they carry in stock from console and upright type talking machines to all kinds of accessories and records. The catalog also lists a full complement of repair parts for talking machines, tone arms and sound-boxes. The latter half of the book is taken up with handsome illustrations of small musical instruments, such as mouth-organs, accordions, saxophones, cornets, trombones and drums. There is also a large variety of string instruments such as mandolins, guitars, banjos, ukuleles, violins and accessories for these instruments.

Frank Bacon at the Piano Club

Pat Henry, who had charge of the program for the weekly meeting of the Piano Club at the Illinois Athletic Club, sprang a big surprise when Frank Bacon, the famous star of "Lightnin'," which had such a phenomenal run in New York and which is now threatening to eclipse the Eastern record at the Blackstone Theatre in Chicago, entered the door. The unusually large audience gave one look, then three whoops, sprang to its feet, did some more yelling, whoop-



1 2 0 0
RECORDS A DAY
WITH
ONE OPERATOR
ON AN
E L M E S
AUTOMATIC
DUPLEX RECORD PRESS

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

CHARLES F. ELMES ENGINEERING WORKS
224 N. MORGAN ST. Est. 1861 Inc. 1895 CHICAGO, U. S. A.

ing and applauding, and quite a little stamping.

When Mr. Bacon was reached in due course of time by the chairman he responded in a delightful vein, poking genial fun at everything in sight, indulging in some witty personal reminiscences and displaying a soft, beautiful, well-modulated voice, at times allowing himself to lapse into that of his famous character, "Lightnin'." One of the Club members called attention to the fact that the famous "Bee Story" and also the great and pathetic court scene from "Lightnin'" had been recorded by Mr. Bacon on the two sides of a Vocalion record.

There was the usual quota of visitors. Matt Kennedy, the official introducer, called on Carl Knittel, sales manager of the Wolf Mfg. Co., maker of talking machines, of Quincy, Ill. He responded in a happy vein and finished up by telling the story of a young man who told his father that he wanted to go into the musical

business and wanted a practical partner. The father advised him thusly: "Don't pick a drum man because he will beat it, a trombone man is liable to slide away from you, the cornet player blows his own horn, the clarinet is liable to go on a toot, the violin player will string you; but select a piano man, because he is either square, upright or grand."

Other visitors were: S. R. Spafford, of Madison, Wis.; W. G. Westerfield, of the auditing department of the Columbia Graphophone Co.; P. H. Walley, Wisconsin representative of the same corporation; Roy York and H. L. O'Brien, of the Aeolian Co.; A. M. Huseby, of the W. W. Kimball Co., and Mesdames Rosencranz, Wolf and Riley, guests of Joe Pierson, of the Republic Building.

The announcements of the program committee for the next three weeks indicate that we
(Continued on page 118)

Edison Diamond Amberolas--Plus Service
You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.
A TRIAL CONVINCES
Our Service Covers the Country
William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

Season's Greetings
from
Repeat—O—Stop
and
Repeat—O—Graph
Our New Selling Plan is Ready to Help Dealers
Start Now. Excellent Profits
Write for particulars
End the old year right and start the NEW YEAR'S selling right.
REPEATING DEVICES CORPORATION
CHICAGO 408-10 Sullivan Street Phone: 8010 Diversey
NEW YORK Van Alst and 14th Sts., Long Island City, N. Y. C. Phone: Hunters Point 6000
BOSTON, MASS. 200 Devonshire Street Phone: Main 5122
PITTSBURGH, PA. 609 Chamber of Commerce Bldg. Phone: Grant 8741
PHILADELPHIA, PA. 422 Lafayette Bldg. (Bell—Lombard 2553) (Keystone—Main 3627)
DETROIT, MICH. 1604 David Whitney Bldg. Phone: Cadillac 6651

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

are going to have some wonderful sessions. We will simply close this report by quoting the "Deep Stuff" epigram from the official letter of Brother John McKenna, secretary of the club and manager of the Columbia Graphophone Co.'s Chicago branch. Here it is: "Prosperity Will Speed Up When You Do."

Record Opera Via Wireless

An achievement of unusual interest and importance was registered on the evening of November 22, when for the first time an actual opera performance was recorded on talking machine records by means of wireless telephony.

The wireless recording was done by the Brunswick-Balke-Collender Co. in its experimental laboratories on the sixth floor of the Brunswick Building in Chicago. The technical plans for the new method were carried out under the supervision of Benjamin Franklin Miessner, acoustical expert for the Brunswick laboratories. Mr. Miessner is a man of great prominence in the radio field who during the war had much to do with bringing out methods for wireless control of marine torpedoes. For a period lasting over two years Mr. Miessner worked in conjunction with John Hays Hammond, Jr., a man of national repute in wireless torpedo control. He has now for some months been working in the Brunswick experimental laboratories here on various methods for converting sound waves into electrical waves, and reconverting these back into sound waves on the talking machine record. In this work he has attained considerable success, and present indications point to some radical changes in the recording field before very long.

On the evening of Tuesday, November 22, an actual demonstration in wireless recording was given before a group of acoustical experts and representatives from various trade journals, as well as local newspaper men. The party was gathered in Brunswick's experimental laboratories and the opera "La Boheme," which was given at the Auditorium Theatre, four blocks

away, was brought to them clearly and distinctly.

Three of Brunswick's exclusive operatic artists appeared in this presentation and their voices were actually recorded on the master wax records. The artists recorded were Claire Dux, Irene Pavloska and Tino Pattiera. The record of Claire Dux is of exceptional interest, because it represents the first recording of the actual debut of an artist.

The electrical apparatus for the recording was placed in position before the opera began. The transmitting devices at the Auditorium were installed above and behind the proscenium arch, and wires leading from these transmitters were



Musical Critics Present at Noted Event

extended to the roof of the theatre and thence to the transmitting antennæ. The receiving station was on the roof of the Brunswick Building, four blocks away, and wires from this led directly to the recording laboratory on the sixth floor, where connection was made to the recording apparatus and Magnavox. The Magnavox permitted the audience in the recording laboratory to hear the opera, but when the actual recording of the Brunswick artists was done the electrical waves were switched from the Magnavox directly to the recording apparatus, and when the recording was made the audience was able to hear the artist directly from the wax.

A Clever Business Stunt

H. H. Sheldon, Brunswick traveler from the St. Louis branch, while in Chicago recently, had

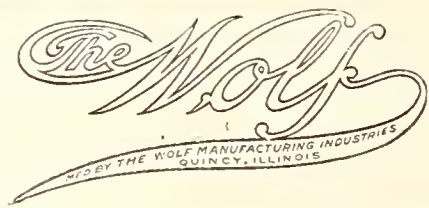
the following to say about the D. M. Dawson Furniture Co., of Christopher, Ill., which recently opened a new store in that city. This new account is exclusively Brunswick, and on its opening day the store gave away a well-known make of kitchen range, valued at \$100. Serially numbered tickets were given out to all persons in attendance, and the holder of the lucky number received the prize. One clever little business stunt consisted of printing on the back of these tickets a space for information to be filled in by the holder, consisting of the name, address and a few remarks as to whether the ticket-holder owned a talking machine, and if so what kind. In this manner quite a large prospect list was built up for the benefit of the sales people, and when the list was followed up the company was rewarded by orders from thirty-seven of the prospects.

Repeating Devices Corp. Broadening Out

The Repeating Devices Corp., of this city, organized a few months ago, which controls all the patents covering the Repeaterstop and the Repeat-O-Graph, is meeting with pleasing success in the introduction of these two well-known repeating devices. The company has established branches in New York, Philadelphia, Boston, Pittsburgh and Detroit, and the results of its sales campaign to date have been far beyond expectations. Soon after the first of the year the company plans to inaugurate a national advertising campaign and will also introduce a group of intensive sales ideas with the thought of co-operating with its jobbers and dealers in every possible way.

W. O. Meissner Tells of Improvement

W. O. Meissner, vice-president of the Sterling Devices Co., this city, manufacturer of Sterling tone arms and attachments, states that there has been a general improvement in business conditions all along the line. "As far as we are concerned," says Mr. Meissner, "the turn has surely come. We are getting more inquiries, and orders, both large and small, are being received in



Start the New Year With a Better Factory Service

TRY

OUR JOBBERS FACTORY PLAN

QUALITY VALUE SERVICE

We operate a plan that makes

OUR PLANT—YOUR FACTORY

NO INVESTMENT NO HANDLING QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal on Simply Policy of *Just a Square Deal*

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES QUINCY ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

greater volume. There is a very active demand for the Sterling No. 31 tone arm with non-set automatic stop and the sales of Edison attachments together with the general line of tone arms have increased substantially."

Eight Victor Artists Appear

Mr. Simon spent three days in Chicago, so also did the Eight Famous Ones. There was a delightful reception at Lyon & Healy's on Sunday, November 27. Most of the Victor dealers in Chicago and some others met the artists and heard them sing, recitate and do various other sundry things. Henry Burr was there, the dignified one of the bunch. When a World man asked Henry how it happened that his voice retained its freshness after so many years of singing and record making he volunteered that he was but 39 years of age and that he had been doing some voice training in the meantime. He also intimated that association with the Victor Co. and a bunch like the seven others was conducive to the retention of the youthful spirit. John Meyer, the baritone, pleasant as a Spring morning, is an awfully fine chap to meet. Frank Croxton, the classical one of the crowd, keeps his fine basso-cantante up to the mark splendidly. The writer heard him give the prologue from "I Pagliacci" so many years ago that out of pity for Croxton he refuses to tell how many. It is just a joy to hear Croxton and Meyer sing a baritone and bass duet together. Yes, we met them all the other day at Lyon & Healy's.

Frank Banta—now he is really a fine pianist. I have no doubt that he can do the Hungarian Rhapsodies and the Rachmaninoff Preludes and Chopin things as well as anybody—a darn sight better than some. But he chooses to jazz things up much of the time, that is when he is piano soloing. But he refines everything he does. That is the beauty of the famous eight. They can give popular stuff in a way that offends nobody and be it understood that they are very careful about their selections. No rational Puritan can object to anything they say or do. They are a coterie of gentlemen and that's all that is necessary to articulate on that subject. But to return to Banta for just a moment—his accompaniments are simply wonderful.

Monroe Silver, the inimitable, told Cohen stories without stint. Most of them had to deal with the Irish and the Jews and one gets the faint impression that the Jew always comes out ahead. Now about Campbell. That handsome little gink with a Dresden china contra tenor is the most valuable member of the aggregation. We simply could not get along without him, neither could the public. The Campbell-Burr duets and the trillings of the Sterling Trio—Campbell, Burr and Meyer—are indispensable to the happiness of the American people as recorded on Victor records. Fred Van Eps is also indispensable. When he appears with his banjo, which by the way Billy Murray refers to as an African harp, he is just as much an artist as any one of them. He has the musical soul all right, though it is more likely to express itself in a toe-tingling way than in "I'll Sing Thee Songs of Araby," which Burr used to sing with such exquisite nuance. And finally cometh Billy Murray, famous introducer, magnificent topical songist, terrible tenor, superb comedian and one of the finest fellows, evidently, who ever lived.



HIAWATHA PHONOGRAPH CO.
209 South State Street Chicago, Ill.

**Sell Quality
Quality Merchandise**

means

**Increased Sales
Greater Value
Complete Satisfaction**

Jobbers and Dealers who sell Quality Phonographs are aiding materially in bringing conditions back to normal.

Write us today for prices

As was said before, after we met them all they sang their little songs and spoke their little pieces and then I guess the famous eight went out and ate. Anyway, we did not see them any more until Monday evening, when they appeared before an audience that crowded Orchestra Hall. No use of going over that program now. The same thing or something like it has been done and will be done in lots of cities this season. And they did it again on Tuesday evening to another big audience. Just want to say in closing that the famous eight are all right and that Mr. Wiswell and the Chicago Victor dealers who brought them to Chicago are to be congratulated.

Jewel Phono Parts Co. Elects Officers

T. E. Davidson was elected president and production manager of the Jewel Phono Parts Co. at a recent meeting of the stockholders. Other officers are: Fred Schroeder, re-elected vice-president; A. B. Cornell, sales manager and treasurer, and Judge A. A. Rolf, the company's counsel, was elected treasurer.

Knittel Not to Leave

A report has been circulated that Carl Knittel, sales manager of the Wolf Mfg. Industries of Quincy, Ill., was leaving that company. In an interview with Mr. Knittel, we learn that he has no such intention and that his entire activities will be with the Wolf Service.

Activity With Lyon & Healy

The holiday season always finds Lyon & Healy splendidly prepared to cater to the needs of those musically inclined, and this year their windows and warerooms are so arranged as to win more than usual attention from those desiring anything in the musical line. The talking machine department, under the able management of L. C. Wiswell, reports that orders for Christmas de-

livery are now coming in in a manner to indicate a brisk holiday business. Medium-priced machines are most in demand and little interest is being manifested in the low-priced products.

Fine Cicero Victor Display

One of the most beautiful Victor representations in this section is that of the Krause Furniture Co., Cicero, Ill., a suburb of Chicago. The Krause Co. heretofore has been exclusively in



Krause Furniture Co.'s Attractive Store retail furniture and for years has maintained two retail establishments in this section. When this company opened its new Victor department an informal entertainment was given, which was attended by several thousand people residing in the vicinity.

Cheney Activities Satisfy

The monthly report received by Sales Manager C. E. Swanson, of the Cheney Co., from the Cheney factories at Grand Rapids shows that the entire plant is exceptionally busy at present. Every department is working to full capacity. Cheney jobbers all over the country are oversold and are being kept busy apportioning their

(Continued on page 120)

48 HOUR SERVICE

Write for our big new holiday bulletin. Just off the press. No matter what your needs are—either in the phonograph line or the small goods line—we can furnish your needs on any quantity and guarantee immediate delivery at lowest market prices. Wire us your last-minute holiday requirements.

COLE & DUNAS MUSIC COMPANY
50-56 WEST LAKE STREET CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

allotment of goods. The factory is somewhat behind in meeting its demands. Business at present simulates that of 1919. It is believed by Cheney officials that before the end of the year all 1919 records will have been broken.

Ambassador Plans for 1922

The Ambassador Phonograph Co. is planning extensive expansion for the coming year. G. A. Malaby, well known in this territory, has been engaged and takes full charge of the construction department, turning out very superior work at the finishing plant, 546 Jackson boulevard. Ray Dillon, for many years a prominent personage on Michigan boulevard as Paige representative, an ace in the United States Air Service, who won many honors and medals in the World War, is on the selling staff as district sales manager and will organize an intensive drive under his personal direction in the mid-West territory.

Dr. Orlando F. Scott, the president, who is a genuine human dynamo of energetic efficiency, and Fred K. Westen, the genial general sales

director, promise some musical surprises soon and, from past performances, we look forward to even more sensational publicity than previous stunts, which is going some, considering the fact that they put across the trade name "Ambassador" nine times in fourteen days, five times accompanied by photos, in big Chicago daily papers.

Tells of Big Expansion

A. J. Kendrick, sales manager of the Brunswick-Balke-Collender Co., in a chat with the World representative recently, regarding Brunswick activities, remarked: "The month of October was the best month we have experienced in the history of this institution, and the first two weeks of November greatly exceeded anything that we have ever accomplished in the way of sales. Our sales to-day are much larger than ever before, and but for the fact of our shortage of Adam brown mahogany finishes we would be able to do even a larger volume.

"We shall enter the year 1922 with less merchandise on hand than ever before in our his-

tory, and our present orders on hand will keep our factories working overtime for a period extending well into the new year. We are filling present orders as promptly as possible, but even these cannot be fully completed until the first or second months of 1922. Orders are still coming in strong, with no signs of a let-up at present. The volume of our record sales so far this year is from two and a half to three times that of last year. We have made radical improvements lately in our methods of recording, and that these methods are appreciated by the music-loving public may be easily seen from the increased record orders that our dealers are sending in."

City Furniture Co. Expands

The City Furniture Co., 6160 South Halsted street, exclusive Brunswick dealer, has found the talking machine business so profitable in



Exterior of City Furniture Co.'s Store

that locality that it recently decided to increase this department. It has rented the store next to the present large headquarters and has fitted it up in a manner becoming the most up-to-date



Interior of the Store

music store. The new store is on the ground floor and situated in the heart of the business district of Englewood, where it gives the Brunswick line an ideal representation.

Chicago T. M.'s Latest Thought

Again the advertising men of the Chicago Talking Machine Co. bring out a clever little idea that is truly worthy of the closest consideration. The latest is in the form of a pamphlet format for record check-up purposes. Heretofore, the Chicago Talking Machine Co. sent out these monthly check-ups in sheet form. With this new idea they are enabled to devote one page to some clever literature. The first edition contains a suggestion that no one can deny. The text matter is of such a quality that we believe the entire trade can benefit by reading it. It is as follows:

"You can't 'ring up' apologies on your cash register."

"Have you sufficient quantities of all these Victor records to tell every customer, 'Yes, we have it?'"

"Your busiest season is here. Are you ready?"

"Do not let insufficient record stock deprive you of a single dollar."

"You cannot spend your time more profitably than to carefully check this list and determine your requirements on these records."

Bissell-Weisert Co. to Move

The Bissell-Weisert Co. on January 1 will move from its present location in the Fine Arts Building to larger and more favorable quarters at 24 South Michigan avenue. The first floor warerooms now occupied by the Ed-

(Continued on page 122)

A Merry Xmas

and a

Prosperous New Year

to the Trade is the wish of

The Ambassador

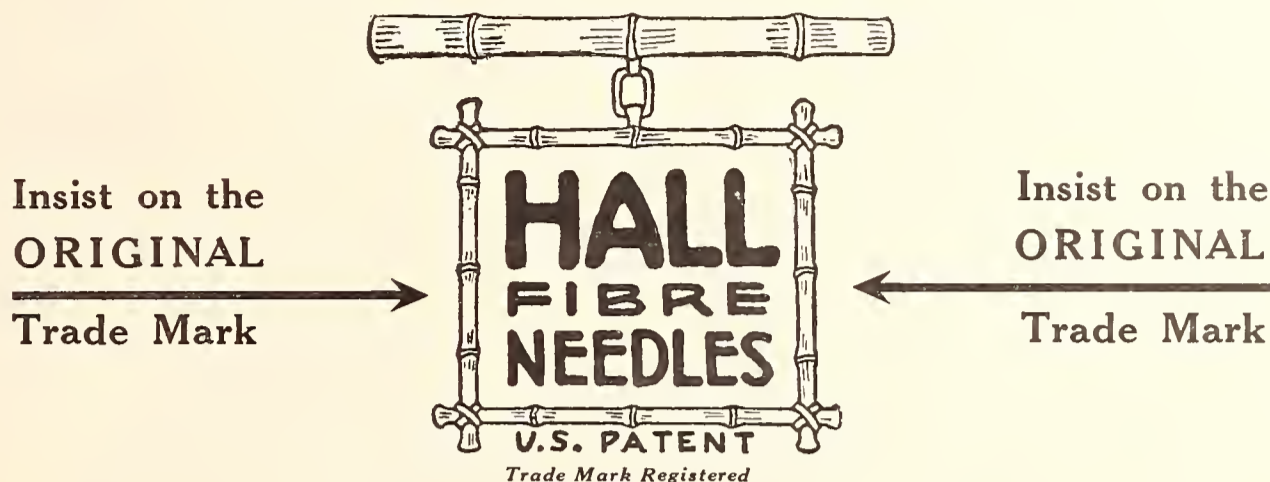
We invite all jobbers and dealers when they get to the point of wanting an instrument Superior in EVERY WAY to get in touch with us—Terms, quality, service and profit — Let us show you

AMBASSADOR PHONOGRAPH CO.

EXECUTIVE OFFICES:
Suite 201
312 SO. CLARK STREET
PHONE WABASH 6827

CHICAGO
ILL.

SALES OFFICE:
Suite 300
19 W. JACKSON BLVD.
PHONE HARRISON 9530



TO OUR TRADE

We extend our Heartiest Greetings for

A Merry Christmas

Made Merrier by Good Business

A Happy New Year

Made Happier by Increased Business

RESULTING FROM THE SALE OF

HALL FIBRE NEEDLES

We wish also to assure our dealers that every effort, consistent with the maintenance of quality, will be made to satisfy the demands of their customers during the year 1922.

HALL MANUFACTURING CO.

Successor to the B & H Fibre Needle Co.

33-35 W. Kinzie St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

son Keith Co. will be the future headquarters of the Chicago retailers. This location is one of the finest along Michigan avenue and provides much larger frontage than that now occupied by the Bissell-Weisert Co. In the present quarters there is only a small ground floor salesroom, the main one being located on the fourth floor of the Fine Arts Building, to which it is necessary to travel by elevators. Undoubtedly one of the finest retail music establishments in the Loop will result from this most recent move of Bissell-Weisert.

For years past this progressive concern has identified itself by catering to the best and most exclusive clientele in the city. Advertising of a uniformly high quality has established a reputation for artistry of preparation and effectiveness of result. The Bissell-Weisert Piano Co. handles the Chickering, Ampico, Krakauer, Marshall & Wendell pianos and the Victor line of talking machines and records.

Victor on Northwest Side

Another new store strikingly beautiful and modern is that of George Glick at 2100 West Division street. This, too, is an exclusive Victor representation which has attracted considerable



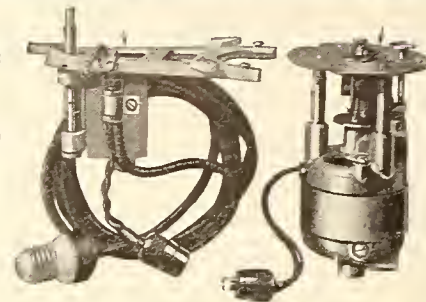
Interior of Glick's New Store

attention lately. The grand opening of the concern was attended by many men prominent in the talking machine trade as well as a number of officials of the Victor Talking Machine Co., who happened to be present in the city. The decorative and building work in this store was done by the George Peterson Mfg. Co.

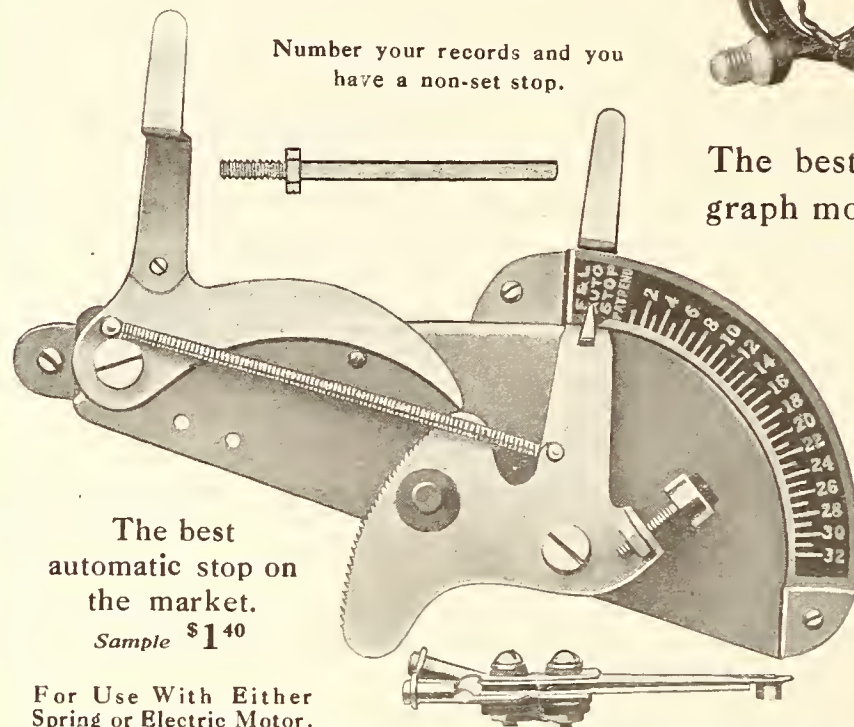
The lowering of prices of the necessities of life, where raw materials and labor have to come together, must come slowly. Prices have come down slowly, and they will continue to come down slowly. There cannot be anything like a sudden smash in prices.

To our friends in the trade we extend our best wishes for a Merry Christmas and a Happy New Year.

Send for a sample electric motor Complete \$19.50



Number your records and you have a non-set stop.



The best automatic stop on the market. Sample \$1.40

For Use With Either Spring or Electric Motor.

The best electric phonograph motor on the market. Made for use on voltages from 32 to 250.

Send for our parts catalogue

LAKESIDE SUPPLY CO.

416 S. Dearborn St. CHICAGO, ILL.

Telephone Harrison 3840

A Deciding Factor in Retail Sales for 1922

By CHARLES S. MCCOY, President, The Cheney Talking Machine Co.

A representative of The Talking Machine World recently asked Charles S. McCoy, president of the Cheney Talking Machine Co., for his views about the talking machine industry. In reply Mr. McCoy handed The World's representative a copy of the November Cheney Resonator and pointed to a letter therein, which he had written to a customer, and which is worth reproducing for its many merits of matter and style. Said Mr. McCoy to his customer, in part: "November 2, 1921.

"Dear Mr.

"The questions raised in your letter of the 24th inst., are rather difficult to answer briefly and we can do no more than give you an out-

line of our ideas in this letter. However, we repeat your three specific questions with our answers in the order in which you have put them to us.

"1. What, in your opinion, will be the deciding factor in retail sales of talking machines during the next few months?

"Value! This has always been an important consideration, but the increasing tendency on the part of consumers to be supercritical of values makes it more necessary than ever before to lay emphasis on the value of the merchandise you sell.

"Price does not make value, but the combination of right price and quality does. Sell your customers the quality of your merchandise and, with prices right, you will make sales.

"2. What effect upon consumers do you anticipate will result from your recent price reductions?

"The Cheney reduced prices will have a very wholesome effect on your business, if you will acquaint your customers and your salespeople with the fact that these sweeping reductions have been made; and if you will emphasize their favorable relation to the purchasing power of the dollar. In other words, we get back to value. We feel sure the following facts will be interesting to everyone—use them:

"A report issued by the U. S. Department of Labor, Bureau of Statistics, indicates:

"Average cost of foods in September, 1921, 46 per cent higher than 1914.

"Average cost of clothing in September, 1921, 90 per cent higher than 1914.

"Average cost of miscellaneous merchandise in September, 1921, 101 per cent higher than 1914.

"Average cost of fuel and light in September, 1921, 79 per cent higher than 1914.

"Compare the above figures with:

"Average cost of Cheney phonographs (upright models), September, 1921, 22 per cent higher than 1914.

"Improvements made since 1914 represent increase in intrinsic value equal to fully half of this difference.

"Average cost Cheney phonographs (Art models) September, 1921, 5 per cent higher than 1918, when they were first introduced.

Even After the Holiday Rush

you can stimulate your sales with this

Baby DeLuxe

It has proven a sensational seller and attraction and warrants your investigation.



THE SYMPHONY MUSIC CO.

1020 Wilson Avenue CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

"3. What can we do to make the most of the present situation?"

"You should advertise, to get people into your store and, above all, have your salespeople 'on their toes.' We recommend that you stress the Cheney price reductions—the commanding values in the Cheney line—and the supreme quality of the instrument.

"We have splendid advertising helps.

"Use these as freely as you can and, above all, see that your salespeople are 'sold.'"

Value of Explanation in Retail Salesmanship

By RAY M. REILLEY, With the Columbia Graphophone Co., Chicago

Editor's Note: The author of this article has been in the phonograph business for twelve years, during all of which time he has been engaged in marketing Columbia Grafonolas and records. At one time he was manager of the talking machine department of the Central Piano Co. and had the enviable reputation of leading the list of retail merchants in Columbia sales.

"Interest the customer in other than the record he or she asks for." How many times have we heard this propaganda advanced for the benefit



R. M. Reilley

of talking machine merchants everywhere? But has the dealer ever actually been informed as to just how this is accomplished? In other words, would not a laboratory study of actual sales be of interest to any talking machine merchant? It is a simple thing to say there are any number of good records on the shelf that the customer is interested in and to which he only needs an introduction in order to purchase. But just what is the exact method by which this is accomplished? What is the most tactful way to interest the customer without seeming to force the salesman's personality upon him?

Only one source of information can correctly

"It is a case of work these days. Those who work the hardest—with the most intelligence—are getting results. Our reports show that merchants who are vigorously advertising and working for business are getting plenty of it; and they deserve it.

"Our advice to you is to push the sales of the standard models to the limit. At the new prices they represent values which are unapproached, and as for style and general desirability they satisfy the most discriminating."

state this most valuable asset of the talking machine salesman and that is the source of experience itself. The only test of a successful record salesman is the number of satisfied customers that issue from his doors carrying more records than the customers originally intended to purchase. Perhaps nowhere is the competition so keen as in the congested business sections of large cities and nowhere does there exist more thriving talking machine departments than in Chicago's Loop, which territory it happens to be my privilege to cover for the Columbia Graphophone Co. Here the store that sells more records than its competitors sells them solely because of salesmanship. Therefore a study of the successful methods employed in this particular section is certain to be of interest to talking machine merchants in all parts of the country as indicating what is correct or incorrect in handling a customer.

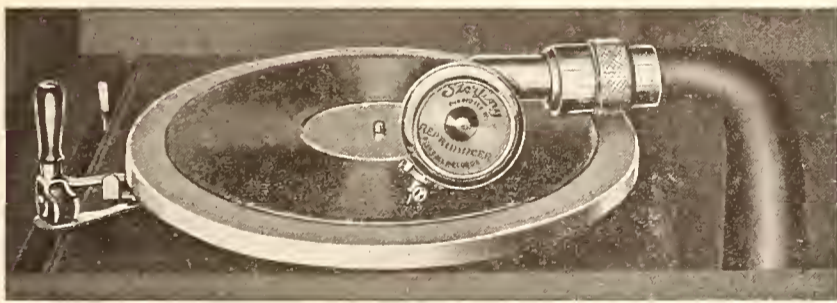
Let us imagine the prospect entering a store. He asks for the record of "Wabash Blues." He is handed it, and at the same time is asked whether he has heard the somewhat similar number, "Happiness." The customer, in most cases, will answer in the negative, saying something approximating: "No, I don't like that." Right here is where perhaps 75 per cent of talking

machine salesmen lose out. They do not attempt to interest the customer in the record which the customer has refused. An inefficient salesman will immediately proceed at this point to lay the record aside and search for something else. Not the efficient salesman, however. The latter will tactfully endeavor to ascertain why the customer does not like the record. In nine cases out of ten he will probably discover that the customer knows nothing about the number and answers in the negative only in a spirit of self-defense or a preconceived instinctive dislike because he feels he is being sold something he does not like. It is the salesman's business to explain the record. The only way he can do this is by having an intimate knowledge of the record itself. He must know who made the record, where it was made, what the reputation of the artist recording it has been built upon, etc. He must know the publishers who published the song and the shows, if any, it is featured in. All these things are of interest to the customer.

There are many hard-working people who do not get down to the Loop very often and who do not know just exactly what they want. It is hard for them to find out, but tact and experience on the part of the record salesman would bring to light in a very few words whether the customer will be delighted or displeased at certain record suggestions. Certain suggestions in certain localities sell better than others, but there are certain people in every locality who are prospective customers for records which other people might not care for in the least. In other words, there are certain standard selections throughout the catalog which can be sold to a percentage of people in any locality. In most cases they are the records which the customers know nothing about. I happen to recollect an incident in a certain downtown department store which is a good illustration of how a customer can be sold after refusing a number.

I was in the talking machine department at the (Continued on page 124)

STERLING REPRODUCER with EDISON ATTACHMENT



PLAYS ALL RECORDS



Write for New Prices on Sterling Tone Arms and Reproducers.

Sterling Devices Co.

Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-Set Automatic Stop, the Sterling No. 41 Ball-bearing Tone Arm, and the Sterling Reproducer fitted with Edison, Victor, or Columbia attachments.

534 Lake Shore Drive

Chicago, Illinois.

is not new and untried, but has a three-year record of successful achievement behind it.

It does not look like an attachment, but harmonizes with the machine and gives the appearance of being an inherent part of it. It is controlled and operated by the lever same as the Edison and is the only reproducer that absolutely synchronizes when playing both hill and dale and lateral records.

The combination of the wonderful Edison phonograph and the Sterling Reproducer makes it possible to play other than Edison records better than the machine for which the records were originally intended.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)



Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arcetino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Gratiot Ave., Detroit, Mich.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
CONSOLA

time this gentleman came in and asked for a certain record. He was given the record, after which he was asked whether he would not like to hear some more selections. The young lady suggested piano selections. The idea seemed to take with him. She brought out two or three classical numbers and he did not buy. He handed them back, with the words, "No, I guess I don't like piano numbers after all." Just at this point I stepped over and suggested to the girl that she offer the selection, "Hold Me," which is a popular number with a snappy piano accompaniment. This made a big hit with him and he immediately wanted to hear some more like it. He ended by walking out with three more records than he had intended to purchase. To sum it all up, the knowledge of the records

themselves and the artists who make them is at the bottom of successful salesmanship. You cannot offer the proper selection if you do not know what is on your shelves. That brings it down to the final point of enthusiasm, for without enthusiasm in this most attractive of businesses the record salesman cannot interest himself in the various numbers he has for disposal. In conclusion, the suggestion might be added that it is highly important in the selling of records to instruct record salespeople to carefully play over the different selections as they are released and also the stock numbers in the racks with which they are not familiar whenever opportunity permits. This will enable them to intelligently inform customers of the interesting features of the various records.

cost 300 per cent, and in some instances more.

This is pretty good evidence that the phonograph manufacturer was not guilty of any excessive increase or inflation of prices—on the contrary the advance in prices of our industry were very moderate.

Writing on behalf of the General Phonograph Corp., I wish to point out that comparing our pre-war prices to the highest peak prices of our phonograph motors, tone arms and sound boxes shows an approximate increase of only about 25 per cent—this very moderate increase in our prices was to a considerable extent made possible by greatly increased output.

My observation has been that the phonograph business during the past several months has been very much better than during the same period of last year, and I believe that from now on there will be a steady gradual improvement.

The increase in price of cotton and tobacco has already produced a favorable influence on business throughout the Southern States. Building trades throughout the United States are gradually gathering headway which should ultimately lead to the biggest building boom which this country has ever experienced, and which will favorably affect many industries as well as labor conditions in general. This ultimately will lead to greatly increased sales of phonographs.

Undoubtedly, if some arrangement can be made to stabilize foreign exchange, it will have a very favorable effect on our exports, particularly of farm products. If this can be accomplished, it will assist the farmer very much in getting back to the buying mood, and will have a very favorable effect on the phonograph industry.

I wish to point out that according to the best available statistics obtainable there are ap-

Reasons Why 1922 Will Reward Fighters

By S. A. RIBOLLA, General Manager, General Phonograph Corp. of Chicago

To the slogan "1921 will reward fighters," the writer wishes to add "so will 1922." Those of us who are still left in the phonograph industry must have followed this suggestion either consciously or unconsciously, otherwise we should not have survived the worst slump and depression in business that our industry has ever experienced.

The year 1921, particularly in the so-called independent phonograph industry, has been one of forced liquidation. Undoubtedly a large proportion of the business done has been done at so-called "slaughtered" prices.

During the early part of the year 1920 nearly every manufacturer in our industry was overcrowded with orders, and the feeling was that this would be a banner year. The demand for phonographs was so great that many manufacturers built additions to their factories, and increased their output to the utmost. The slogan was "produce the goods regardless of cost." The bankers were patting the manufacturers on the back, and telling them to go ahead. Then suddenly the banking interests completely reversed their attitude toward manufacturers, suddenly refused to make further advances, and insisted on manufacturers cutting down their bank indebtedness.

This sudden action undoubtedly precipitated the so-called deflation, and brought about a real business crisis in nearly all branches of industry.

We all knew that deflation was inevitable sooner or later, but the prevailing general opinion of manufacturers and business men during the early part of 1920 was that deflation would come about in a natural way during the following year.

It is a fact that many manufacturers in our industry had actually in hand in the early part of 1920 large contracts and orders, which apparently justified them in expanding their output, but when the banks began to put on the screws the manufacturers soon began to receive hold-up instructions for goods which had already been manufactured, soon after followed by actual cancellations, entirely regardless of the orders or contracts which they actually possessed, and totally regardless of any "business morality."

This left many phonograph manufacturers either with large stocks of completed or partially completed machines on hand, and many with tremendous stocks of material which had been bought at very high prices. Consequently, many manufacturers in our industry were forced into bankruptcy or in the hands of Receivers or Creditors Committees.

I wish to point out that the average increase in retail prices of phonographs since 1914 to the highest peak of 1920 was approximately about 40 per cent, and this in spite of the fact that certain materials used to a considerable extent in the construction of phonographs increased in

MAIN SPRINGS FOR ANY PHONOGRAPH MOTOR



Order Right From This Ad

48 Hour Delivery! Reduced Prices!

Dependability is tempered right into C. & D. crucible main springs. Our main springs are made under one roof—from the rolling of the steel to the winding 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 to both you and your customers.

CRUCIBLE STEEL—ALL SIZES

- FOR VICTOR MOTOR
- No. MS1—1 inch wide, .023x12 feet long, marine end...50c
 - No. MS2—1 1/4 inch wide, .023x13 feet long, marine end...75c
 - No. MS19—New style, 1 inch x .023 x 12 feet long, crimp end on inside...55c
 - No. MS20—New style, 1 1/4 inch x .023 x 16 feet long, crimp end on inside...75c
- FOR COLUMBIA MOTOR
- No. MS21—25/32 inch wide, .025 x 10 feet long, marine end...40c
 - No. MS22—29/32 inch wide, .023 x 11 feet long, marine end...40c
 - No. MS3—1 inch wide, .028x10 feet long, marine end...45c
- FOR HEINEMAN MOTOR
- No. MS21—25/32 inch wide, .025 x 10 feet long, marine end...40c
 - No. MS6—1 inch wide, .025x12 feet long, marine end...50c
 - No. MS23—1-3/16 inch wide, .026 x 19 feet long, marine end...80c
- FOR BRUNSWICK, KRASBERG, SAAL, SONORA, STEPHENSON, SILVERTONE, MEISSLACH OR THOMAS MOTORS
- No. MS8—1 inch wide, .026x13 feet long, square hole...50c
 - No. MS9—1 inch wide, .026x16 feet long, square hole...60c
- OTHER STANDARD MAKES
- No. MS17—3/4 inch wide, .025 x 10 feet long, marine end...35c
 - No. MS18—7/8 inch wide, .025 x 10 feet long, marine end...40c
- NOTE—Every main spring for which there is a consistent demand is listed here on this page. Many of these springs are interchangeable; for example, springs that are listed for Victor and Columbia motors can be used for Pathé, Swiss and many miscellaneous motors, etc.
- These prices are F. O. B. Chicago. Send enough to cover postage if wanted by parcel post or we will ship by express.

COLE & DUNAS MUSIC CO.
50-56 W. LAKE ST. :: CHICAGO

Write for Bulletin

Our new year bulletin, which shows everything in phonographs, musical instruments, supplies and accessories. This bulletin is used as a buying guide by hundreds of dealers. Our prices are exceptionally low. Send for bulletin. It is free.

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 124)

proximately 22,000,000 families in the United States and that less than one-half are provided with phonographs as yet—besides this, it is estimated that fully 1,000,000 new families per year are started in the United States, so that there is still a very large field open—I am a firm believer in the slogan “a phonograph for every home.”

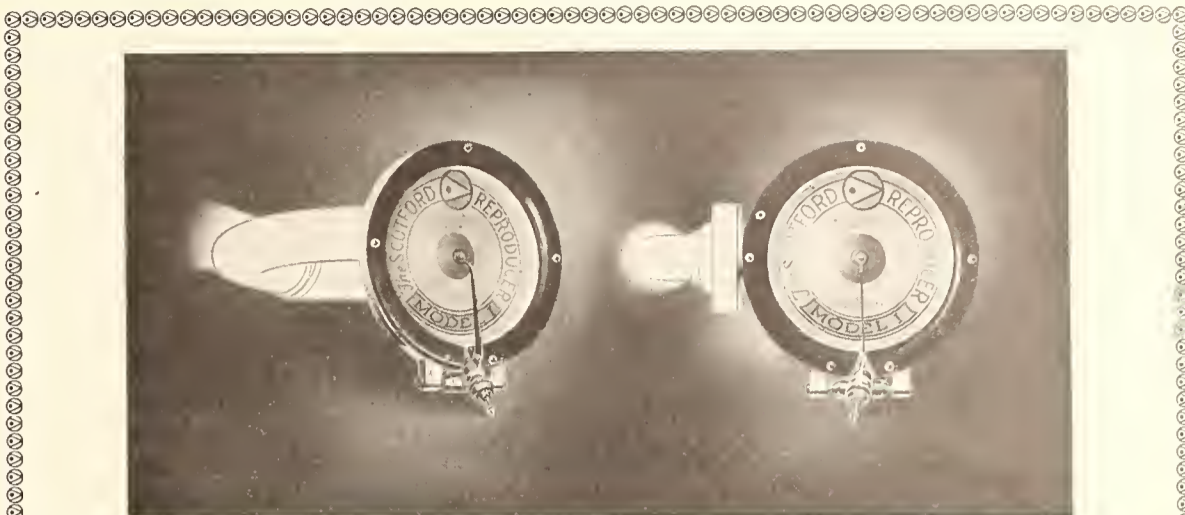
The return of “normalcy” means the return again to large business in the phonograph industry, and prosperity in this line for many years to come, as this field is still far from the point of saturation.

Regarding suggestions for 1922—I believe that it would be wise for all phonograph manufacturers to advertise extensively and nationally, and to emphasize these two facts, viz.:

First—That the increase of prices of phonographs during the war period was approximately only about 40 per cent, and many high grade manufacturers have already made reductions, which bring present prices down, on high grade instruments, to normal, taking into consideration the present higher level of labor and some material.

Second—Many instruments now being advertised at very low, slaughtered prices are principally of inferior quality, and usually of bankrupt stocks or receivers’ stocks, which are being forcibly liquidated, in many instances at less than cost, and this is only a temporary condition.

In my opinion the public should be made to comprehend that the phonographs which are



Scottford Model I Reproducer on Victor and Columbia

Plays Only Hill-and-Dale Records, but Plays Them at Their Best
Scottford Model I Reproducer 1-V for Victor—Sample Prepaid to Dealer
\$3.85 Nickel; \$4.75 Gold—Retail \$6.00 and \$7.50
Scottford Model I Reproducer with 1-C Columbia Connection—Prepaid to Dealer, Nickel \$4.25; Gold \$5.50—Retail \$6.75 and \$8.75
Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

being very extensively advertised at very low prices are of inferior quality, are being sold at less than cost and under forced liquidation, so as not to get fixed in their minds the idea that phonographs should in the future be sold at any such low prices, and the manufacturers of high grade phonographs should impress on the minds of the public the fact that the increases of prices of phonographs during the war did not exceed 40 per cent.

was how to fill orders fast enough, we are certain to be disappointed.

There will be an increased volume of business in 1922, but it will go only to the manufacturers and dealers who fight aggressively to get it. There are many classes of people, especially those with fixed incomes, who are appreciably better off to-day than they were two years ago.

The dealer who expects to prosper must be on his toes all the time, ready to take advantage of every opportunity. The manufacturer also must be awake to sales possibilities and be prepared to develop new outlets for his products to offset any slowing up of demand in established channels. Well-directed dealer co-operation will be a most effective means of building up a satisfactory sales total. Close attention by the manufacturer to the retailer’s requirements, and a sincere effort to help him gain sales, will develop substantially better business relationships.

The Great Opportunities for Sales in 1922

By CHRIS. G. STEGER, President, Steger & Sons Piano Mfg. Co., Chicago

By analyzing present business conditions, in endeavoring to shape a reliable forecast for the coming year, the earnest investigator will discover many important indications pointing the way to better times.

Impressive statistics might be cited wholesale to support this statement, but none could be as illuminating as the simple, though deeply significant, fact that public confidence has returned. The pessimistic utterances of a few months ago have given way almost entirely to a healthy and universal optimism. Business men are beginning to look at the bright side of things and to plan their coming activities on a broader scale. This commendable outlook on the future is shared by merchants, manufacturers and bankers alike.

A noted wholesale merchandise house states: “Business is distinctly better. In nearly all lines costs are becoming more stable. Confidence is growing that values are approaching their new permanent level. Beyond doubt, the worst of the post-war reaction is behind us and a solid foundation is being laid for a new era of prosperity, which will insure employment for all workers, and active business for all merchants who work for it.”

This optimism is emphasized by the National Bank of Commerce, of New York, which, in a recent bulletin, states:

“Improvement in business and finance is becoming more distinct, and though progress is gradual, it is on a substantial basis.”

Hundreds of other equally significant expressions of confidence might be mentioned, but these are sufficient to show the trend of public thought. That this optimism is well founded is beyond question. Recent happenings in politics, in commerce and in banking confirm it.

The very fact that business men have abandoned a pessimistic attitude is by far the most encouraging sign of the times.

When I am asked my opinion on present conditions and as to sales possibilities for the coming year, I invariably think of a very clever slogan card which was brought to my attention several months ago. At the top in bold-faced capitals appeared the familiar question, “How do you find business?” and at the bottom in red was the pertinent answer, “By going after it!”

This should be the keynote of our activities during 1922. If we expect a return to the conditions of two years ago, when the big question

CONDITIONS THAT ARE OPEN TO CORRECTION

By CARL KNITTEL, Sales Manager, Wolf Mfg. Co., Chicago

Time and again you will hear this remark up at the front end of the store, “We can’t sell talking machines!” Then, if you look around, you will at first be unable to find the machines at all, but later, after a diligent search, you will discover them at the back end of a balcony.

In other words, instead of utilizing the power of suggestion to help sell talking machines they make every prospect voluntarily ask for it before they show him one.

Now look over the cabinets and they are full of finger marks, the turntables dusty, needles strewn all over the motor board and needle cups
(Continued on page 126)

THE MANDEL TONE ARM AND REPRODUCER

It’s better because it’s different. No loose joints. No unnecessary vibrations. No springs to make it lighter. No weights to make it heavier. The Mandel is correct down to the last little detail.

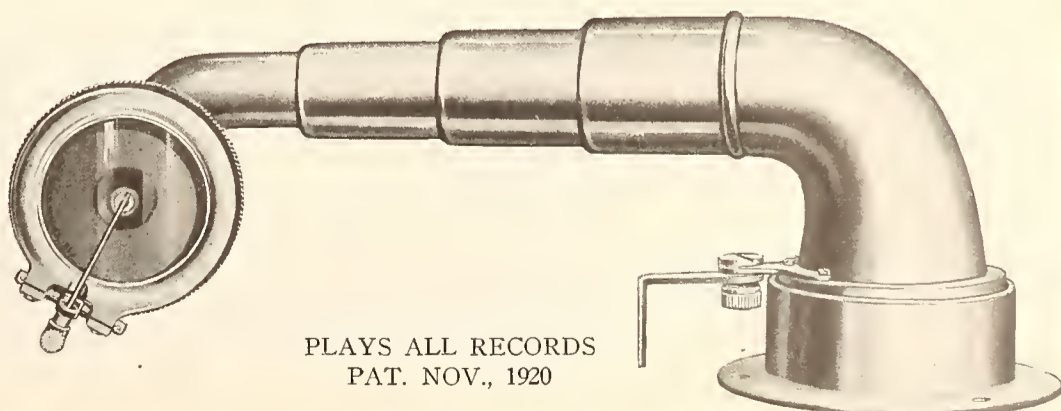
These highly efficient sound reproducing units are now available for phonograph manufacturers and assemblers.

A few hundred thousand Mandel tone arms and reproducers are now in use. That in itself is an eloquent testimonial.

We offer a tried product and a proven success.

Write for sample and prices

MANDEL PHONO PARTS CO.
1329 W. LAKE ST. CHICAGO, ILL.



PLAYS ALL RECORDS
PAT. NOV., 1920

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

that look as though they had not been cleaned for months. As an experiment ask someone to play a machine for you and they have no records handy. When they do produce one it is usually all worn out, with little or no clearness and much less beauty of tone.

Let us be fair; is it the talking machine's fault? If you were a customer yourself, what would you do if you walked into a store and found clean, fresh-looking stock in an attractive, suggestive surrounding and heard not a mess of

worn-out records but selected numbers picked especially to bring out the various tone points, and then went into another establishment with the service such as first described? You would buy every time where they were well displayed. So why not look over the stock a little bit, have it freshened up, polish the nickel work, pick good records and move machines where they'll be seen? Then try it again and see how much better they will sell, apart from augmenting the reputation of your house.

PORTLAND AND INDIANA FIRMS JOIN

McDougall Music Co., of Portland, Announces Affiliation With C. G. Conn, Ltd.

PORTLAND, ORE., December 4.—W. A. McDougall, of the McDougall Music Co., exclusive Columbia dealer, announces that the company has become affiliated with C. G. Conn, Ltd., of Elkhart, Ind., and that hereafter the firm will be known as the McDougall-Conn Music Co. of Portland. Mr.

McDougall will remain as president and general manager and C. D. Greenfield, president of the Conn factories, will be the vice-president of the new firm.

Mr. Greenfield, while in Portland last Summer, became interested in the business prospects of Portland, and it was suggested that the formation of a partnership as above might be mutually beneficial, in that it would give the patrons a direct-from-factory service. The deal followed.

The firm has a fine location at 129 Tenth

street, occupying the entire three floors of the building, which has been remodeled to meet the purposes of the business. The main floor of the building contains the Grafonola department and the small goods and sheet music departments. The record demonstration rooms and large and well-designed period demonstration rooms are on the mezzanine floor. The third floor of the building is handsomely equipped as a recital hall, which is in great demand by the music teachers and musical organizations of the city.

OREGON ASSOCIATION GIVES DANCE

Dance of the Oregon Music Trades Association in the Recital Hall of the McDougall-Conn Music Co. Is Largely Attended

PORTLAND, ORE., December 4.—The Oregon Music Trades Association held a most successful dance recently in the recital hall of the McDougall-Conn Music Co. Music was furnished by "The Gordon Six" orchestra. Those in charge of the affair were C. A. Alphonse, of the Hyatt Talking Machine Co.; J. J. Collins, of the Reed, French Piano Co., and Louis Mack, sheet music dealer in the Bush & Lane store. They were assisted by W. A. McDougall, of the McDougall-Conn Music Co.; Frank M. Case, manager of Wiley B. Allen, and William Hoedecker, of the Seiberling-Lucas Music Co.

INSTALL UNICO EQUIPMENT

Greenwood Piano Co. Remodels and Enlarges Its Warerooms—Five Demonstration Booths

YOUNGSTOWN, O., December 6.—The Greenwood Piano Co., talking machine dealer of this city, recently beautified and increased the efficiency of its wareroom through the installation of extensive "Unico" equipments. The equipment consists of five demonstration rooms, to be used for both players and talking machines, and a player roll and record department with "Unico" counters. The entire equipment is finished in ivory and was installed in record time. It is stated that twenty-four hours from the time the order was received by the Unit Construction Co., of Philadelphia, the entire equipment was crated and on its way to this city.

TIMELY DEALER PUBLICITY

King's Pharmacy, Lewistown, Mont., progressive and successful Sonora dealer, is giving publicity to Sonora phonographs through the use

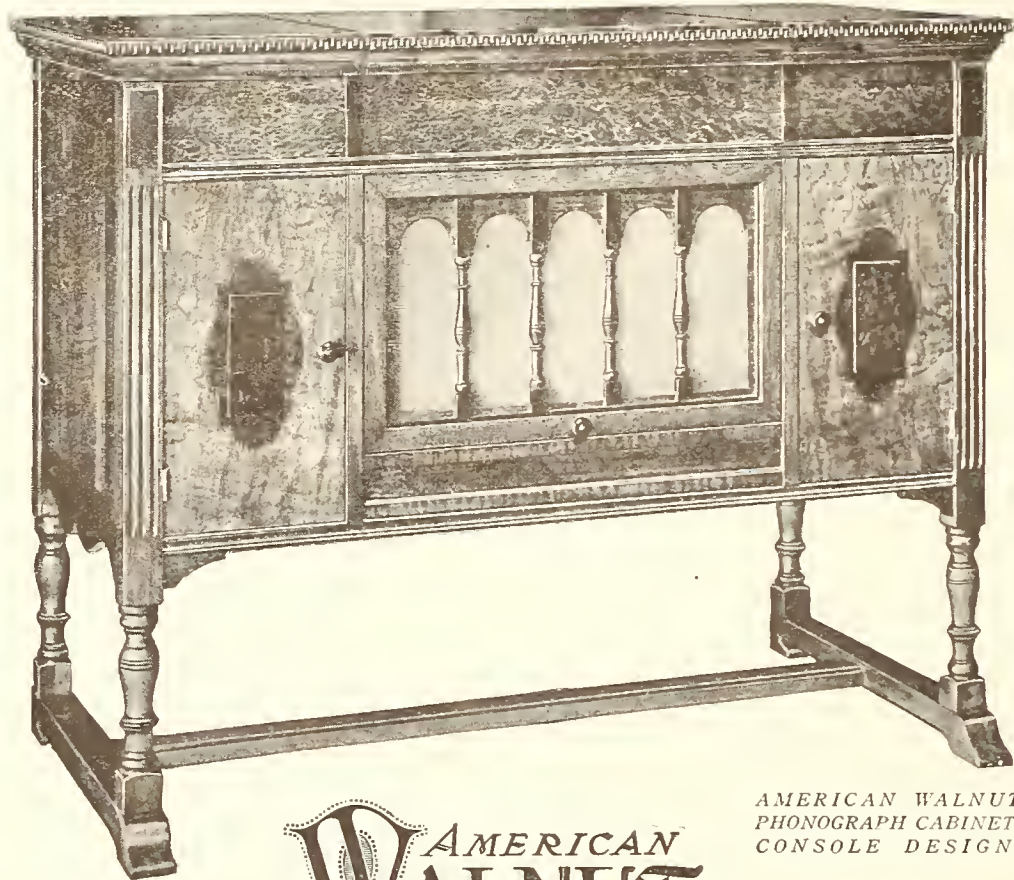


Display of Community Music House

of outdoor signs and fair exhibits. The accompanying illustration shows one of the booths maintained by this dealer at a recent fair, together with one of the outdoor signs that it is using to advantage.

H. J. Kennedy has been made manager of Widner's Grafonola Shop, 351 Main street, Worcester, Mass. Mr. Kennedy has been associated with the company for the past five years and is a progressive personality.

All of our advertising contains this excellent advice—
"Be Sure Your Walnut is ALL Walnut."



AMERICAN WALNUT
"The Cabinet-wood Superlative."

AMERICAN WALNUT
PHONOGRAPH CABINET,
CONSOLE DESIGN.

A Well-Made Piece in American Walnut Sells Itself.

The manufacturer who calls upon American Walnut to help him meet competition has enlisted a powerful ally.

Where the "selling points" are plainly revealed it isn't much of a trick to book orders.

We are steadily strengthening the public's taste for American Walnut by our persistent and constantly increasing national campaign of advertising.

It is, naturally, *your* job to give them what they want.

Write for data for MAKERS or data for DEALERS—and that invaluable "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.

SENATORIAL FRIENDS OF THE TRADE

Music Industry Owes Debt of Gratitude to Senators Frelinghuysen and Edge, From New Jersey, for Elimination of Excise Taxes

In these days when Senators and Congressmen are so freely criticized for real or fancied shortcomings, members of the music industry, and particularly of the talking machine trade, are firm in their appreciation of the notable services rendered by Senators Frelinghuysen and Edge, of New Jersey, who are directly responsible for introducing and winning support for the amendment to the new Revenue Act exempting musical instruments from excise taxes.

Many factors in and out of the industry played important parts in developing support in Congress for various suggested movements calculated to free the music industry from the excise tax burden. There is no question but that the several months of work on the part of the Music Industries Chamber of Commerce and its allied organizations, the music clubs throughout the country, and the Federation of Women's Clubs had the effect of acquainting Senators and Congressmen with the trade attitude towards the tax and the reasons offered for its elimination.

First there came the support of the Smoot suggestion of a general sales tax and almost as a final thought the amendment introduced by Senator Calder, designed to free certain musical instruments and parts, including pianos, from the excise tax, but leaving it on talking machines.

Then came Senator Frelinghuysen with the support of Senator Edge in introducing the amendment striking out entirely the paragraph providing for excise taxes on musical instruments, rolls and records and, freeing the trade from all excise taxes. It is a victory such as few had hoped for, in view of the attitude shown when previous attempts had been made to secure relief.

The actual introduction and putting through of the amendment simply represented the culmination of the work of Senators Edge and Frelinghuysen, who had previously approached the various Senators, particularly those who had shown themselves somewhat hostile to the demands of the music industry, and won these objectors over to the cause.

Those who watched the progress of the tax fight throughout the last five months are prone to admit that the entire music industry owes a distinct debt of gratitude to the Senators from New Jersey for their work in bringing about the complete elimination of the excise tax. It may be that the various other forces helped materially in preparing the way for the final stroke, but it was the two Senators mentioned who actually put over the move.

A number of members of the talking machine trade have already taken it upon themselves to write letters to the Senators thanking them directly for their efforts, and such expressions of appreciation are fully in order.

NEW VICTOR BOOK ON OPERA READY

The Sixth Edition of "The Victrola Book of the Opera" Is Ready for Distribution

CAMDEN, N. J., December 8.—The sixth edition of "The Victrola Book of the Opera" is now ready, according to an announcement by the Victor Co.

The new book is larger in size than previous editions and the stories of more than one hundred operas are told in clear, concise English. Victor records are listed at the end of each opera for the convenience of Victrola owners, so that the dramatic development of each opera plot is not interrupted.

Limited quantities of the book will be forwarded to wholesalers in time for the holiday season. The book is designed for general reader interest, as a reference volume for colleges and schools, or for libraries.

The emptiest man and the emptiest store are most talkative.

BRUNSWICK CONSOLES POPULAR

Big Demand in Eastern Territory—Manager Strauss Calls Conference of Traveling Representatives to Insure Fair Apportionment of Phonographs and Records to the Trade

The phonograph division of the Brunswick-Balke-Collender Co., New York, reports that Brunswick dealers are literally flooding the offices of the Eastern headquarters with orders for the new console models, which were announced to the trade in October. These new consoles, the Cambridge, the Colonial, the Queen Anne and the Stratford, are all meeting with an equal demand, but dealers in some sections of the East seem to favor the Stratford model, which they claim is finding a ready market with the better class of trade, attracting a desirable clientele of buyers. E. A. Strauss, Eastern sales manager, is exceedingly busy trying to take care of these many orders, as the demand has been beyond expectations, but the Brunswick Co., Mr. Strauss stated, is making every effort to produce and ship enough of these models in time for the holiday season and give the dealer the opportunity to capitalize on the timely popularity and demand which they have created.

In order to insure a fair distribution of Brunswick phonographs and records during the holidays, whereby every dealer would be given his proportionate share of goods, Mr. Strauss called into conference all traveling representatives in the East, when ways and means to take care of every territory were discussed at length, each representative estimating the demand for his territory and a fair quota of merchandise was assigned for distribution, thereby assuring dealers in every territory of their pro rata share of goods for the holiday trade.

INTRODUCING NEW RADIO MAGNAVOX

W. R. Davis, Eastern sales manager of the Magnavox Co., recently took an extended trip through New Jersey and Pennsylvania, calling on talking machine dealers in the interests of the new Radio Magnavox, which the Magnavox Co. introduced to the trade a short time ago. Mr. Davis stated that his trip was a most successful one, as dealers received this new instrument most enthusiastically, and as it opens up an entirely new field to the talking machine dealer and also promises to become a decided asset in the making of sales of both talking machines and records.

NEW EDISON RESEARCH DEPARTMENT

School Research Department at the Edison Laboratories Outlines Its Objects and Requests Co-operation of Dealers

An announcement and description of the new School Research Department, of the Edison Laboratories, which is conducted by Dr. Charles H. Farnsworth, was recently distributed among Edison dealers throughout the country, together with a request for the co-operation of the dealers in carrying out the objects of the department.

The primary object of the organization is to lay a foundation for musical culture in the schools. The new department will carry on research to determine what particular compositions by the great masters possess the greatest appeal to the youthful mind and in this way promote an interest in good music. The plan also includes the selection of music which will interest the parents of the children. An effort will also be made to stimulate in the schools the desire for more than one instrument, instead of the one machine which is usually moved from room to room as needed.

Dealers are asked to co-operate with the department to the extent of sending in the names of the heads of the schools and making known the existence of the department to persons in the community who may be interested. The headquarters of the School Research Department are at 473 Fifth avenue, New York.

NEW BRUNSWICK AGENT IN ORLANDO

ORLANDO, FLA., December 7.—The Staton & Fife Piano Co., of this city, have just been made Brunswick representatives here. This firm are very enthusiastic about Brunswick records and phonographs and are giving the new line a great amount of local publicity. The firm are going right after business and are well pleased with the co-operation received from the Brunswick headquarters.

H. C. SAMPTER BETROTHED

Herbert C. Sampter, associated with the factory of the General Phonograph Corp., at Newark, N. J., and a brother of E. L. Sampter, advertising manager of this company, was betrothed recently to Miss Ruth Lustig, of New York City. It is understood that the wedding will take place the latter part of this month. The World extends its congratulations.



PHONOGRAPH and PLAYER-PIANO.



IT'S NECESSARY—VERY NECESSARY.

PRICES REDUCED

MR. MERCHANT, here is your opportunity to place a Record Flasher on every phonograph and player-piano you sell and your regular customers that have instruments will buy at sight.

It's low in price—within the reach of every one. Beautifully finished and fully guaranteed.

Attractive advertising matter furnished with each unit package of 12, which may be assorted in Nickel and Gold finishes.

Order at once—don't delay. Easily sold and very profitable.

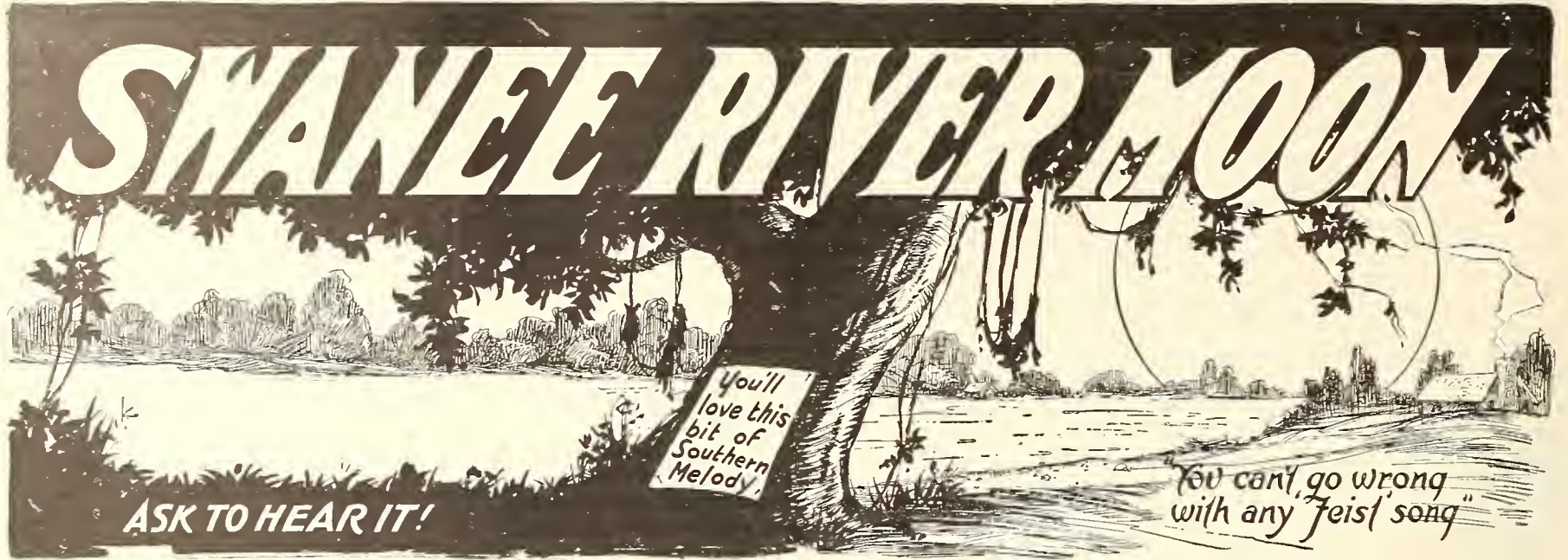
NEW RETAIL PRICES

- Nickel Finish, with battery....\$3.00
- Gold Finish, with battery..... 3.75
- Extra batteries75

Liberal Discounts to Dealers.

STANDARD ACCESSORY CORPORATION

355-57 E. Water Street
MILWAUKEE, WIS.



LOOKS LIKE "TALKER" CHRISTMAS IN ST. LOUIS TRADE

Conventional Models Much in Favor, but Consoles Have Quite a Vogue—November Business Exceeded Expectations—Music Merchants' Association to Hold Important Meeting—Budget of News

St. Louis, Mo., December 6.—It is going to be a talking machine Christmas in general and a console Christmas in particular. There is a good demand for the conventional models, but the trend is strongly toward the consoles, with indications that it may reach the intensity of a craze. Whether it is to be a passing phase or a permanent change is a matter about which dealers differ. Some say the conventional models will be driven out and others as positively assert that they will hold their own and come back stronger after the consoles have had their day. However that may be, there is no mistaking the tendency of the present demand.

Sales of Period Styles Predominating

There is a probability that the heavy sales of expensive period styles will counterbalance the December rule of a predominance of sales in the middle register of prices, \$150 to \$250, and the accelerated movement of the cheaper run of machines for Christmas delivery. Early ordering for Christmas delivery is not as general as it was last year, because it is pretty well known by this time that there is not likely to be a scarcity. Some are buying and having the machines put away, but for the most part those who want Christmas delivery are taking their time about purchasing.

Brunswick Phonograph in Concert

Gene Rodemich's orchestra and the Brunswick gave a Saturday matinee at the Famous & Barr Co. music salon which drew a big crowd. The Rodemich outfit has been making Brunswick records and it played "Just Like a Rainbow" in comparison with the record which it had made. Ted Fereda, formerly of New York, now of St. Louis, who wrote "The Love Bird," gave his own interpretation of it on the piano. Then there was anniversary and music week at the New Grand Central Theatre, where the

Rodemich orchestra plays, and Rodemich's "Cry Baby Blues" was played by the orchestra and the Brunswick Stratford.

Many Vocalion Sales Reported

Manager Chrisler, of the Aeolian Co., reports that the retail Vocalion sales for November were far ahead of last year. The readjustment of prices of the period and conventional models has attracted favorable attention. Manager Chrisler declares that the values being given are the greatest ever given, regardless of pre-war prices.

November Business Exceeds Expectations

Manager Ennis, of the Grand-Leader talking machine department, says the November business exceeded anything that was expected. It was expected to double the business of the preceding November, but it did more than that. The movement was mostly of high-grade periods and uprights and the cheaper styles, down as low as \$75 and \$100, with the medium styles not doing quite so well. There was a good sale of Victrolas at \$250 and \$300, the new Brunswick Colonials, Stratfords and Queen Annes and Sonora standards.

Meeting of Music Merchants' Association

The Music Merchants' Association of St. Louis, constituted in considerable part of talking machine dealers, will have a meeting after Christmas to decide whether to go on or quit. Interest has been lagging of late and there is a feeling on the part of some of the members that keeping it going costs too much in time and effort. Others hope that after the Christmas rush there will be a revival of interest in the Association and that its usefulness will not be brought to an end.

Becomes Manager of Phonograph Shop

Paul Gold, for eight years with the Silverstone Music Co., latterly as field representative in the South, has resigned to become manager of the Phonograph Shop (exclusively Edison), Memphis, Tenn. L. M. Schlude, who has been in the Silverstone retail department, will succeed him in the Southern field. Mr. Gold succeeds D. E. Porter.

R. V. Johnson Heads Vocalion Department

R. V. Johnson has been placed in charge of both the wholesale and retail Vocalion departments of the Aeolian Co. F. D. Brandt, formerly in charge of the retail department, has been transferred to the piano staff.

Columbia Happenings

E. M. Morgan, branch manager of the Columbia Co., has just returned from a business trip to Memphis, Paducah and Little Rock, where he reports an increased effort is being made by the dealers there to make a heavy Christmas clean-up. M. E. Rubinowitz dropped into the office to leave an order. He thinks the mails from Litchfield, Ill., are too slow. Fred P. Wat-

son, of the Fred P. Watson Co., Johnston, Ill., also called at the branch office.

Local Columbia dealers recently featured Charles Hackett in their window displays and mailing lists. Mr. Hackett sang at the Odeon December 2 and 3.

Rolens & Millikan, Murphysboro, Ill., are exhibiting a Columbia machine twenty-five years old, the owner of which has recently purchased a new Grafonola, but refuses to part with the old one because he says if he ever has any trouble with one machine he can always fall back on the other.

Mr. Shubert, of the St. Charles Music Co., St. Charles, Mo., hired a couple of energetic young men to start a sell-by-truck campaign. One of the young men hustled out to buy a truck, but the other one beat him to it and had an order for one Grafonola by the time the truck was on hand. They're out of sight now, but we've got both ears open.

Pfeifer Bros., Little Rock, Ark., had an unusually attractive Columbia exhibit at a fair in Little Rock recently.

Individual Style Makes Hit

Miss Merritt, manager of the Scruggs, Vandervoort & Barney talking machine, says there has been a remarkable response to the announcement of a console model Victrola, built to the firm's order from its own design. It was put out first during the firm's anniversary sale at a close price, but has now been priced at \$275, which is to be the permanent figure.

Some Personals

W. L. Scott, formerly with the Stout Music Co. at Kirksville, Mo., has been appointed manager of the talking machine department of the Lehman Music Co.

J. H. Bennett, assistant manager of the Brunswick Co., has returned from a business trip to Chicago.

A. F. Odell, of Odell's, Inc., Quincy, Ill., was in St. Louis a few days recently.

W. E. Krug, Jr., Edison dealer at Staunton, Ill., spent a few days in St. Louis, part of the time at the establishment of the Silverstone Music Co.

Miss Ruth O'Brien, of the record department of the Baldwin Piano Co., has returned from a trip to New Orleans.

The concert of the Eight Victor Artists here last month was so successful that the Tri-State Victor Dealers' Association, under whose auspices the concert was given, is \$1,000 to the good. Last year there was a deficit of \$600. It is planned to have the artists two nights next year.

J. Ed Black, of Springfield, Mo., has moved into a new store, in which two floors are devoted to talking machines.

The Redman & Son department store at Olney, Ill., has opened a Vocalion department.

The Symphony Shop has been opened at Tenth and Olive streets, selling the Symphony machine and Emerson records. N. D. Giles is the manager.

WE DO RECORDING

Why not record and sell under your own label? We engage talent and make records for regular releases for commercial purposes, musicians, correspondence schools, orchestras, clubs, or private individuals. Recording for any purpose. Send for rates.

Phonograph Recording Co.

260 West 42nd Street
New York City

Phone: Bryant 6389

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



Making Christmas Shoppers Stop and Buy

ONE effective way to make a Christmas display that will attract attention is to fill the background of your window with white cheesecloth or bunting and cover the floor with white cotton and imitation snow. At the left set a Christmas tree with the usual ornaments and small electric lights of red, blue and white, to represent the candles. At the right place a cabinet model talking machine, and on it a card lettered in green, red and gold, with the following wording: "The Christmas Gift Supreme—(Name of Machine)—John Dough & Co." At the topmost point of your Christmas tree arrange a small searchlight so that the light shines continuously. This light should be pointed so that it falls upon the top of the talking machine and illuminates the sign. Such a searchlight can be made by either using a small standard current bulb with a reflector and necessary side pieces, or by merely attaching a small flashlight with the switch fastened down. In this case a new battery would probably have to be supplied three or four times before the display is discarded. The other window lighting should be kept very dim, so that the searchlight effect is not killed by conflicting lights. The dark outlines of the Christmas tree and the talking machine show up very strongly against the white background and give a striking effect. Frame your window all around, close to the glass, with some Christmas rope of holly.

* * *

TAKE advantage of the idea of giving records for Christmas by putting in a special window display featuring your gift packages. Across your window at the top set a streamer sign reading: "Dough's Christmas Gift Packages." Below this streamer arrange three large signs of upright shape, No. 1 headed "For the Older Folks," No. 2 "For the Young People," No. 3 headed "Favorites for Everybody." From a local photographer secure three large photographs, one of a grandmother type, one of a young girl about twenty, and one of a middle-aged man. If he cannot supply these of uniform finish and size, he can make reproductions to your order at slight cost. The photograph of the grandmother goes on sign No. 1; the photograph of the girl on sign No. 2; the photograph of the middle-aged man on sign No. 3. Under each is a list of five records you have chosen as most appropriate, including at least one special Christmas record in each assortment. At the bottom, total the price in large figures. At the foot of each sign place a Christmas package of records attractively wrapped and tied with red ribbon. Below this, to balance the streamer sign at the top, is another streamer sign of equal size with this wording: "Give — Records for Christmas."

* * *

IF IT is your policy to feature "terms," here is an effective Christmas window that will sell machines: In the center place an attractive sign of horizontal shape of a light green color with gold borders and lettered in red and black with this wording: "Special Christmas terms on all models in this window. Reserve your instrument now and avoid disappointment." In back of this sign, in a semicircle, place as many different models of talking machines as your window will accommodate. Red silk ribbon should lead from the door of each machine to the sign. At the base of each machine place a Christmas wreath.

* * *

CARE should always be taken that the glass of your show window is in proper condition. It should be washed and polished frequently so that it has a clean, shiny, new appearance. Such an important part does the condition of the show window play that at a recent meeting of the Window Display Men's Association in Milwaukee the matter of proper cleaning was thoroughly discussed and the following method was recommended:

"The inside of the glass should be washed with tepid water applied with chamois, using no soap or powder of any kind. Dry with the chamois and polish with a cheesecloth. The outside requires different treatment, and should be cleaned with the following mixture: One ounce pulverized whiting, one ounce grain alcohol, one ounce liquid ammonia, one pint water.

"Apply with a soft cloth after having removed the surface dirt. When this preparation is allowed to dry, and is then rubbed off with a polishing motion, the surface of the glass will be extremely

brilliant, and will remain so for a longer period of time than when washed in an ordinary way.

"If a glass has become badly scratched, then a filler should be applied. This consists of an ounce of white wax dissolved in a pint of pure turpentine. This fills the cracks or scratches and prevents the dirt from lodging in them."

* * *

A VERY clever mailing card, making no direct solicitation for business, but at the same time reminding the community that you are the music center, can be gotten up in the following way:

On the face side of the postcard reproduce a photograph of either an exterior or interior view of your establishment. Underneath it place a small amount of copy, stating, for example, "Exterior view of John Jones & Co." On the reverse side of the card should appear a space for the address and the following:

"Music lovers gather together at the Opera Comique, Paris, the Metropolitan Opera House, New York, and the Music Shop, Smithville." (Substitute your own name and address in place of The Music Shop and Smithville.)

This little card you will find will increase your prestige as a music center in your locality.

* * *

IF you are making any special Christmas offer in your advertising, a very effective way to tie up your window display with your advertising is to reproduce your newspaper ad. in the window in large size. Give a proof of your ad. to your local card printer and let him make a reproduction of it about four feet high. Around the edges of the ad. should appear an imitation of the reading matter in a newspaper just as if the ad. had been clipped out of the paper. Whatever records or machines are featured in the advertisement should be placed in the window.

The effect is very striking and helps to connect your store with your advertising.

* * *

MOTION never fails to attract the eye. Here's an excellent way to take advantage of this fact. Get your local card writer to make a heavy cardboard hand about 15 by 24 inches, painted in the natural colors. The index finger should point direct to your door. In this card screw two small hooks of the type used to hang up tooth-brushes. On these hooks a sign is hung which can be changed as often as desired. Hang the hand near the front of your window with two black silk threads, one at the wrist and one at the index finger, suspending it from the ceiling. On the changeable card advertise "specials," such as new records, song hits from the show playing in your local theatre, used talking machine bargains, etc. Your salesman can give this large hand a push now and then, and it will keep in motion from six to seven minutes, like the pendulum of a clock. From the street it is hard to see how the hand is suspended, and what causes it to move. The message on the card is a direct suggestion to the customer and the finger pointing to your door urges immediate action.

* * *

MUSIC plays its greatest part as a home entertainer between the hours of 7:30 and 11:00 p. m. You should call the public's attention to this fact. A window arranged in the following manner, not only successfully produces the desired result, but also gives an unusual effect:

Make a large clock with a dial of frosted glass or heavy wax paper. It should be printed with figures from 1 to 12, and in all details resemble the face of a clock. Where the name of the manufacturer should appear on the dial of the clock, write in small letters the name of your machine. On a box behind this clock set an electric light which shines through. The sector of the clock's face between 7:30 and 11:00 should be in rosy pink, so that it is as visible in the daytime as it is at night. From this sector there should run a red ribbon to a sign which is lettered as follows:

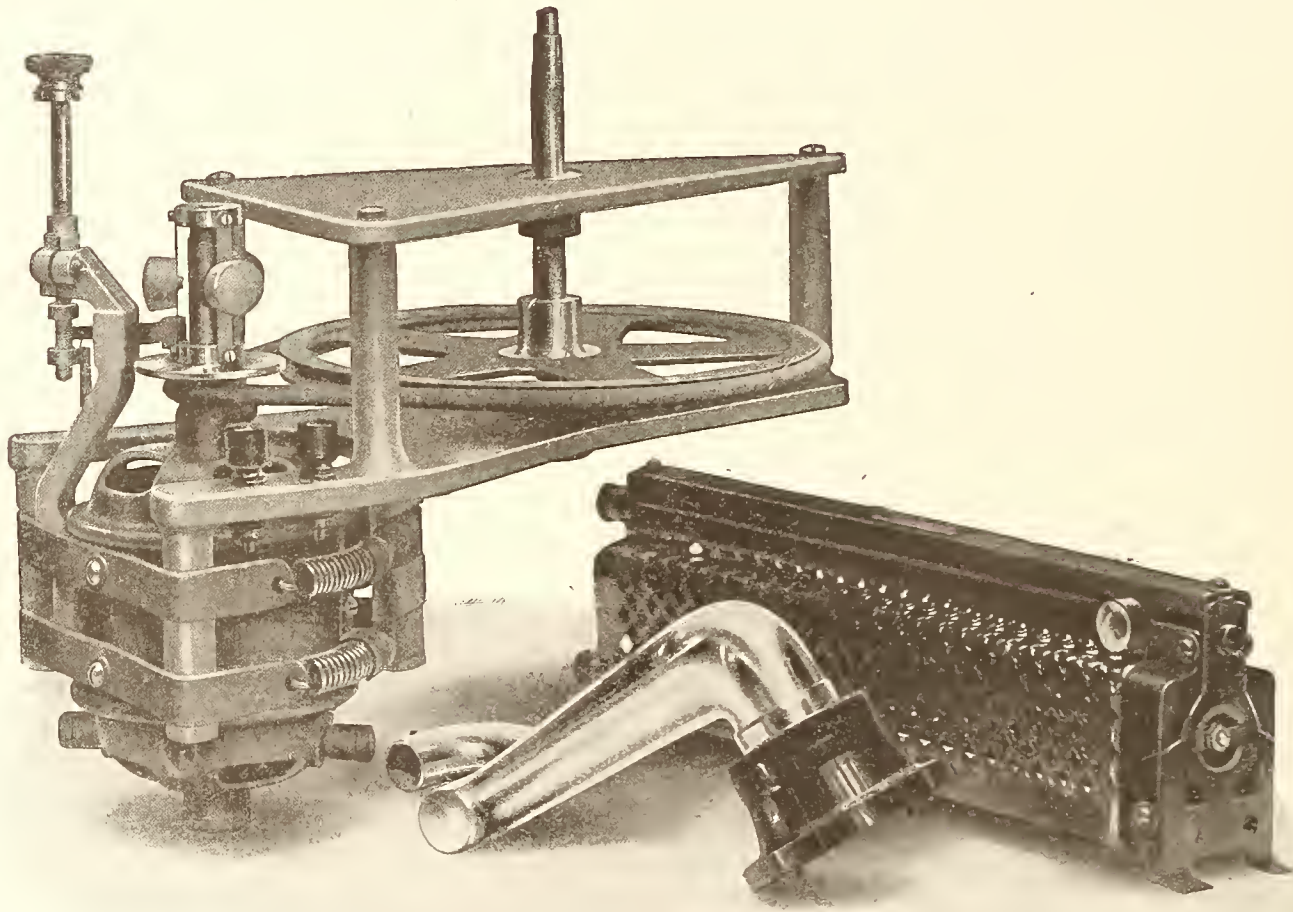
"This part of the day is music time. Is there music in your home? We sell the best of everything in music."

To either side of the clock place a machine opened as if playing. On the floor place two open albums containing records.

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 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

The Happy Six are at their happiest in "Na-Jo" and "Jabberwocky," fox trots that will get your customers in both feet. A-3503 will sell fast.

**Columbia, Graphophone Co.
NEW YORK**



IMPORTANT CORRESPONDENCE REGARDING VICTOR PRICES

R. L. Freeman, of the Victor Co., Says That the Repeal of the Excise Tax Should Be Regarded as a Possible Means of Avoiding Increased Prices Rather Than as a Means of Indulging in Reduction

The New York Talking Machine Co., New York, Victor wholesaler, recently sent out an interesting letter to its dealers, enclosing copies of some correspondence between the company and the Victor Talking Machine Co., relative to the possibility of a reduction in the price of Victor products. This letter to the dealers, which was signed by Arthur D. Geissler, president of the company, is well worth close attention. It reads as follows:

"Each year, about this time, there have been persistent rumors relative to a reduction in the list price of Victor products from which dealers' and jobbers' discounts are figured.

"The effect of these rumors has been disquieting in a measure and if let go unchallenged might result in many of our dealers hewing too closely to the line in ordering, allowing them to go into January with an insufficient stock to take care of the active Winter business which we have been taught to look forward to in the first three months of the year.

"This year the law of supply and demand evidently will take care of this problem for us, as we are in the midst of an acute machine shortage at the present time.

"To settle this question the writer wrote Ralph L. Freeman, of the Victor Talking Machine Co., under date of November 15, as per the attached copy, to which we have appended extracts from his reply."

The letter sent by Mr. Geissler to Ralph L. Freeman, of the Victor Talking Machine Co., read:

"Rumors have been very persistent relative to a contemplated reduction in the price of Victor machines after the first of the year.

"We believe publicity given the possibility that the 5 per cent excise tax on musical instruments might be eliminated has caused the dealers immediately to wonder whether or not this would enable the Victor Co. to reduce prices.

"Our organization has steadily maintained that the Victor Co.'s margin of profit has been all too narrow on the present styles of machines and that, even if the repeal of the 5 per cent excise tax were an accomplished fact, it would hardly warrant your cutting the list price of machines from which your jobbers' discounts are figured.

"If you should be able, in a measure, to advise us definitely on this subject we would appreciate it immensely."

In reply to this letter Mr. Freeman sent Mr. Geissler an interesting communication reading, in part, as follows:

"Replying to your letter of November 15, we would say that it is entirely wrong for anyone to assume that the repeal of the excise tax on musical instruments would enable this company to effect a downward revision of its prices.

"Having in mind the very unusual conditions, the Victor Co. has deliberately sacrificed its profits during the readjustment period since the

war, but this has gone on as long as can be permitted. We believe that we are entitled to a reasonable profit from our investment in money and effort in this business and we know that the business cannot be maintained on the basis we

have been operating on during the past year. The repeal of the excise tax may enable us to avoid a general upward revision of prices, but, even at that, there will doubtless be some increases in our prices on certain models to avoid actual losses.

"In conclusion we would say that the repeal of the excise tax should be regarded as a possible means of avoiding increases in our prices, rather than as enabling us to contemplate reductions."

BUFFALO DEALERS OPTIMISTIC ANENT HOLIDAY TRADE

Talking Machine and Record Business Shows Decided Improvement in Northern New York—Local Association Changes Name—Jobbers Report Progress—Columbia Co.'s Carload Campaign

BUFFALO, N. Y., December 8.—Reports from talking machine men as to indications for holiday business vary. Some dealers express optimism concerning a brisk holiday trade, while others state that it will have to come in with a rush from now on if it is to compare at all with the business of last year.

A traveling representative of one of the big wholesale houses here, who covers territory as far south as Pittsburgh, reports that business is showing a decided improvement, except in the coal and oil districts, which are affected by unemployment. In other districts, he says, business is showing an upgrade tendency.

The record business is picking up decidedly as the holidays draw near. Among the numbers that are making a big hit at the present time are "Wabash Blues" and "My Sunny Tennessee." It is expected also that "Mississippi Cradle" will score a great success.

Dealers' Association Changes Name

At a recent meeting arranged by the Talking Machine Dealers' Association of Buffalo more than one hundred Victor dealers and their employes were present. Dealers from Buffalo and towns and cities as far east as Rochester and west to Erie attended the meeting.

The principal business transacted consisted of changing the name of the Association to the Victor Dealers' Association of Western New York. President C. E. Siegesmund presided as toastmaster and delivered an address, relating the growth of the Association and some of its outstanding accomplishments during the past seven years. He stressed the value of co-operation. "The history of business," he said, "shows that it passes through a number of cycles. The first of these is the one of 'dog eat dog,' bitter and ruthless competition; the second one of 'each for himself and Satan for the hindmost,' each business man fighting for his own interests solely; and so on down to the present cycle, the one of service to customers and to one another."

One of the chief speakers was J. S. MacDon-

ald, sales manager for the Victor Talking Machine Co. "Conditions," he said, "are gradually improving." He also pointed out that the man who has goods of quality to sell and who works with determination is bound to get satisfactory results.

Park Willis, field representative of the Victor Co., another of the speakers of the evening, said that in his travels in this section he had noticed a decided improvement in business.

C. N. Andrews, Victor wholesaler, and V. W. Moody, representing the Buffalo Talking Machine Dealers' Association, also wholesalers, both gave an exceedingly optimistic report on the outlook for the holiday trade. Other reports from sales representatives indicated a bright prospect for the future.

A special feature of the dinner which followed the meeting was the appearance of Jack Yellen, Buffalo songwriter, who favored those present with some of his latest hits.

Brunswick Business Picking Up

Brunswick business is good, H. J. Hermansdorfer, superintendent of the Brunswick branch here, reports. This establishment is rushed with orders for Christmas delivery and has been obliged to increase its working force and work nights and Sundays to fill them. The Brunswick record business here has jumped tremendously during the last year and the future appears bright to us.

The Columbia "Carload" Campaign

This district is among the leaders in the "Carload" campaign which Columbia is carrying on throughout the country. Most successful sales of this kind have been carried on by the following firms: J. A. Goldstein, Niagara Falls; Swanson Piano Co., Jamestown; G. F. Schafer, Batavia; Levis Music Store, Rochester; Verbeck Musical Sales Co., Buffalo; Markson Bros., Syracuse; Lang's Hardware Store, Olean, N. Y.

Robert Porter and H. L. Pratt, Columbia executive officials, were recent visitors at the local branch.

QUALITY — THEN SERVICE — THEN A FAIR PRICE

FOR THESE REASONS YOU SHOULD BE USING OUR

COTTON FLOCKS

SUPERIOR QUALITY FOR RECORD MANUFACTURE

Triol Samples Supplied Without Charge

CLAREMONT WASTE MFG. CO.

CLAREMONT, N. H.

WABASH BLUES

ASK TO HEAR IT

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

A SNAPPY BIT OF SYNCOPATION

AS GOOD AS THE FAMOUS

"WANG WANG BLUES"

FEATURED BY
LEADING —
ORCHESTRAS
EVERYWHERE

BUSINESS SHOWS BETTERMENT IN CLEVELAND TERRITORY

Leading Jobbers and Dealers Pleased With Conditions, Both Present and Prospective—Eclipse Musical Co. Opens Service Department—Machine Shortage Possible—New Stores Opened

CLEVELAND, O., December 6.—A philosopher once said something about the proof of the pudding being in the eating thereof. Proof that the talking machine industry in this section is in excellent condition is obtained in the results of November's drive by jobbers and dealers alike. The month has gone ahead of last November in machine sales, indicating that dealers have been doing their holiday business earlier than usual this year. After a study of the situation as it is at present the opinion is offered by H. J. Shartle, general manager of the Cleveland Talking Machine Co., Victor jobber, that a shortage of machines is not unlikely by the beginning of the New Year, if not before Christmas.

Columbia Dealers Institute Sales Drives

Confidence in the situation is likewise proved by three separate drives being conducted by Columbia dealers in and near Cleveland. The Antel's Music Shop, of this city, and the Tiffin Music Co., Tiffin, and F. J. Wiegand, Barberton, each has taken three carloads of Grafonolas, which are being sold now. Indications are that these campaigns will not last a month, as originally planned, since sales at the beginning have exceeded expectations. These events were planned and are aided by Columbia branch officials, including S. S. Larmon, manager; H. C. Cooley, assistant manager, and J. G. Megirt, field representative.

Truck parades, with machines taken from the cars; newspaper advertising, music at the stores and other features were employed to arouse public interest. The Antel affair was especially noteworthy. A clown band led the parade, and Al Jolson, Bert Williams and other Columbia artists were invited to be present. Likewise, the enterprise of the Tiffin Music Co. in entering into such a campaign is noteworthy, inasmuch as it is less than a year old. Carl Abbott, Walter L. Robinson and H. C. Wolf make up the firm.

Phil H. Dorn Joins Eclipse Staff

Another welcome addition to the Eclipse organization is Phil H. Dorn, who is credited with having one of the largest followings in the talking machine trade in this section. Mr. Dorn is a pioneer in the talking machine world here, having been connected with the industry nearly a quarter of a century. He will have field work to do for the Eclipse, and already has accomplished significant service for dealers, all of whom welcome him back to the trade.

Kennedy-Schultz Co.'s Granby Drive

The Kennedy-Schultz Co., Granby distributor and Okeh record jobber, has completed two sensational drives for dealers in towns near Cleveland. These affairs marked the entry of

the Granby into the Spear Music Co., at Dover, and the Arbaugh Furniture Co. at Salem. In both instances similar publicity was used, and in both instances also practically the entire population for several miles around turned out to attend. Telegrams were used to announce that "The Granby Family" was coming to town, including "Miss Virginia Granby." At Dover Miss Peggy Gibson was Miss Granby, and at Salem an equally popular girl filled the part. They stood on certain corners, masked and garbed in Colonial costume, and the people were invited to guess their true identity. Leaders among those who guessed correctly won substantial prizes offered by the Spear and Arbaugh firms. At Dover a parade of floats, in which local merchants participated, was held, and the Spear float, representing the Granby trademark, won third prize. The Arbaugh event was linked with a dinner dance given by the Elks, and the Salem Miss Granby created a stir, with few guessers as to who she really was.

A Unique Service Department

A unique service department for dealers has been organized by Edward B. Lyons, general manager of the Eclipse Musical Co., Victor job-



Mrs. Rae P. Lute

ber, with Mrs. Rae P. Lute in charge. Mrs. Lute has had twelve years' Victor merchandising experience. The new work will supplement the work accomplished by dealers who send their sales folk to the Red Seal School of Salesmanship of the Victor factory. All business-building principles that are needed by a dealer will be installed and developed by Mrs. Lute. Her services will be available to all dealers desiring such improvement to their business,

and she will remain as long as necessary in any one establishment to accomplish this end, explains Manager Lyons.

Victor Dealer Re-enters Business

Another new Victor dealer, or rather an old dealer returned to the fold, has opened here in the Collister & Sayle Co. One large window will be given over to talking machine displays only. Booths are in the forepart of the main floor, equipped with especially fine furniture and lamps. Ernie Rezeau will be general manager, and Miss Addie Snyder has been placed in charge of the department.

Randolph House of Good Music Moves

The Randolph House of Good Music has just completed its formal opening in its new home at St. Clair and Parkwood, the third in three years this firm has occupied in the same section of town. A new two-story building is given entirely over to music merchandising. One big feature is a 104-foot window display, said to be the largest given to any one line hereabouts. Almost the entire first floor is given over to talking machine displays and demonstrations, with two rest rooms near the front.

L. Meier & Sons Co. Opens New Store

Another new store makes its official bow to West Side folk in the the Denison-West Twenty-fifth street store of the L. Meier & Sons Co. This is the second enterprise of this firm. A third store will be opened at Lorain-West Ninety-seventh street, for which a formal opening is planned early in the new year. About 15,000 persons were reached for this opening through the distribution of tickets at the stores, and from the giant Victrola mounted on a truck, these tickets entitling a lucky holder to a large talking machine as prize. Flowers, cigars, Victor dogs, balloons and other souvenirs were distributed. Much direct-by-mail advertising was used, as well as daily newspapers. The event lasted three days, during which artists of local fame and an orchestra played nearly all the time. Many members of the trade sent floral offerings, and prominent members of the trade attended, including Edward B. Lyons and P. J. Towell, of the Eclipse Musical Co.; H. J. Shartle, W. F. Sayle and Miss Grazella Puliver, of the Cleveland Talking Machine Co.; F. C. Erdman, special Victor representative, and others.

The original Meier establishment, Clark-West Forty-fourth street, has the distinction of being one of the handsomest retail stores of any kind in the country. The two new stores are patterned much after the manner of the first, though smaller. Some of the unusual features, originated by Louis Meier himself, are booths with marble wainscoting, equipped with electric fans and flower vases and plate-glass sides set in putty, which insure added sound-proof qualities.

Victor Artist Draws Large Gathering

Edward Johnson, Victor artist appearing in person here, drew the largest gathering so far this season of talking machine interests at a special meeting in the Hotel Statler. The event

See Advertisement on page 153

TRADE MARK
DISC-O-GAMES
PAT APPLIED FOR

was arranged by Cleveland Talking Machine Co. officials. Mr. Johnson exceeded his previous remarks in his talk on the artist and record making, and the value of this knowledge to the dealer and record seller in closing business. Miss Grazella Puliver, publicity director of the company, was chairman of the meeting.

Long-distance Shipment From Cleveland

What is believed to be the longest distance a talking machine has traveled from Cleveland is a special Columbia, in a trunk, which has been



Columbia Shipment to Japan

sent to Japan. The order was received from Nogi Junzo Shirai, former Cleveland lad, and now of Tokio. Mr. Shirai used to be associated with George Krauslick, manager of the record department of the Cleveland branch of the Columbia, which may account in part for the order coming here.

Indications Point to Machine Shortage

That the predicted shortage in machines may be closer at hand than some suspect is shown by the accumulation of orders for Brunswicks in the local branch of the Brunswick-Balke-Collender Co., and the need for speedy delivery now so that dealers may have sufficient stock to meet their Christmas demand. Present distribution will be augmented, however, in the opinion of V. K. Henry, talking machine department manager in this territory, with the arrival of the Queen Anne and Colonial models.

Furnishes Granby for Theatre

Unique use of a phonograph has been accomplished by the Alhambra Music Shop in the installation of a Granby instrument on the stage of the Loew Park Theatre during an "All-Jazz Week" inaugurated by Maurice Spitalny, orchestra director. The instrument played during the intermission of picture exhibitions.

The Hoover-Bond Co. Christmas Drive

The Christmas campaign of the Hoover-Bond Co., which has three establishments in Tiffin, Lima and Ashtabula, all in Ohio, has been promulgated by H. C. Cooley, assistant branch manager of the Columbia in this territory, and a corps of expert sales promoters from the local office.

One of the unique sales of the period has just been completed by E. A. Friedlander, talking machine department manager of the Bailey Co., in the purchase of 126 cases of records, said to amount to 30,000 pieces, which were sold in less than a week, although it was expected this event would last twice that length of time. The records were sold at a markedly low price, which accounted for the quick absorption. Several stands throughout the store were erected to conduct the sale.

Phonograph Co.'s. Tone Tests a Success

The Phonograph Co., Edison distributor, has completed the largest series of tone tests ever conducted in this territory. Close to fifty dealers in the district participated in this move. Artists who appeared at the different establishments or at the hall where the dealers conducted the tests included Willard Osborne, George Wilton Ballard, Sybil Sanderson Fagin,

Collins and Harlan. The bookings were made by E. S. Hirschberger, advertising manager of the Phonograph Co.

Cleveland Co. Organizes Sales Helps

With the dance season approaching its height, a plan that is welcomed by dealers who wish to cash in on the maximum business for dance records is being developed by the Cleveland Talking Machine Co. New hangers, in which the dance records are listed, without being dated, have been prepared. The innovation is designed to aid dealers in disposing of old dance numbers as well as new ones, points out Miss Grazella Puliver, educational director, and a considerable gain in this branch of the business already is reported by dealers.

Another dealer aid by the Cleveland Co. is the preparation of a bulletin of educational records, designed to assist the teacher in making selections for her school work. Every possible use of records for school work is included in this bulletin.

The presentation of "Over the Hill," motion picture, was timed in Cleveland with the arrival

of the record of that name in this territory. Through the effort of the Cleveland Talking Machine Co. motion picture exhibitors invited dealers to attend the preliminary showing of the picture here. The story learned by the dealers offered an asset to greater record distribution, and dealers, in return for the courtesy of exhibitors, informed the public in window displays that the pictures were being shown at Loew theatres.

Cheney Concern Perfects Service

Virtually perfect service for dealers in its territory has been created by the Cheney Phonograph Sales Co., and through this medium both machine and record distribution will be kept up until the holiday demand is over. In order to insure such good service President George R. Madson, of the Cheney company, does not contemplate adding new clients until after the first of the year.

Salesmanship is the art of getting people to buy what they want, even if they don't know they want it.



Here are the Tonepen display box and the display cards supplied free of charge to dealers.

Join the Army of TONEPEN Dealers

A large number of dealers are now selling TONEPENS because they are better than ordinary phonograph needles. A TONEPEN plays loud, soft and medium. Our TONEPEN is good for at least one hundred records without removing it from the reproducer.

As soon as a prospect hears the results obtained with the marvelous TONEPEN he buys a set of three for fifteen cents—the retail price.

Display Cases and Cards

Every dealer who orders a gross of TONEPENS receives free of charge the TONEPEN display box and four of the attractive display cards shown on this page.

Attractive Dealer Offer

TONEPENS are sold at such a liberal discount to the trade that it pays to handle them.

Write today for our attractive dealer offer. Let us send you a gross of TONEPENS with the free display box and the free display cards.

Fifty Sample Cards FREE

With every initial order we give 50 cards (three Tonepens to each card) FREE for distribution as samples.

TONEPENS are guaranteed. If any dealer or user finds that TONEPENS do not live up to our claims we will refund his money. No dealer runs any risk in stocking up with TONEPENS.

THE TONEPEN CO.

217A Center Street

New York



For the Children

THE ARTO CO.

Has Just Issued a Special

Christmas Record
Catalog No. 3089

“SANTA CLAUS’ ARRIVAL”

AND

“SANTA CLAUS DISTRIBUTES THE TOYS”

Descriptive Christmas Stories

Recorded by Mr. Gilbert Girard, the well-known mimic of the expressive sounds of birds, cattle and animals, and an entertainer extraordinary. This ARTO Record is a sure-fire big seller during the Christmas season, and as a Novelty Record for children, there will be a demand for it throughout the year. Don't overlook this opportunity for more business. Have your order entered immediately with our jobbers as listed below, or you may order direct from us.

The Operatic Arias, sung in Italian by noted Grand Opera artists, as listed below, are masterpieces of voice reproduction. For your trade who prefer operatic selections, you should have a supply of these at hand.

Operatic Arias

Sung in Italian

- 3090 **Rigoletto** (“Caro Nome”) (G. Verdi)—Soprano solo, orchestra accomp., Eva Leoni
- Rigoletto** (“Questa O Quella”) (G. Verdi)—Tenor solo, orchestra accomp., Antonio Rocca
- 3091 **Il Trovatore** (“Il Balen Del Suo Sorriso”) (G. Verdi)—Baritone solo, orchestra accomp., Milo Picco
- Carmen** (“Canzone Del Toreador”) (G. Bizet)—Baritone solo, orchestra accomp., Carlo Ferretti

Please do not fail to obtain copies of the recent monthly bulletins of ARTO Records.

THE ARTO CO.

New York Office:

1658 BROADWAY

Factory: Orange, N. J.

LIST OF ARTO JOBBERS

- CROWN MUSIC CO., New York City.
- ARTO DISTRIBUTING CO., New York City.
- THE MORRIS MUSIC PUB. CO., Philadelphia, Pa.
- CONSOLIDATED TALKING MACH. CO., Chicago, Ill.
- SCOVILLE JOBBING CO., Atlanta, Ga.



VICTOR TRAVELING STAFF TO MEET MURRAY RESIGNS FROM PATHE CO.

Reunion During the Holidays at Camden—To Hold Important Conferences

CAMDEN, N. J., December 10.—Plans have been consummated whereby the entire staff of the traveling department of the Victor Talking Machine Co. will visit headquarters at Camden during the holiday week, immediately following Christmas Day. During this week various conferences will be held regarding the plans and work to be accomplished during 1922, and the entire traveling organization will also have an opportunity to establish a personal contact with the new head of the Victor traveling department, Frank K. Dolbeer, whose return to the talking machine industry was reported in detail in The World several months ago.

AN EXCELLENT HOLIDAY FOLDER

Talking Machine Department of James McCreery & Co., New York, Features Victrola for Christmas in a Most Effective Manner

An unusually fine folder featuring Victrolas for Christmas has been issued by the talking machine department of James McCreery & Co., New York, and affords an excellent idea of the individuality that may be shown by dealers in preparing sales literature. Five of the most popular Victrola models are listed in the folder, which is of convenient size for mailing in the ordinary envelope. Prices and terms are quoted in connection with each instrument.

The folder is finished with a background of tan, with the machines also printed in light tan ink against a field of red and black. Holly, snow and typically Christmas decorations serve to add to the attractiveness of the folder.

HOFFAY PHONOGRAPH CO. MOVES

Talking Machine Manufacturer Now Located at 160 Pearl Street, New York

The Hoffay Phonograph Co., manufacturer of the Hoffay phonograph and air-tight tone arm, as well as a sound box marketed under the trade name “Resurrectone,” moved early this month from 59 Fourth avenue, New York, to 160 Pearl street.

The Hoffay Phonograph Co. was recently granted additional patents covering the manufacture of the “Resurrectone.” Parts of the new product have been simplified and the manufacturer also states that the sound box gives increased volume as well as added quality.

PEERLESS DE LUXE MUCH ADMIRER

The Peerless Album Co., which announced early last month a new record album made particularly for Christmas trade to be known as the “Peerless de Luxe,” states the new product is being received in trade circles with much favor. Several letters have been received by Phil Ravis, president of the company, in which retailers stated that it was the most timely offering received by the trade in many months.

The “Peerless de Luxe” is made primarily to be given as a gift to record enthusiasts or to owners of talking machines who place unusual value on their record collections. It is a quality product throughout, beautifully bound in two-tone Spanish mission, the inside covers of which are lined with genuine moire silk with the metal bindings of gold plate. The covers are gold finished, bevel edged and the leaves are excellent quality satin finish envelope stock.

ANNOUNCES PRICE ADJUSTMENT

The Fulton Talking Machine Co., New York, manufacturer of popular-priced table model talking machines, phonograph parts and accessories, recently announced a reduction in price on its talking machines. S. Davidson, of the company, states that the demand for popular-priced table machines is on the increase.

Will Relinquish Post as Assistant to President of That Company on January 1

It became known last week that C. H. Murray has resigned his position as assistant to the president of the Pathé Frères Phonograph Co., of Brooklyn, N. Y., the resignation to become effective the first of the year. Mr. Murray has been connected with the Pathé Frères Phonograph Co. in various important capacities for the



C. H. Murray

past three years. He joined the organization as advertising manager. His exceptional executive ability was early recognized and well appreciated, which resulted in his appointment as assistant to the president, W. W. Chase. In this capacity Mr. Murray not only assisted the chief executive in his arduous duties, but also directed the sales of the organization. Mr. Murray has not as yet announced his future plans.

F. W. Waldmeyer, for several years credit manager of the Pathé Frères Phonograph Co., has also resigned and sailed for Europe on the “Olympic” on December 10.

INTRODUCING NEW HOME GAME

The Western Envelope Corp., 65 Hope street, Brooklyn, N. Y., recently announced a new game for home use to be used in connection with the turntable of talking machines. It is called the “Disc-o-games,” made of heavy cardboard stock resembling a roulette device and, indeed, a form of roulette can be played upon it. In addition the device can be used to tell fortunes, act as a ouija board and carry out interesting mathematical and spelling problems by its unique arrangement.

J. M. Alter, president of the Western Envelope Corp., in speaking of the possibilities of the new product, said: “Prior to our acceptance of the manufacture of this product for which we hold the exclusive rights, samples were placed before the trade and invariably aroused unusual enthusiasm, all of which encouraged our desire to accept the new game as a manufacturing and sales proposition.”

It is not how high you climb that counts—but how long you keep climbing.

THE BROOKS INBUILT AUTOMATIC REPEATING PHONOGRAPH



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the “wonder” instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' di count. Distributors wanted.

BROOKS MFG. CO.
Saginaw Mich.

GLEANINGS *from the* WORLD *of* MUSIC

DEALERS INTERESTED IN SHEET MUSIC DEPARTMENTS

Some of the Factors That Must Be Reckoned With in Establishing and Conducting the Sheet Music Department Successfully—Should Put Trained Clerks in Charge of Work

In response to some recent articles appearing in this department as to the profitableness and advisability of operating popular sheet music departments or racks, the writer has received numerous inquiries from retailers requesting advice as to the feasibility of opening complete sheet music departments in talking machine stores.

Of course, this question is not one that could be readily answered in a short letter, and, indeed, to do justice to both the inquirer and the goods spoken of, it would be necessary to have data regarding the dealer's location, present competition from dealers handling such a class of music, something of the musical taste of the locality, and such other information containing pertinent facts. In many cases it would not be well to make an authoritative announcement of the merits or demerits of such an addition to a going business without having first-hand knowledge of the situation.

Naturally, a complete sheet music department has its advantages and attractions, and in numerous instances it has become an important adjunct to the talking machine store.

One thing we would advise, however, is that no talking machine dealer attempt to operate such a department under his own personal direction, or at least only in rare instances, where previous experience has given the necessary qualifications. The problems are many, the details voluminous, and they would detract from

the proprietor's energies now applied to the strictly talking machine departments, in many instances to his disadvantage and financial loss.

That has been the reason we have advocated, where a dealer felt it necessary to add to his sales income, the opening of popular music departments or racks only, generally confining the stock to fifty or sixty of the best titles of the current season, for in this manner no additional energy is required to run the department. The title pages on display are silent salesmen. The turnover is quick and the investment is small. Also, the depleted stocks can be replenished overnight from one central source.

A talking machine dealer, therefore, who would enlarge on his sheet music sales and stock standard music would do well to engage the services of a young man or girl equipped with the necessary qualifications for the efficient and successful handling of such goods—one who can shoulder the details connected with such a line. Buy, show and sell the goods, and, as one might say, "speak the language" and know the problems of those interested in such works, which include teachers and pupils of all classes of musical instruments.

There is one exception to the above and that is the stocking only of standard titles that are almost universally known. A stock of such goods can now be selected without involving the store in additional problems, and by an arrange-

ment which confines the stock to the active sellers from among such prints.

At least one, and probably more, of the standard publishers have, during the past season, made arrangements by which racks displaying the better sellers from among well-known publications can be installed with a minimum investment, and under such a plan that portion of a standard department can be profitably handled.

The turnover will not be as quick as is now found with the fifty popular hits, but it is sufficient in many cases to make it worth while.

"GOOD MORNING, DEARIE," A HIT

New Dillingham Show Full of Good Music Composed by Jerome Kern

"Good Morning, Dearie," a new musical comedy produced by Charles Dillingham, with the book and lyrics by Anne Caldwell and music by Jerome Kern, recently opened at the Globe Theatre, New York City. According to the critics on the metropolitan dailies, it will forestall the entry of any other show in the Globe Theatre for many months. Its initial reception was very enthusiastic and the music particularly came in for extensive comment. Among the songs which, without doubt, will have popularity are: "Ka-lu-a," "Blue Danube Blues" and "Didn't You Believe?" T. B. Harms, Inc., publishes the score.

William Boosey, managing director of Chappell & Co., London, England, arrived recently in New York. After spending several weeks in New York he will make a short trip to Canada.

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;

FORSTER
MUSIC PUBLISHER INC.
235 SOUTH WABASH AVE.
CHICAGO

Published by the publisher of "MISSOURI WALTZ," "NAUGHTY WALTZ," "SWEET AND LOW," "KISS A MISS"

FOUR HITS from the GREATEST MUSICAL SHOW EVER PRODUCED
IRVING BERLIN'S "MUSIC BOX REVUE"

"SAY IT WITH MUSIC"

"THEY CALL IT DANCING"

"EVERYBODY STEP"

"THE SCHOOLHOUSE BLUES"

FOUR HITS FROM THIS SEASON'S MOST ACTIVE CATALOG

"GRANNY"
 YOU'RE MY MAMMY'S MAMMY

"DELIA"

"BOW WOW BLUES"

"JUST A LITTLE LOVE SONG"

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

THE EVOLUTION OF THE "BLUES"

Perry Bradford Tells of His Efforts to Popularize This Much Favored Music in Days Agone

Perry Bradford, head of Perry Bradford, Inc., who has had unusual success as a publisher of jazz and "Blues" songs, and who has been the personal representative of several colored talking machine record artists, recently said: "Blues originated from old darky folklore in slavery time. It, therefore, becomes natural for colored people to sing and play 'blues' numbers and, indeed, with the present-day success of such compositions they have become quite the vogue in other circles."

Mr. Bradford, in speaking of his endeavors to originally introduce such works, said that he had "walked out several pairs of shoes trying to show the publishers the value of 'blues' until Fred Hager, the recording manager of the General Phonograph Corp., made a test of a Bradford number, with Mamie Smith singing, 'You Can't Keep a Good Man Down'."

Mr. Bradford states that practically every phonograph company has a colored artist singing "blues" and the catalog of "blue" numbers had been quite remunerative from a sales point.

You can never ride on the wave that came in and went out yesterday.

"TUCK ME TO SLEEP" POPULAR

Suggested That a Special Week's Campaign Be Carried Out on That Number

The Irving Berlin, Inc., number, "Tuck Me to Sleep" (In My Old Tucky Home) has achieved national prominence in a very short time. Hundreds of vaudeville acts now include it in their programs, and dance orchestras in all parts of the country feature it widely.

Dealers throughout the country have found a very active demand for this number and the sales are increasing at a rapid rate. This has led to suggestions being forwarded to the sales department of the publisher from many parts of the country encouraging a national campaign, with an intensive drive over a week's period, similar to the campaigns on "My Mammy" and "All by Myself." This is being given consideration.

LAMONT WITH SAM FOX

Sam Fox, president of the Sam Fox Pub. Co., Cleveland, O., who recently toured Pacific Coast territory, announces the appointment of Carl Lamont as Pacific Coast representative of his company. Mr. Lamont will be located permanently in San Francisco and will care for the Fox interests West of Salt Lake City.

FEIST GETS "STEALING"

New York Publisher Buys Song and Instrumental Rights of New Number

"Stealing," the song and instrumental success that has had some unusual popularity in New England territory and which was published by the Orpheum Music Co., Boston, Mass., was purchased early this week by Leo Feist, Inc.

The number has shown up so well that several of the large New York publishers became interested in it and the Orpheum Co. received a series of offers for the publishing rights.

Leo Feist, Inc., will immediately start a national advertising campaign on the number and just as soon as new copies are issued the various Feist representatives throughout the country will exploit the song in their territories. Orchestras have been forwarded dance orchestrations.

PLANNING FIGHT ON JAZZ

CHICAGO, ILL., December 3.—Enemies of "jazz" lined up at the Evanston Women's Club when Mary Ross Potter, dean of the women at Northwestern University; Mrs. Anna Oberdorfer, chairman of the music committee of the General Federation of Women's Clubs of America, and others lined up against the popular rhythms. They plan their first move against the theatres.

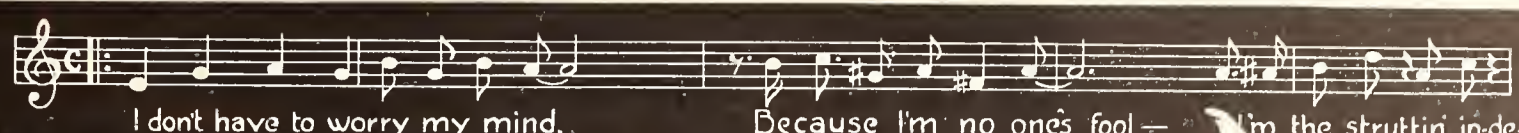
"PRESENTED BY THE ORIGINATOR"

FRANKIE

DON'T BE LED ASTRAY

FOX-TROT
 WRITTEN and PUBLISHED BY
JACK SNYDER
 1658 BROADWAY, NEW YORK

SINGLE, DOUBLE, QUARTETTE, & COMEDY VERSION, NOW READY




I don't have to worry my mind, Because I'm no one's fool, I'm the struttin', in-de-

NO ONE'S FOOL

THE BIG VAUDEVILLE HIT

ASK TO HEAR IT!



ERNEST BALL ON LONG TOUR

Popular Songwriter Appearing in Leading Vaudeville Houses This Season

Here is a characteristic pose of that popular composer-entertainer, Ernest R. Ball, taken just prior to starting out on his tour of the leading vaudeville houses of the country as a "single."

In anticipation of an unusually successful sea-



Ernest Ball

son with the Ball numbers, his publishers are showing some exceptionally attractive streamers and posters for the dealers' window displays, which are being featured in music shops wherever Mr. Ball's itinerary carries him. In addition, M. Witmark & Sons have also issued a new catalog featuring Ball's ballad successes exclusively, and dealers will find this little booklet a boost to sales.

Mr. Ball is singing and featuring his latest songs on this vaudeville tour, including "I'll Forget You," "Laddie Buck of Mine," "Time After Time," "Let the Rest of the World Go By," "Down the Trail to Home, Sweet Home," "Mother of Pearl," and, of course, his medley of famous past successes, including "Mother Machree," "When Irish Eyes Are Smiling," "Till the Sands of the Desert Grow Cold," etc.

THE TYPICAL AMERICAN BLUES

Val and Ernie Stanton, headliners appearing on the Keith circuit in Eastern territory, have recently been singing what they describe as the typical American Blues. The number in question is known as "The Eddie Leonard Blues," a blues melody deftly constructed around one of Eddie Leonard's most successful songs, "Ida." The Edward B. Marks Music Co. is the publisher of this much-talked-of number.

KEITH BARS SLANG IN SONGS

Vaudeville Heads Issue Orders Barring Such Expressions From the Keith Stages

According to a general order sent from the Keith offices to all Keith, Moss and Proctor houses, vaudeville artists are, in the future, to be barred from using current slang phrases in songs or lines. This will include "That's the Cat's Meow," "Hot Dog," "Hot Cat," "Cat's Pajamas," etc.

There are at present several songs of this type that have had more or less popularity. The publishers, of course, only issue such novelties to meet a demand and they will look with favor on the restriction of such numbers and assist in eliminating them. The publishers, after all, favor songs of a more permanent character. Most novelties are issued by their writers at the special instigation of vaudeville artists, who claim they require special material. Of course, after a member of the writing staff has contributed such works and they attain a certain amount of popularity, it behooves the publisher to issue them and cash in on the demand.

This new order will force the vaudeville artists to sing ballads, melody songs and other works which will result in worthy numbers getting a better "plug."

During the past season there have been many vaudeville artists who felt it necessary to have special material and invariably this is never of as high a character as the regular works of a

publisher's catalog. If the Keith order is successfully carried out it will, in the long run, mean bigger sales for the publishers. The trade certainly will welcome this move on the part of the Keith offices.

MUSICAL TRIBUTE TO CARUSO

Signor Tirindelli Writes New Orchestral Composition Called "Elegie"

In memory of his friend, Enrico Caruso, Signor Pier Adolfo Tirindelli has written an orchestral composition which he has called simply "Elegie." This was played for the first time in public at a concert given by the orchestra of the Cincinnati Conservatory of Music in the conservatory concert hall November 10. Signor Tirindelli traveled with Caruso in Italy and was associated with him at Covent Garden for five years.

"SUZETTE" A NEW MUSICAL SHOW

"Suzette," a new musical production, opened in Stamford, Conn., on Friday evening of last week, and is slated to open at the Princess Theatre, New York, at an early date. Edward B. Perkins is the producer, by special arrangements with F. Ray Comstock. Ray Dixon is responsible for the book and lyrics and the music is by Arthur H. Gutman. Among the songs are "Dream of To-morrow," "Gypsy Rose," "Honey Love Moon" and "Sweetheart Mine." Leo Feist, Inc., publishes the score.

<p>HITS— NOTHING BUT —HITS</p> <p>MY JUNE LOVE</p> <p>By SPENCER WILLIAMS</p> <p>The Hit of the "Put and Take" Show, Broadway's Fastest Musical Comedy</p> <p>ALLAN DALE says—"It's a wonderful tune."</p>	
<p>NERVOUS BLUES</p> <p>By the Writer of Crazy Blues</p> <p>Sung by Edith Wilson</p> <p>Played by the Original Jazz Hounds</p> <p>Columbia Record No. a-3479</p>	<p>VAMPIN' LIZA JANE</p> <p>Sung by Edith Wilson</p> <p>Played by the Original Jazz Hounds</p> <p>Columbia Record No. b-3479</p>
<p>FRANKIE BLUES</p> <p>A Real Fox-trot Blues</p> <p>Sung by Edith Wilson and</p> <p>Played by the Original Jazz Hounds</p> <p>Columbia Record No. a-3506</p>	<p>OLD TIME BLUES</p> <p>"Variety" says: "This was the Greatest finale of any Show ever played on Broadway."</p> <p>Sung by Edith Wilson and</p> <p>Played by the Original Jazz Hounds</p> <p>Columbia Record No. b-3506</p>
<p>BUGLE BLUES</p> <p>That Great Sensational Blues</p>	
<p>Note:—We also publish "Crazy Blues," "It's Right Here for You," "If You Don't Want Me" and "U Need Some Lovin' Blues."</p>	
<p>PERRY BRADFORD, Inc., 1547 Broadway, New York</p>	

INVESTIGATING ALLEGED GRAFT

Music Publishers' Protective Association Looking Into Tactics Adopted by Some Orchestra Leaders for "Nicking" Publishers

The Music Publishers' Protective Association, which has been successful in eliminating many evils from the publishing field, is giving much serious consideration to what is termed "graft" by orchestra leaders. This development has resulted from the fact that some of the largest orchestra leaders had from time to time made special arrangements of numbers for publishers for fees which invariably they were justified in receiving. More recently, however, the smaller orchestra leaders have attempted, under the guise of making a special arrangement, to extort money from publishers for rendering popular numbers.

Not only has this situation developed into a form of graft for which there is no return, but the special arrangements made by hundreds of orchestra leaders invariably do an injustice to the melody of the song. Much complaint has been made in recent months that the orchestras fail to render melodies in their original form; in fact, often the whole theme of a number is distorted.

Graft is bad enough, but to have to pay fees for the abuse of a composition is hardly to be

countenanced. Action on the part of the Music Publishers' Protective Association will, undoubtedly, be welcomed.

NEW SONG BY CLAY SMITH

Witmark & Sons Announce New Concert Number by This Composer

Clay Smith, who wrote the song, "Sorter Miss You," has produced what is looked upon as the logical successor of that number, which is entitled "Seem to See You." It is a particularly appealing and melodious number and is rendered effectively with a simple violin obbligato. It was introduced at the recent recital by Edna Swanson Ber Haar, when it received a warm welcome. "Sorter Miss You" is a big favorite on concert and Chautauqua stages. M. Witmark & Sons publish both numbers.

NEW CADDIGAN AND STORY SONG

The Edward B. Marks Music Co. has secured the Caddigan and Story song, "Wait Till You See Me on Sunday." These are the writers of "Little Blue Diamonds" and other well-known successes. The number has already made a distinct impression in professional circles.

To make your stock pay bigger dividends, put more interest in it.

MUSIC HELPS MILLINERY TRADE

Retail Millinery Association Officially Endorses Use of Talking Machine in Stores to Increase the Volume of Business—Acts as Stimulator

It is now reported that talking machines are being installed in millinery stores for the purpose of putting customers in the proper frame of mind to decide upon creations that will put increased profits in the pocketbooks of the store proprietors. It may be, too, that if the husband of the fair patron accompanies her the music may serve to put him in a frame of mind to produce the necessary cash for the hat without undue argument.

Women's Wear recently reproduced and commented upon a bulletin sent out to members of the Retail Millinery Association suggesting the use of music in selling hats to women. The bulletin read: "The use of music, as an aid in selling hats to women, a plan now used by a New England member of the Retail Millinery Association of America, has been recommended to other members of the Association. On the business manager's page of the Association bulletin to members J. R. Bolton points out that a pleasant frame of mind may be created by good music, which will induce customers to purchase."

In the editorial the paper said: "It was raining. All day it had been either misting or raining and by three o'clock it was about as gloomy a day as one could imagine. One of our members dropped in to see me from one of the biggest and liveliest of the New England cities. He said, 'How are you?' I said, 'As well as possible under the circumstances.' He said, 'What circumstances?' I said, 'The weather.'

"Then he said, 'Where's your phonograph?' and I said it was home where it belonged. 'No,' said he, 'I mean the phonograph for your office?' I thought he was joking, but he was dead in earnest and he told me something so interesting and so fraught with real value that I asked his permission to pass it along to our other members.

"He said that since he had installed a phonograph in his millinery salesrooms his sales had gone up 25 per cent, and he attributed it to the music that it provided—not so much for his customers, but to his customers before they became such.

"For instance, a woman comes into his store with a friend. The intending purchaser has her mind upon securing a hat with the friend's mind open to suggestion. As they enter the strains of a really good selection fall upon their ears. They cannot help hearing it. One says to the other, 'That's pretty, what is it?' The saleswoman, hearing the question, courteously names the selection. They listen a moment, then it occurs to the visitor that she came in to buy a hat and she sets about it.

"But a pleasant and agreeable train of thought has been started in her mind. She is a bit more favorably disposed toward buying a hat in general and toward getting it in that special store in particular. She is, perhaps, humming the tune to herself. As she turns around to look into the mirror she finds that she is turning in time to the music. That is, psychologically, she is responding to the call of harmony, and not only musical harmony, but of that still greater and all-embracing harmony that is necessary to the actual making up of her mind to buy the hat.

"Or a man enters this store with his wife—probably a not altogether voluntary proceeding on his part. He hears the music. Well, at least, here is something to attract his attention and engage his thoughts to render the time of waiting less tiresome than it might be. He, too, is in harmony with the music and more likely to approve of his wife's selection than otherwise.

"In other words, it is like a balance wheel in that it not only caters pleasantly to the senses, but it also absorbs the natural but very insidious deterrents to the completion of a sale.

"Is this deep stuff? It may be, but I declare, if I had a millinery shop, I would install a phonograph tomorrow morning and try it out."

There are no level paths to success. One must keep climbing or slide back.

IN MAYTIME

(I LEARNED TO LOVE)

By JACK SNYDER



BAND
OR
ORCHESTRA
25¢

Pronounced by
critics to be
**The MOST
BEAUTIFUL
WALTZ
BALLAD
EVER
WRITTEN**

Published by **THE HOUSE OF MASTER COMPOSITIONS**
JACK SNYDER INC.
1658 BROADWAY, NEW YORK.

NED NICKERSON IN MIDDLE WEST

Ned Nickerson, traveling representative for Jack Snyder, Inc., publisher of "Frankie," "May-time," "A Little Birdie Whispered It to Me," and other successes, has recently been covering Middle West territory. During his stay in Cleveland, O., he took part in the annual national song contest held at Zimmerman's Dance Hall, that city, from November 16 to 26 inclusive, where he was successful in winning first prize with the song "Frankie." Mr. Nickerson will visit several other of the large trade centers of the Middle West, including Toledo, Detroit, Chicago, before returning to the home office in New York.

"MISSISSIPPI CRADLE" GOING BIG

While the sale of "Mississippi Cradle" is, at this writing, a long way from the general monthly average established by "Missouri Waltz," it is almost double for the first forty days of its exploitation of what the famous Logan number offered at its start, says Forster, Music Publisher, Inc.

DISPLAYS MUSIC WITH RECORDS

Liberty Music Shop, New York, Makes an Effective Combination Window Exhibit

Herewith is shown a reproduction of a recent window display of the Liberty Music Shop, New York, in which are exhibited advantageously records and advertising material of some of the pop-



The Liberty Music Shop

ular song and dance successes. These include "Sweet Lady," "Tucky Home" and "Wabash Blues." It will be noted that, in conjunction with the display of Victor records of these numbers, title pages of the sheet music are also given prominence.

In recent months many of the metropolitan dealers have added sheet music racks to their equipment. Invariably, they find the sales of popular hits in sheet music form quite active and in no wise detract from the record sales of the numbers.

CLAIRE DUX HEARD IN NEW YORK

Celebrated Mezzo-soprano, With Dr. Richard Strauss, Makes Most Favorable Impression

Claire Dux, mezzo-soprano and an exclusive Brunswick artist who recently made her debut with the Chicago Opera Company, was heard in concert with Richard Strauss, the famous composer, at the Metropolitan Opera House, New York, on November 29, before a large and enthusiastic audience. Dr. Strauss, who is also a Brunswick artist, led the Philharmonic Orchestra in several interesting numbers and accompanied Mme. Dux in two operatic arias, which demonstrated the vocal capabilities and artistry of this singer, who is so popular in Europe. She was at her best probably in the four songs, the work of Dr. Strauss, and, in response to continuous applause, was compelled to repeat the "Weigenlied," which, as part of the program, had been received with great favor by the audience.

The first records of Claire Dux are soon to be released by the Brunswick recording laboratories to the trade and it is expected that they will be received with much interest by music-lovers who will want to enjoy her voice in their homes.

AN INTERNATIONAL HIT

"Sal-O-May," the European fox-trot recently purchased by the Edward B. Marks Music Co., has, with its American success, practically become known as an international hit. No less an authority than Sigmund Spaeth, former musical critic of the New York Evening Mail, pronounces the number as one of the most perfect dance rhythm melodies ever yet written. At any rate, well-known orchestra leaders like Paul Whiteman and Joseph Smith are featuring it extensively. Although its American life has been short, so far it has come well up to the publisher's predictions.

THE WHOLE WORLD

ENGLAND, FRANCE, ITALY, SPAIN, GERMANY, AUSTRIA, HOLLAND, TURKEY. NOW UNITED STATES, SOUTH AMERICA AND CANADA



ALL SET THE SEAL OF POPULAR APPROVAL

on

SALO-MAY

Song of the Orient and Famous European Melody

Stock up on the Records, Player Rolls and Sheet Music

EDWARD B. MARKS MUSIC CO.
102-104 W. 38th Street, New York

KIMBALL HALL

FRANCES CLIFFORD MUSIC CO.

"Publishers of Real Songs"

CHICAGO, ILL.

See Advance Bulletin
FOR
RELEASES
ON THIS
Big Selling Blues Hit
and Order on Your Favorite RECORD

TRADE CONDITIONS IN KANSAS CITY SHOW IMPROVEMENT

Demand for Talking Machines and Records Steadily Expanding—E. A. McMurtry Honored—Importance of Concentrating on Talking Machines—Great Activity Destined for the Holidays

KANSAS CITY, Mo., December 7.—Business is good, according to the general testimony of Kansas City jobbers. There is a large demand to meet the holiday as well as the regular trade, as shown by the November orders. There is a lack of demand in purely agricultural districts, owing to the low prices of grain. There have been some unusually large orders sent in during the last week, some of them over the phone, with requests for immediate shipment. Collections are fair, and the music men agree with the report of the Kansas City Association of Credit Men in saying that the "average of collections over the entire trade territories seems to be better than for the past few months."

Columbia "Carload" Sales

The Columbia Graphophone Co. is putting on a number of "Carload" sales. One of them is starting in Kansas City, at the Graphophone Shop, 1120 Grand avenue. The purchase of the carload of machines is to be followed by a vigorous newspaper advertising campaign, backed up with aggressive work by the sales force. The Columbia Co. has prepared for this campaign in Kansas City by a syndicated advertising campaign, in which all the Columbia dealers in Kansas City were represented. This campaign is conducted to get into the houses with a machine, and with the idea that if the sale is not closed at the time there will have been established a connection which might lead to a sale later. The offer to give a five-day trial free to any one who would ask for it was met by a large demand and during October and November, months when normally things are quiet, there was plenty of work for the salesmen, and a good volume of business closed. As a result of this plan of merchandising one firm reports that out of fourteen machines placed sales were closed in twelve cases.

The Jones Store Co. reports good results from the announcement of a Christmas Club, the terms being one dollar down, and one dollar a week until Christmas—then the machine delivered, and the rest of the money to be paid on terms.

An Educational Campaign

An advertisement that is different is that devised by the manager of the Kansas City branch of the Edison Co., M. M. Blackman, and worked out by the advertising agency, in which the merits

of the Edison machines are stressed. In one of the ads the Edison Mazda lamp is shown alongside of an old style electric lamp, and under the two cuts is the line—"Both are lamps, but—"; then follows a statement of the points of difference in the Edison phonograph and the ordinary ones. The same idea is worked out with apples, and horses. There are others of the series that are to appear.

The Edison Co. is also following its Mood Music tests in various towns with vigorous newspaper campaigns. The usual "follow up" is a spread in the local paper of a full page, changed each week for five weeks. This is accompanied with the personal work of the solicitors and the results are reported to be quite satisfactory.

The Handsome New Brunswick Shop

The Brunswick Shop in Kansas City is at 923 Walnut street. It will remain there. But the New Brunswick Shop is at 1109 Walnut street.



Exterior of New Brunswick Shop

The new shop was opened at this new location to reach the trade that "never goes below Tenth street." It is just off Petticoat Lane, the ultra fashionable shopping street for the ladies, and between that and Twelfth street, which has, per-



Interior of New Brunswick Shop

haps, more people pass over it during each twenty-four hours than any other street in the city. Because of this location, the owners of the Brunswick Shop believed they were justified in opening a second shop. The Brunswick people claim that this shop is equal, if not superior, in equipment to anything west of the Mississippi. It is certainly a beautiful shop, finished in white enamel, with mahogany offsettings and furniture, and with many mirrors that add much to the artistic effect. The interior improvements cost around \$12,000, and the twelve sound-proof and ventilated demonstration booths, as well as the whole shop, are strictly up to date. The immediate results in reaching many new customers who had never visited the old shop, and the good business that the new shop has enjoyed

since the formal opening on November 18, have satisfied the proprietors that they have made no mistake in their investment.

One of the main features of the new shop are the splendid show windows, which occupy a space twenty-five feet back from the street line. These windows give ample room for the display of the De Luxe and Console models, and the trade at the new shop has been largely on these models.

H. P. Ripley & Co. Expand

The talking machine department of H. P. Ripley & Co., of Leavenworth, Kan., has, until recently, occupied the rear of the first floor. It now occupies the full basement, which has been fitted up and decorated. A line of Lyon & Healy pianos will be added. Edison and Victor instruments are to be featured, and are to take the place of a miscellaneous assortment hitherto carried. The new manager of the department is W. M. Wilson, formerly of Lincoln, Nebr., who is now a partner in the department.

Must Concentrate on "Talker" Department

Dealers are recognizing more and more that music is more than instruments, and to sell it, there must be a salesman who is first sold on music himself. The Richards-Conover Hardware Co. is going out of the talking machine business. It is enlarging other departments, but it will drop music.

On the other hand, the Schmelzer Co., which is primarily a sporting goods establishment, is enlarging its Victor sales force, and the amount of business done is on the increase. But the Schmelzer people have virtually divorced the music department, so far as the wholesaling of the Victor is concerned, from the other departments. A. A. Trostler has devoted practically all of his time to this department for several years, and is treating it as a music business, and not as a side line to the sporting goods.

Local dealers are finding that it is a paying proposition to give someone special charge of the talking machine department and let them devote practically all their time to its development. The very fine results following the special efforts in some of the contests in this territory during the Summer and Fall, in which full time was given to pushing the sales of talking machines exclusively, has demonstrated that it pays.

Capitalizing Visits of Record Artists

A number of local dealers are using their windows to feature the records of the stars who visit the city and appear at the various theatres from time to time. Miss Dorothy Jardon, Brunswick artist, was recently at the Orpheum, and the advertising displays of her records were especially attractive. Her work at the Orpheum was interrupted by her illness, which sent her to the hospital, where an operation for appendicitis was performed. The operation was entirely successful.

A. A. Trostler Tells Why He Is Optimistic

"Absolutely" is the word that A. A. Trostler uses to convey his idea of the certainty of good business to follow the educational activities of music people in building future business for the music dealers. He thinks that there will be a rather quiet period following the holidays, but he is "absolutely" convinced that the business is to continue to grow in volume and quality. He thinks that the systematic training of the boys and girls in the schools will be the largest factor in this increase.

Increasing Demand for Console Models

A distinguishing feature of the business done during the past sixty days in Brunswick shops

Geo. Seiffert
The Modern Sales Corp.
Extend heartiest wishes to All for Prosperity and Happiness

929 B'WAY. Telephone ASHLAND 7453-7495 NEW YORK

TRIPLE PHONO PARTS CO.

Various Styles and Designs to Meet Every Requirement

Prices \$2.50 to \$6.00

Samples on Request

Triangle Phono Parts Co.
722 Atlantic Ave. Brooklyn, N. Y.
Telephone Sterling 1120



Mr. Dealer:-

The "Recordola"

is a

Timely Holiday Sales Asset

Let your customers make "Homograms"—Records of their own—in their homes with the "Recordola."

The Perfect Recorder and Reproducer.

May be attached to *any* Phonograph.

Fool Proof

Practical

Simple to Use—Positive in Operation

Every Phonograph Owner A Prospect

Complete "Recordola" outfit handsomely nickeled, including a double-faced "Homogram" recording blank that may be used for making 50 to 100 different records.

Retail Price Complete **\$26.00**; Extra "Homogram" Records, \$1.00 each.

Liberal Discounts to the Trade

Write for Particulars

We are now located in our new and modern Laboratories and Showrooms, and we invite the trade to call to inspect them and get a demonstration of the "Recordola."

15 WEST 34th STREET

RECORDOPHONE CO., Inc.

NEW YORK, N. Y.

in this territory is the large increase in the sales of console models. There is a growing number of people, it seems, that want the wide models, instead of the upright. A lady recently traded in a \$295 upright, which had been used but a short time, for a \$300 console. The demand for some of the models is greater than the factory is able to supply.

Death of F. H. Butler

F. H. Butler, one of the best-known music men of this section, and for many years the senior member of the firm of F. H. Butler & Son Piano Co., of 530 Minnesota avenue, died at his home in this city recently.

E. A. McMurtry's Twenty-fifth Anniversary

E. A. McMurtry, Kansas City branch manager of the Columbia Co., recently passed his twenty-fifth anniversary of continuous service with the company, having started in the St. Louis branch as a boy, and his activities perhaps are best described in the following poem, by Thomas Devine, one of the star salesmen of the Kansas City branch:

OUR MANAGER

Twenty-five years in harness, Mac!
That's going some; and looking back
To-day, we see a Kid at work—
A Kid who doesn't know how to shirk.
Again, we see him in selling clothes,
Out on the road where nothing goes
Except an order; and last we see
The Kid, the Drummer who used to be,
A Manager now with cares galore,
And grouped about him a score or more
Of busy people all glad to work
For the Kid who didn't know how to shirk.

Here's to the years that are gone, say we;
And here's to the years that are yet to be;
May the past be doubled and trebled too,
That is our wish to-day to you.

The Kansas City branch salesmen and employes also celebrated the occasion by a gift of a handsome smoking stand, as an expression of their regard for Mr. McMurtry.

A very unique sale of a Columbia school outfit has just been reported by the Barnett Music Co., of Bartlesville, Okla., this sale being made by them to a local school, at forty-five minutes after midnight Friday morning, November 11, after a school "Pie Supper," before a school committee as judges, the sale consisting of a type D-2

Grafonola, a Pushmobile and a quantity of Columbia school records.

S. M. Henley, Columbia dealer at 813 Walnut street, this city, is now recovering from a stroke of paralysis and expects to be back selling Grafonolas and Columbia records at an early date.

The "Famous Eight" to Be Heard

The Victor dealers and jobbers of Kansas City are patrons of a concert to be given on Sunday night, January 1, at Convention Hall. The Victor Eight will be here and give a popular program. A. A. Trostler, of the Schmelzer Co., has charge of the arrangements.

A branch store was recently opened in Kansas City by the Royal Music Shop Co., at 1425 East Eighteenth street. Columbia Grafonolas and records will be handled.

GEORGE A. LYONS KEPT ON THE GO

Eastern Sales Manager Tells of Great Demand for Unico Specialties Throughout Country

PHILADELPHIA, PA., December 6.—George A. Lyons, Eastern sales manager of the Unit Construction Co., has been constantly kept on the go within the past few months. No sooner has he arrived back in headquarters in Philadelphia than his services have been required in another section of the country. Recently Mr. Lyons completed a tour through the Middle West, covering Cleveland, Cincinnati, St. Louis, Peoria and Chicago. He reports conditions decidedly favorable throughout this territory and that dealers are anticipating a continuance of good business into the new year. In Rockland, Md., adjacent to Washington, D. C., Mr. Lyons sold W. C. Bean, a new Victor dealer, a complete "Unico" equipment, which consisted not only of demonstration rooms, record racks and counters, but the newest "Unico" products—fans and lights.

The hardest man to approach is sometimes the easiest to close.

LATE TALKING MACHINE EXPORTS

Exports, Including Records for Ten Months Ending October 31, 1921, Total \$3,296,900

WASHINGTON, D. C., December 5.—In the summary of exports and imports of the commerce of the United States for the month of October, 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 October, 1921, amounted in value to \$60,162, as compared with \$77,614 worth which were imported during the same month of 1920. The ten months' total ending October, 1921, showed importations valued at \$522,914, as compared with \$751,587 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 3,257, valued at \$139,429, were exported in October, 1921, as compared with 9,839 talking machines, valued at \$481,471, sent abroad in the same period of 1920. The ten months' total showed that we exported 30,231 talking machines, valued at \$1,427,111, as against 69,734 talking machines, valued at \$3,297,305, in 1920, and 52,336 talking machines, valued at \$1,817,399, in 1919.

The total exports of records and supplies for October, 1921, were valued at \$223,105, as compared with \$243,973 in October, 1920. For the ten months ending October, 1921, records and accessories were exported valued at \$1,869,788; in 1920, \$3,080,369, and in 1919, \$2,822,653.

NEW JERSEY INCORPORATION

The Clark Phonograph Record Co., of Newark, N. J., was recently granted a charter of incorporation under the laws of that State, with a capital of \$250,000. Incorporators are: Wallace M. Rogerson, of Chicago, Ill.; George H. Clark, of Newark, N. J., and Frank Lappen, of New York.

MILWAUKEE DEALERS ARE ENTHUSIASTIC OVER OUTLOOK

Orders Received by Jobbers and Dealers for Machines and Records Indicate Prosperity—Better Homes Week Helps—Exhibitors at Local Exposition—Interesting Reports That Spell Prosperity

MILWAUKEE, WIS., December 7.—To the conservative element in the local talking machine trade business, during the early part of the holiday shopping season, has been so much better than expectations that enthusiasm has been aroused. Those who anticipated an active trade by taking on liberal stocks in ample time to avoid a rush are highly pleased that they should have so done. Requests received by jobbers and manufacturers from retailers throughout this territory for merchandise of all kinds are so numerous and of such good proportions that it seems like the good old days.

"Better Homes Week" Helps Trade

One of the things which have contributed materially to the present active state of the talking machine business, and to business in musical instruments of all kinds as well, is the "Better Homes Week" conducted by a leading daily newspaper of Milwaukee, in co-operation with the associations of music merchants, furniture and interior furnishings men and other craft organizations, during the present week, December 5 to 10, when Ross Crane and his associates of the staff of the extension department of the Chicago Art Institute have been brought to Milwaukee for a series of fifteen lectures and demonstrations of the home beautiful.

A talking machine, or a talking machine and piano, invariably has been included in each of the displays arranged by Mr. Crane and his fellow-experts to portray vividly to the eye the ideas of proper home furnishing which they rendered by word of mouth in their lectures. Thousands of Milwaukee people attended the lecture series and "Music in the Home" propaganda was given a substantial advancement.

Scramble for Merchandise

Local talking machine jobbers express gratification over the way retailers are buying to cover holiday needs. It is a well-known fact that many dealers did not repeat their usual custom of former years of buying ahead during the late Summer and early Fall for late November and December delivery. Consequently they have been caught short and are now in somewhat of a scramble for merchandise. It is the old, old story of waiting until the eleventh hour, but the jobbing trade rather looked for just such a situation and is fairly well fortified to fill late orders promptly.

Victor Dealers Buying Liberally

With the Badger Talking Machine Co., Victor jobber in Wisconsin and upper Michigan, activ-

ity is reminiscent of the rushing times of former years. This has been especially noticeable in the past week and it appears that it will continue until the end of the month. This condition exists despite the fact that Victor dealers have been buying liberally for the last two or three months. Therefore, the present rush is regarded as indicative of an active business throughout the territory beyond the early expectations.

Greatest Demand Ever Experienced

The Brunswick line is marching through to the holidays with the largest number of orders the Milwaukee branch has ever experienced. Manager Thomas I. Kidd is elated over the excellent volume, which exceeds even his liberal predictions of a month and two months ago. The Brunswick has gained a substantial foothold in Milwaukee and Wisconsin and Manager Kidd is just beginning to "cash in" on his several years of intensive effort to make his line one of the leading sellers in the Northwest.

Edison trade is very active and sales are establishing new high-water marks over the volume of past years.

City and country business in the Sonora line is excellent in Wisconsin as well as in the Upper Peninsula of Michigan, according to Fred E. Yahr, president of the Yahr & Lange Drug Co., who is devoting his personal attention to the distribution of the Sonora.

Remarkable Columbia Business

The Columbia is winding up the best year in its history in Wisconsin with a remarkable holiday volume in instruments as well as records. It was in the Spring of 1920 that this territory was subjected to a concerted drive for business, and while good results were evident a year ago at this time the call for Columbia merchandise since then has grown steadily until now the demand is, by comparison, astonishingly large.

Strong Demand for the Dalion

The Milwaukee Talking Machine Co., manufacturer of the Dalion, has been working hard for several weeks to fill a rush of orders and is making a whirlwind finish of an excellent year. Business is brisk and the factory will have all it can do to fill all of its holiday orders before December 24.

Entertained 14,000 Visitors

The Grant Furniture Co., of Racine, Wis., recently held the formal opening of its new store and entertained nearly 14,000 visitors, when it had arranged for but 4,000. One of the features

of the new establishment is the Victor department, which is located on the main floor and displays the Victor individually as well as a part of practical home furnishing groupings.

Activity With Bradford Co.

The J. B. Bradford Piano Co., one of the oldest and largest music stores in Milwaukee, always has enjoyed an extensive talking machine business, but this year it has smashed all previous marks for volume. It added the Aeolian Vocalion several months ago and is also pushing the Victor and Sonora. That these are in good company is indicated by the fact that the Bradford house represents the Mason & Hamlin, the Steinway Duo-Art and the Aeolian lines.

Runs Comparison Concert

Oscar E. Lentz, retail jeweler at Clintonville, Wis., and Edison dealer, recently conducted a notable event for a small city by offering Glen Ellison, Scotch baritone, assisted by Alta Hill, pianist, at the Grand Theatre, in a comparison recital. A select audience of nearly 1,000 people was present.

Walter C. Kelly, "The Virginia Judge," appeared at the Majestic Theatre in Milwaukee during the first week in December and his Victor records were widely advertised during this period, with excellent sales results.

Campaign of Gram Music House

The Cheney, the Brunswick and the Aeolian-Vocalion are being featured by the Edmund Gram Music House in its pre-holiday advertising. Miss Julia Wolff, manager of the talking machine department, reports the best November in the history of the house and says it looks as if December will break all previous marks as well.

Exhibit at Local Show

A large number of attractive exhibits of talking machines and records were made by Milwaukee dealers at the third annual Food, Household and Electrical Exposition, held recently in the Auditorium. Carl Euler, 1611 Vliet street, featured the Columbia and Sonora, showing standard as well as some of the beautiful period models of the Sonora. The Hoeffler Piano Mfg. Co., 274 Fifth street, distributor of the Starr, made a special appeal in behalf of Gennett records, showing also the Starr in upright and console styles.

SUFFERS DAMAGE FROM FIRE

CAMDEN, N. J., December 1.—A fire lasting several hours, to-day, caused considerable damage to the department store home of the Baker-Flick Co., which concern operates a Victor department. Reports received indicate considerable damage to the Victor stock.

The Record Lite

for Victrolas only

Not an Accessory—but a Necessity

THIS wonderful Automatic Record Lite prevents scratched records by proper illumination for setting automatic stop and starting. No screws or nails to mar cabinet—simply slip over tone arm. Use in Demonstrating Booths.

ONCE USED—ALWAYS USED. Orders may be sent to us and billed through your Victor jobber—or we will ship and charge direct.

Badger Talking Machine Company

Victor Jobbers—Wholesale Only.

135 SECOND STREET

MILWAUKEE, WIS.

Write

for special literature giving list prices and dealer and jobber special discounts.

TRADE IN CANTON, O., DECIDEDLY IMPROVED

Leading Dealers Report That December Business Is Making a Very Fine Showing—Advertising in Local Papers Brings Good Results

CANTON, O., December 7.—With but little change in industrial conditions in the Canton district, music dealers are unanimous in their prediction that December business will exceed any previous month in the past six. For most of the dealers November was a good month and showed a decided improvement over October. Collections are reported to be better, but dealers will not say just how long they expect this situation to continue, with industrial conditions constantly changing.

Slight improvement in business generally is seen by C. M. Alford, head of the music firm of Alford & Fryar. "I honestly believe there is a better trend in our line of business. This store enjoyed a good volume of business during November and December should beat it. Talking machines are selling satisfactorily."

Talking machine sales are on the increase with the J. W. Brown Piano Co. and it is expected that the entire stock will be disposed of by the holidays, for the store is receiving a large stock of new models of the Sonora. Collections with this firm are better.

"Business has been of a satisfactory volume in our talking machine department this year," said G. A. Garver, head of the Garver Bros. Co., at Strasburg, O., said to be the largest country store in America. This store caters largely to the rural trade and sells a large number of talking machines. Sales with this store to date aggregate more than \$575,000, according to Mr. Garver. "A Million in 1922" is the store slogan.

The talking machine department at the S. S. Urfer Co. store, New Philadelphia, O., is pushing the Columbia line this month with a vengeance, according to H. W. Whitney, manager. The volume of business, while not up to the same month a year ago, has been satisfactory, he says. Records are moving better with the advent of colder weather. Herbert Urfer, son of S. S. Urfer, proprietor of the store, is in charge of the talking machine department now.

November and December have proven exceptionally good months for Victor record sales, according to George C. Wille, of the George C. Wille Co. The unusually large number of popular selections on the lists of the last two months accounts for the activity in this line, according to Mr. Wille. Talking machines are moving better this month than last.

George E. Buss, New Philadelphia, O., Edison representative, tops his district for largest number of sales to date in a contest now being conducted by the Edison Co. Mr. Buss says business is very good and in the face of unfavorable conditions the Edison machine has held its own. "I have been doing everything in my power to stimulate sales of the Edison and have been successful. November was a good month, but December will beat it, I believe."

It is announced that the Canton, O., store of the Drake & Moninger Co., which maintains three other stores, the main store being at Alliance, O., will be discontinued after December 15. This store sells the Victor machine and recently opened an exclusive Victor shop at Sebring, O.

Canton music dealers are using twice the space in local newspapers that they did a month ago and without exception all are pushing their various makes of talking machines and pianos for Christmas gifts. They say they have more prospects on their lists this month than any previous month this year.

W. A. Grubbs, formerly with the Record Shop, has opened the Grubbs Music Shoppe, at 411 St. Clair street, Columbus, it is announced. He will have in stock a line of talking machines, records and sheet music.

Fear is the salesman's worst enemy—fear comes from the lack of knowledge.

NEW VICTOR NUMERICAL CATALOG

All Records in Victor Co. Library Listed in Numerical Order in New Volume

The Victor Talking Machine Co. has just issued the numerical list of Victor records for 1922, containing the names in numerical order of all records in all languages. The volume is an imposing one of nearly 300 pages, and serves to indicate the tremendous extent of the Victor record library. In addition to the record list, the book contains some interesting and valuable information on the important matter of keeping track of record stock which should prove of value to dealers.

A number of records are listed in the new numerical catalog, as well as the regular record catalog, without previous announcement, among them being a group of nine piano solos by Novaes, three records of Shakespearean readings by Sothorn, three others by both Sothorn and Marlowe, and over a dozen records by Caruso. The latter are relistings of records that have been withdrawn from the regular catalog.


SEEK TO AVOID MAIL CONGESTION

Co-operation of Music Dealers in Changing Dates of Mailing Record Lists, etc., Asked by Post Office Department

WASHINGTON, D. C., December 5.—Efforts are being made by the Post Office Department to secure the co-operation of music dealers throughout the country in equalizing the volume of mail by changing the dates on which they send out their notices of new records, new music rolls, etc.

Large quantities of circulars, such as catalogs, lists of new records and other matter, are sent out on the first day of each month, it is pointed out by First Assistant Postmaster General Hubert Work in an announcement to postmasters, resulting in serious congestion of the mails and delayed delivery.

In order to relieve this condition, postmasters have been requested to confer with the large mailers of advertising matter with a view to obtaining their co-operation by releasing all such matter on other days of the month, and on the lighter days of the week.



Style L
One of several beautiful Console Models

KIMBALL PHONOGRAPHS

Invite good customers and ready sales

Because the line is attractive from a business-getting standpoint and is thoroughly *reliable*, the Kimball is the phonograph for the dealer who is building wisely and well.

Superior Construction; visible beauty; truth of tone in reproducing voice or instrument; Kimball prestige; Variety of Console and Upright Models; all are qualities that appeal to customers.

There will be a Kimball Dealer in your vicinity. Will you be the one?

Write for Agency Terms.


W. W. KIMBALL CO.

306 S. Wabash Ave., Kimball Bldg.
CHICAGO

*Manufacturers of Phonographs, Pianos, Player-Pianos,
Pipe Organs, Distributors of Okeh Records*



Style J
Mahogany Walnut



Style G

VICTOR CO. FILES SUIT AGAINST THE OPERA DISC CO.

Brings Action in U. S. District Court in Brooklyn, N. Y., Against Opera Disc Co., et al., to Restrain Defendants From Selling "Opera Disc" Records, Alleging They Are Pirated Copies

The Victor Talking Machine Co., of Camden, N. J., on December 7 filed in the United States District Court, at Brooklyn, N. Y., a suit against Max Hesslein, the Opera Disc Co., Inc., and the Opera Disc Distributing Corp., to enjoin these defendants from selling certain so-called "Opera Disc" records, including many by Caruso and other celebrated artists, which, in the complaint, the Victor Co. alleges are pirated copies of recordings produced by the Victor Co., or in which it has exclusive rights in this country.

The Victor Co. alleges that these records are being unlawfully manufactured in Germany by a German concern and are being imported into the United States and sold by the defendants in fraud and violation of the Victor Co.'s rights and in disregard of the royalty obligations to the artists. The Victor Co. also asks for an injunction against the use by the defendants of the

names of the famous "Victor" artists which these companies feature in their advertising, that further importation of such records be enjoined, that such "Opera Disc" records now in the possession of the defendants be delivered to the Victor Co. or to the court for destruction, and that the usual accounting for damages and profits be ordered.

MAKE SHIPMENT TO INDIA

BALTIMORE, Md., December 7.—Some time ago the Rev. Dr. Goedeke, a missionary to the land made famous by Kipling, purchased a Granby phonograph from Bass & Diering, Granby dealers, of this city. Dr. Goedeke has now reached his missionary station in Taneli, India, and writes that he is much pleased with the machine and is using it in his services for the natives.

GREAT METROPOLITAN CAMPAIGN

Geo. Seiffert, President of Modernola Sales Co., Carries Attractive Ads in New York Papers—Attractive Offices Opened on Broadway

The Modernola Sales Co., New York City, although only established a few months, has accomplished much in the distribution of the Modernola phonograph in the Eastern territory which it covers. George Seiffert, president of the company, has been identified with the distribution of Modernola phonographs for several years and, through his untiring efforts, has con-



George Seiffert

tributed much to the prestige of the Modernola phonographs.

Attractive offices have been opened on the second floor of the building at 929 Broadway, centrally located in the mid-town section of this city, and in addition to the general offices and Mr. Seiffert's well-appointed private office there is an attractive salon devoted to the display of the Modernola.

The Modernola Sales Co. is co-operating with the dealers in its territory in an energetic manner. A campaign has been begun in several of the Sunday editions of the metropolitan dailies featuring the Modernola under its signature and the Modernola Co., of Johnstown, Pa. In this publicity is included a list of Modernola dealers in the metropolitan territory, and it is a significant fact that in each successive weekly publication of this advertising there are a generous number of new names of dealers appearing.

An advance schedule and advance copies of this publicity were previously placed in the hands of the dealer in an attractive folder accompanied by a letter signed by George Seiffert. It was stated at the headquarters of the company that the dealers are experiencing decidedly favorable results from this well-planned publicity and that it is progressing in a very satisfactory manner.

George Seiffert is presenting to his many friends in the trade an attractive silver "Redipoint" pencil, with the compliments of the Modernola Sales Co., which is particularly appropriate in this season of good will.

In referring to the new year, Mr. Seiffert predicts that business will run along in a progressive and an entirely satisfactory manner and looks for a continuous improvement in general conditions.

INSTALLS EQUIPMENT IN THE SOUTH

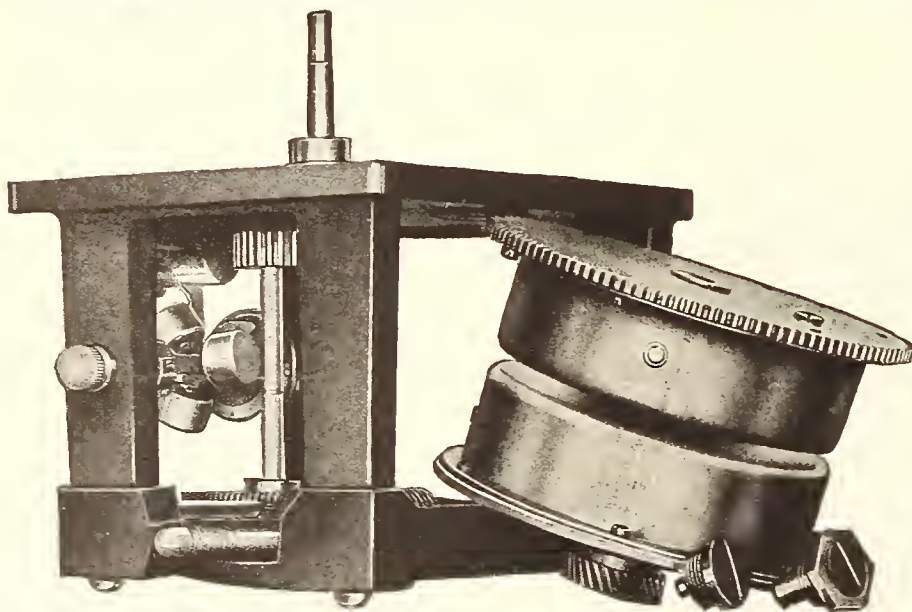
Van Veen & Co., Inc., New York City, manufacturers of equipment for talking machine warehouses, report increasing business being received from the South, indicating the improvement of conditions in this territory. One of the most important orders was recently received from the Field Furniture Co., of Ashland, Ky., where an equipment of the most modern type of double construction booths will be made.

The Rebel's Capitol Shop, of Laporte, Ind., is the latest addition to the talking machine establishments here.

Study the
SILENT Motor

Its Advantages for Your Line of Talking Machines Are Self-Evident

Over 300,000 in Actual Use



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive
SILENT MOTOR Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.

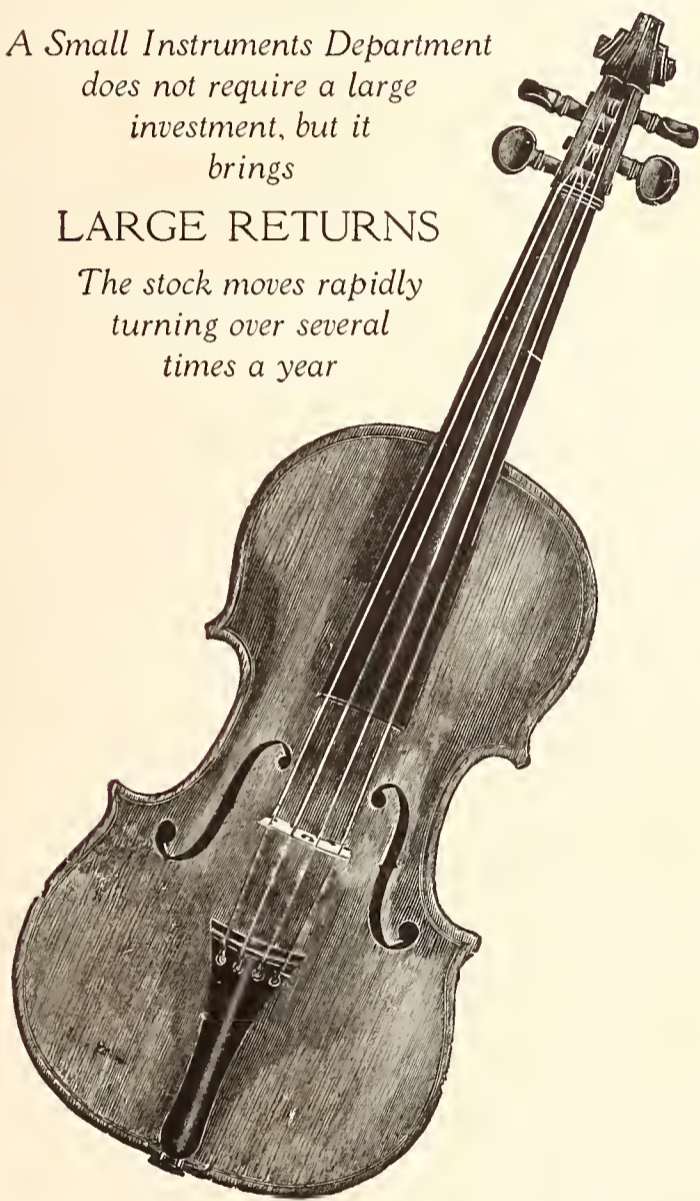
*Capitalize Lyon & Healy Nation-Wide Advertising
Make it Help Build up YOUR Business*

Cremonatone Violins

*A Small Instruments Department
does not require a large
investment, but it
brings*

LARGE RETURNS

*The stock moves rapidly
turning over several
times a year*



CREMONATONE VIOLINS are the highest quality, the best known, and the most popular modern violins on the market today.

They are nationally advertised. Look in the leading periodicals. You will find CREMONATONE advertisements in them.

There is an ever increasing demand for CREMONATONE VIOLINS. Thousands have been sold—thousands more will be sold. You should do your share of the selling and derive your share of the benefits. Become the music merchant in your city who will supply the CREMONATONE line. Write today for our proposition. No obligation.

LYON & HEALY

FOUNDED *Lyon & Healy* 1864

Everything Known in Music

Chicago

Are you familiar with our newspaper advertisements for local music houses? If not, write us for information. They are the work of the country's best experts. They will interest you.

HAPPENINGS IN THE DOMINION OF CANADA

COMMENCES MANUFACTURE OF GRAFONOLAS IN TORONTO

Columbia Co. Turns Out All Models for Canadian Trade—Introducing New Talking Machine—The Value of Talking Machines in Schools Appreciated—Reductions in Record Prices—Other Items

TORONTO, ONT., December 5.—Operations have commenced in the Grafonola department of the big Columbia factories in this city. It is the Columbia Co.'s plan to turn out all models of the Grafonola complete in its own plant, from where deliveries will be made. This is one of the best-equipped plants to be found anywhere. The lumber yards contain immense quantities of the finest mahogany, walnut and oak, all of which have been thoroughly seasoned.

Record manufacture has been carried on in the factory from the time the company occupied the premises. Operations in the cabinet factory were timed to commence with the completion of contracts with other manufacturers for cabinets. A. E. Landon is local manager.

A talking machine, to be known as the "Sonograph," is about to be placed on the market by the Provincial Machine & Supply Co., Ltd., West Talbot. The instrument is of the popular medium size.

Here's a live idea worked by a talking machine dealer in a good-sized town. As an experiment, he chose a country school in a district from which he got a certain amount of farm trade, and ascertained from the teacher that there were thirty-eight pupils, on an average, attending. He sent the teacher forty-odd invitations, one for each child and a few over, inviting them to his store to attend a talking machine recital on a stated Saturday afternoon.

The recital was especially for those thirty-eight and their teacher. It was a varied program, the selections chosen to interest children of the public-school age particularly. A little talk preceded each record and at the close the dealer announced that there was ten minutes to spare, in which he would play any record asked for, if he had it in stock. After that each child was given refreshments and a little folder advertising the machine the dealer was selling together with the latest record supplement. Thirty-one children attended that recital, with the result that there were thirty-one new boosters for that dealer's machines and records. The same idea will now be carried out with other schools.

Taking the country by and large, there is a growing interest on the part of dealers in talking machines in the schools. One dealer heard of lately is working the following plan to assist the teachers and pupils to secure a machine and library of records for their school. He gives with each purchase of \$2 from his store a ticket good for 15 cents cash when turned in to any of the school children for use in their talking machine campaign. People making purchases turn the coupons over to some boy or girl they know. The pupil in turn hands it over to the teacher and every such coupon secured is another 15 cents toward the school machine. Although only nicely begun, the teachers and pupils are taking right to the idea and working hard. Concerts and other means are also being employed to raise the necessary funds.

Canadian school boards will realize some day that a high-grade phonograph and carefully selected library of records should be part of the standard school equipment for which they should provide funds.

The musical season in Toronto has gotten off to a good start this Fall by the appearance at Massey Hall of Edwards Johnson (tenor), Alberto Salvi (eminent harpist), Louise Homer (contralto) and Galli-Curci (soprano), all well-known His Master's Voice artists.

The Starr Co., of Canada, Ltd., whose headquarters and warehouses are at London, Ont., is out with an announcement of substantial reduc-

tions in retail prices of Starr-Gennett records. The entire line of dollar records has been reduced to 65 cents retail and the Starr Co., of Canada, Ltd., emphasizes that this reduction applies to the regular repertoire of over eleven hundred numbers. In Western Canada the price will be 75 cents.

J. A. Croden, president of the Starr Co., when in Toronto a few days ago, was most optimistic as to the result of the reduction in price of the Starr-Gennett record and prophesied that not only would there be an immediate impetus to record retailing, but that there would at once be noticed increased business in machines.

P. Catucci, a director of the General Phonograph Corp., with headquarters in New York, visited Canada recently and enjoyed some real Canadian Autumn sunshine. He visited A. B. Pollock at the company's factory in Kitchener and C. J. Pott, Canadian manager at Toronto headquarters. Mr. Catucci has to his credit a number of important inventions in the talking machine motor field.

J. C. Mackay, who was until last March one of the peptomistic travelers of R. S. Williams & Sons Co., Ltd., is again on the road exploiting the Edison dealer.

MONTREAL IS PROVING A VERY ACTIVE SALES CENTER

How a Live Dealer Has Increased His Record Trade—S. Hird & Co. to Handle the Steel Needles—New Popular-priced Record—Records as Christmas Gifts—Great Welcome for Furnam & Nash

MONTREAL, CAN., December 6.—One live dealer The World was lately told about has arranged with a magazine stand at a suburban station to give a talking machine record service to out-of-town customers. At this stand is a large sign-board displaying the current month's record list. Pockets, fastened to the board, contain record supplements, folders advertising certain artists, and all such literature, as well as a display of steel needles in the various tones. A supply of the latest hits and any particularly timely records is on view. This service is intended to be two-fold. In the first place, it enables shoppers who have had a busy day in the city to get a couple or three or four or half a dozen records at the station, just as they are leaving for home. Secondly, a prominent sign tells these shoppers and commuters that any record orders left at the stand in the morning will be filled, parceled and ready to be called for in plenty of time for the departure of the evening cars or trains.

There passed away at his home in Montreal recently James Jordan, one of the pioneers in the Canadian talking machine industry. He was on the road for a number of years for the Berliner Gramophone Co., Ltd.

W. R. Steel, Ltd., of Redditch, Eng., the well-known maker of talking machine needles, has

E. V. Knowlton, formerly sales manager of R. S. Williams' wholesale musical merchandise department, has accepted the position of manager of the phonograph department and finds the work exceedingly interesting.

Fred Hager, of the recording division of General Phonograph Corp., Ltd., New York, was a recent visitor to the recording laboratory and record-pressing plant of the Compo Co., Lachine, Que.

The firm of A. J. Freiman, Ltd., Ottawa, which is active in the retail talking machine business, has been incorporated with a capital stock of \$1,500,000.

The Columbia Graphophone Co. has announced price reductions on Columbia records as follows: Twelve-inch double-disc blue label records, old price \$1.65, now \$1.25; twelve-inch double-disc symphony records, old price \$1.65, now \$1.50.

The appearance in Ottawa in a joint recital of Helen Newitt and Virginia Powell, eminent Edison tone-test artists, made it possible for them to perform an interesting musical experiment under the auspices of R. S. Williams & Sons Co., Ltd.

Hunter & Co., Cornwall, Ont., have added a number of sound-proof booths for demonstrating Columbia records and are going after Grafonola business stronger than ever.

The Musical Merchandise Sales Co., sole distributor in Canada of the Brunswick phonograph, is announcing two new models, Style 207, retailing at \$185, and Style 210, selling at \$220.

appointed S. Hird & Co., 313 Craig street, Montreal, as its Canadian agent for these needles.

The Apex, a ten-inch double-sided record to retail at 65 cents, and in the Western Provinces at 75 cents, has been put on the market. It is made by H. S. Berliner and is pressed at the plant of his firm, the Compo Co., of Lachine, Que.

Furnam and Nash, popular vaudeville team and exclusive Columbia artists, were given an enthusiastic reception by the Montreal branch of the Columbia Graphophone Co. upon their recent appearance in this city. Furman and Nash appeared at the Princess Theatre, where they scored one of the hits of the performance.

One night was set aside as "Columbia night," when over eighty Columbia dealers and members of the Columbia Co.'s Montreal branch attended the performance, giving Furman and Nash a "Montreal" reception. While here the artists attended the weekly luncheon of the Kiwanis Club and also called upon quite a number of the local Columbia dealers, who were delighted with the opportunity to meet these well-known Columbia artists.

His Master's Voice records, ten-inch double sided, formerly sold for \$1, have been reduced to 85 cents; ten-inch Red Seal records formerly re-

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 66

tailing at \$1.25 have been advanced to \$1.50, while twelve-inch, heretofore selling at \$2, have been increased to \$2.25. These slight increases are due to adjustments of artists, and other royalties.

Layton Bros. are conducting their fourth annual Christmas Columbia Grafonola Club, which is limited to 200 members.

Large-size Sonora phonograph newspaper copy is appearing in the Montreal dailies through the Canadian distributors, I. Montagnes & Co., Toronto, to which is attached the name of Charles Culrose, Montreal, as Eastern Canada distributor.

A handsome sign has recently been erected on the roof of Layton Bros., which announces that they are handling the Brunswick line of phonographs.

The Misses Helen Newitt, soprano, Virginia Powell, reader, and Margaret Whittaker, violinist, Edison tone-test artists, gave two recitals in Montreal the past week in the Ritz-Carlton, which was held under the auspices of Layton Bros., when the appearance of these artists was heard in comparison to their performance in the flesh.

"Children's records as Christmas gifts are increasing in popularity every season," said Miss Vezina, in charge of the Columbia Grafonola department of Almy's, Ltd., "and this year we have doubled our stock in anticipation of a heavier volume of sales in this direction."

Right here in Montreal, unknown to thousands of citizens, one of the most amazing facts of all time is being demonstrated daily. The Marconi Wireless Telegraph Co. of Canada, through the agency of the Marconi wireless telephone, is radiating music and speech over an area of 125,000 square miles. Scores of interested people having the wireless telephone apparatus are listening at the same time in their various homes to piano, band and orchestral concerts taking place at the head office of the Marconi Wireless Co., and these concerts have been picked up as far as St. John, N. B. An Edison Diamond Disc phonograph with Edison re-creations and a Layton Bros. piano have been chosen as desirable instruments for these demonstrations from Layton Bros., Edison dealers, of this city.

INVENTED "SOME" WAR WEAPON

Thomas A. Edison made known for the first time recently the invention of a new weapon by his son during the war. This consisted of a wheel charged with high explosive which was set on the shafting of a Ford tractor. When the wheel revolved at a speed of 35,000 surface feet a second it was released, speeding toward the enemy at terrific speed for a distance of two miles and finally exploding. The invention was completed too late for use in the conflict.

PRAISES EMERSON RECORD

The Emerson Phonograph Co., New York, received recently a very interesting letter from a music-lover who purchased an Emerson record and who was so pleased with its quality that he wrote as follows: "I purchased an Emerson record last evening of a piano solo played by Mana Zucca. It was the best piano record I have ever heard and therefore I would like you to send me a list of any other records played by the above-named party, with the cost of each record. Signed, Walter Smadbeck."

ACME-DIE
CASTINGS
 ALUMINUM-ZINC-TIN & LEAD ALL TYPES
Acme Die-Casting Corp.
 Boston Rochester Brooklyn, N.Y. Detroit Chicago

ERNST JOINS PAUL WHITEMAN, INC.

Sales Manager of New York Talking Machine Co. Resigns Post—Will Become Vice-president of Paul Whiteman, Inc.—Will Furnish Musical Entertainment of Every Description

H. C. Ernst, sales manager of the New York Talking Machine Co., New York, Victor wholesaler, resigned from his position this week to become vice-president and treasurer of Paul Whiteman, Inc., a new company which has been organized for the purpose of developing and supplying orchestras, musical novelties and musical entertainments in all its branches. Paul Whiteman, director of the famous Paul Whiteman Orchestra and exclusive Victor artist, is president of the new company, which has opened offices at 158 West Forty-fifth street, New York.



H. C. Ernst

Prior to joining the New York Talking Machine Co.'s staff in 1917 Mr. Ernst was identified with several of the country's largest industrial concerns and he is recognized throughout the talking machine trade as an executive of exceptional ability. As sales manager of the New York Talking Machine Co. he won the esteem and friendship of Victor dealers throughout the territory and his intensive efforts to co-operate with the New York Talking Machine Co.'s clientele were keenly appreciated by the trade. Mr. Ernst is planning to assume his new duties on the first of the year and the sales organization that he developed is so highly trained that his work will be shouldered by the present members of the sales division without any strain or radical changes.

As vice-president and treasurer of Paul Whiteman, Inc., Mr. Ernst will have many opportunities to utilize his sales and executive training. Paul Whiteman has attained phenomenal success as director of the Paul Whiteman Orchestra at the Palais Royal in New York and he is recognized from coast to coast as one of the country's foremost dance orchestra directors.

NEW RODEHEAVER RECORD JOBBER

A. J. Heath Will Act as Distributor for Rodeheaver Records in Philadelphia

T.P. Ratcliff, general manager of the Rodeheaver Record Co., New York, announces the appointment of A. J. Heath as distributor for the company's records in Philadelphia and also in Baltimore. Mr. Heath is located in Philadelphia, at 27-29 South Seventh street. Mr. Ratcliff is enthusiastic over the new connection, owing to Mr. Heath's wide acquaintance in the trade and his knowledge of its requirements.

Mr. Ratcliff has arranged for the public demonstration of the process of recording Rodeheaver records in the Gimbel Bros. store, Philadelphia, in January, in the interests of Mr. Heath.

The Rodeheaver record catalog of sacred music is being expanded rapidly and a large number of soloists, choruses, quartets, etc., prominent in religious circles, have recorded for the Rodeheaver Co.

MISS BROWN RETURNS FROM TRIP

Miss H. Marjorie Brown, in charge of retail sales promotion for C. Bruno & Son, Inc., Victor wholesaler, New York City, completed an extensive trip through New York State last month. She visited most of the leading Victor retailers in the up-State territory and reported much activity on their behalf.

PLAZA

BUY YOUR ACCESSORIES
"All From One Source"

PLAZA MUSIC CO.
TRADE MARK

REPAIR PARTS
NEEDLES
CLEANERS
ENVELOPES
SAPPHIRES
ALBUMS
RECORDS

SPECIAL ON CLOTH-BOUND RECORD ALBUMS

	<u>6 doz. orders</u>	<u>Less</u>
10-inch.....	50c	55c
12-inch.....	.60c	65c

HEADQUARTERS FOR

- RECORD DELIVERY ENVELOPES
- ALBUM SETS FOR No. 80 VICTROLA
- ALBUM SETS, ALPHABETICALLY STAMPED
- REPAIR PARTS
- KENT ADAPTERS
- NOVELTY TOY RECORDS
- MIRRORLIKE POLISH
- CONVERTO CABINETS
- BRILLIANTONE STEEL NEEDLES
- MAGNEDO MULTI-PLAYING NEEDLES
- SUPERTONE STEEL NEEDLES
- SHEET MUSIC
- RECORDS
- MUSIC ROLLS
- RECORD CLEANERS
- PHONOGRAPH DELIVERY COVERS
- BUBBLE BOOKS
- FIBRE NEEDLES
- FIBRE NEEDLE CUTTERS
- RECORD FLASHERS
- REPEATOGRAPH
- TONOFONE NEEDLES
- REFLEXO NEEDLES
- DANCING "SHIMANDY"
- DANCING RASTUS
- PLAYER-PIANO VACUUM CLEANER
- SUPPLEMENT MAILING ENVELOPES
- SAPPHIRE BALL NEEDLES
- SAPPHIRE POINT NEEDLES
- DIAMOND POINT NEEDLES
- UNIVERSAL DISPLAY RACKS
- SHEET MUSIC RACKS
- NYOIL
- BOBOLINK RECORDS AND PHONOGRAPHS
- PHONO MOVIES
- STOCK ENVELOPES
- "NULIFE" MUSIC ROLL ATTACHMENT
- SPRING LUBRICANT
- VICTOR AND COLUMBIA ATTACHMENTS
- TONE-ARMS AND SOUND-BOXES
- STEEL NEEDLES IN ENVELOPES WITH SPECIAL IMPRINT

Watch for our next month's specials

PLAZA MUSIC CO.
 18 WEST 20TH STREET
 NEW YORK



OGDEN'S ORIGINAL "STANDS"

For Portable Victrola No. 50

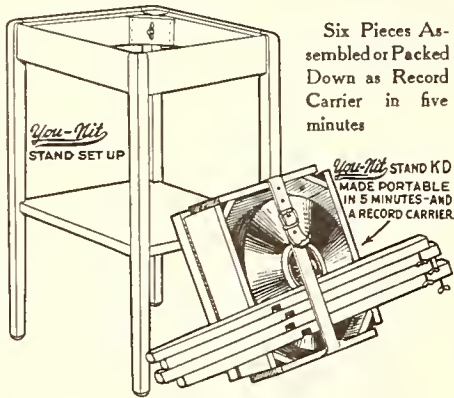
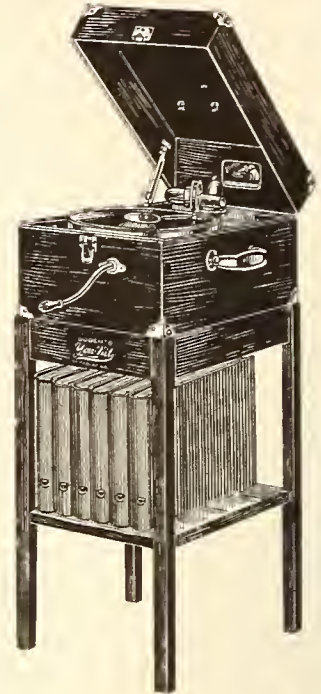
Cost You \$6.50—Sell at \$10.00

Number Fifty Portable "STAND" is designed for Victrola No. 50 to make it an ideal HOME MODEL with all the advantages of the Cabinet Type—and still is absolutely Portable.

It is "Set Up" or Taken Down in 5 minutes—Positively Rigid and Strong—Assembled with 4 concealed Thumb Nuts and Screws.

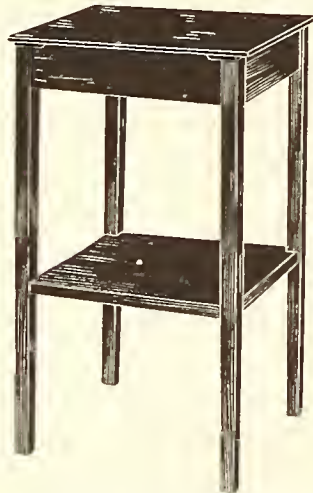
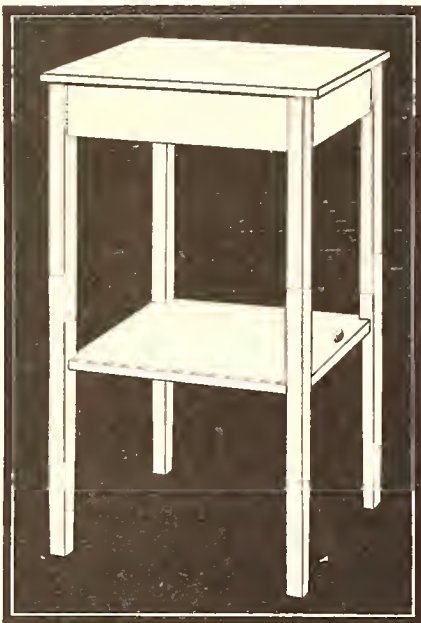
Correctly Designed to Harmonize with the Victrola No. 50 Portable in Material and Finish.

Constructed of Solid Mahogany and Rubbed Finish to MATCH. Quartered Oak (Golden-Fumed and Weathered), finely finished to MATCH the Portable Victrola. Price, each, \$6.50; delivered in 1 dozen lots. Weight, each, 10 lbs. Individual Packing Case.



UTILITY or SERVICE TABLES

(Convenient for Many Purposes)



These Tables are needed in every Demonstration Room for the convenience of your Customers when selecting records and are also a convenience for many purposes in the home, for which you find a ready sale with profit.

Ogden's STANDS No. IV and No. VI for Victrola No. IV and No. VI are open frames made to fit exactly the base of these Models. Used with satisfaction in thousands of Homes because they fill the need of a low-price Cabinet for Victrola and Records, making a superior UNIT IN APPEARANCE and fulfill every Cabinet requirement. Ideal for use in the HOME and Portable (Knock Down) in 5 minutes for CAMP and VACATIONS.

Dimensions and Dealers' Prices

Table No. IV, Top 15 in. x 16 in. Quar. Oak and Enamels	\$4.75
Table No. VI, Top 17 in. x 16 in. Quar. Oak, Mahogany and Enamels	4.75
Table No. VIII, Top 16 in. x 19½ in. Quar. Oak and Enamels	5.25
Table No. IXA, Top 17¾ in. x 21¼ in. Mahogany or Oak, and Enamels	6.50

(Genuine Enamel Finishes)
(White, Ivory and Pearl Gray)

DEALERS' PRICES

Quar. Oak for Victrola No. IV and No. VI	\$3.60
Mahogany Finish for Victrola No. VI	3.85
Solid Mahogany for Victrola No. VI (Finished to match the Victrola)	4.25
Service Top to convert any Stand into a "Utility" or Service Table for many uses. Each	\$0.90
(Varnished and Rubbed Finish)	

OGDEN'S YOU-NIT STANDS ARE UNCONDITIONALLY GUARANTEED and their popularity has caused them to be imitated extensively. You will do well to be sure they are Ogden's YOU-NIT STANDS.

Many Victor Jobbers Have a Stock of the Genuine STANDS. Labeled for your protection, which is your Guarantee of Satisfaction. Mail us your order, naming your Jobber, and if he has no Stock we will ship or mail direct to you and bill through your distributor. Samples delivered by mail for your Christmas Trade.

Write for our complete Catalogue of Filing Cabinets and STANDS.

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

UNIT CONSTRUCTION CO. EXTENDS SALES ORGANIZATION

Opens Branch Offices in Atlanta, Dallas, Denver, Salt Lake City, Los Angeles, in Addition to Offices in Chicago and New York and Headquarters in Philadelphia—Expansive Plans for 1922

PHILADELPHIA, PA., December 6.—The Unit Construction Co., of this city, manufacturer of "Unico" equipment for the talking machine warehouse, reports considerable activity among dealers in all sections of the country in the way of increasing the facilities of its warerooms and making them more attractive for 1922. Realizing the importance of immediate and personal service to the dealer in planning out these important improvements in his warerooms, the Unit Construction Co. has considerably extended its sales organization through the opening of five branch offices, in addition to the Chicago and New York offices and the main office in this city. Each branch office will be under the able direction of a resident manager with staff and the cities in which they will be located are Atlanta, Ga.; Dallas, Tex.; Denver, Colo.; Salt Lake City, Utah, and Los Angeles, Cal.

Besides the expansion of the sales organization the various items of equipment for the talking machine warerooms made by the Unit Construction Co. have been extended to cover everything, excepting chairs and carpets, and even in these two last instances it is not uncommon for the representative of the Unit Construction Co. to aid the dealer in the proper selection of harmonious chairs and floor coverings. The prestige of the company has been built upon the quality of the demonstration rooms, record racks, counters, interior and exterior woodwork treatment which it manufactures, and during 1921 the company has produced various service and demonstration displays which have proved very popular and a new sales stimulator for the demonstration room which is in very great demand.

The newest products which now make the line absolutely complete are a number of self-service display racks, a lighting system and electric fans. The lighting system has been the result of many

years of careful study and is claimed to be the most efficient for the purpose of lighting the demonstration rooms and has been designed to harmoniously blend with all of the various styles of "Unico" equipment. The globe for the light is in ivory and the fixture is of statuary bronze and made especially for the Unit Construction Co. under patents controlled by it.

The fans are highly efficient electric fans made especially for the Unit Construction Co. by the General Electric Co. and contain a motor decidedly capable and yet silent. These fans are eight inches wide and finished in ivory, as 95 per cent of equipment installed by the Unit Co. is either in ivory or ivory combination. The fans are equipped with a special bracket. This company has also lately produced a number of resale articles which are building up sales for the dealers, such as display stands for the Victrolas 4, 6 and portable.

The repair bench which was introduced about a year ago is proving very popular. A reduction in price on this bench has been announced and a chart is now being furnished for the dealer's use with suggestion for the best distribution of tools in the remarkable number of compartments provided. The Unit Construction Co. is making energetic plans for 1922 and predicts that it will be a year of good normal business for all.

I. Zion, well known to the talking machine industry in New York, and formerly owner of a Victor establishment in the metropolitan district of the city, recently opened an attractive Victor store in the Fort Lee section.

The Phonograph Shop, of San Antonio, Tex., which has been greatly enlarged, was formally reopened recently with a reception and music. This concern, which is owned by Alfred F. Beyer, handles the Edison line exclusively.

RECORDOPHONE CO.'S NEW HOME

Manufacturers of the Recordola Now Occupying Spacious Quarters at 15 West Thirty-fourth Street, New York—Officials Enthusiastic

The Recordophone Co., Inc., New York, manufacturer and distributor of the "Recordola," a home-recording and reproducing device recently introduced to the trade, is now located on the sixth floor of 15 West Thirty-fourth street, where it occupies large and commodious quarters. The increasing demand for the Recordola and the desire to combine under one roof the executive offices and the entire equipment and organization of the company made removal from 220 Broadway necessary.

A thoroughly equipped laboratory has been installed in the rear, where the recording instruments will be assembled, and where experiments may be developed without fear of intrusion or interruption.

The location of the Recordophone Co.'s new home in the heart of the business section of New York is an ideal one, and the officials are making plans to receive calls from dealers and interested people during the holiday season, to whom the company will give a personal demonstration by having them record their own voices on the Recordola while in the laboratory. An attractive sales and demonstration room has been arranged for this purpose.

Charles H. Hussey, president of the company, will have his desk here and will devote his time to the executive duties of the business, while A. M. Frost, general manager, who is an engineer of wide experience, will be in direct charge of the manufacturing and will also interest himself in the sales management of the Recordola, in conjunction with Joseph F. O'Brien, who is treasurer of the company.

Officials of the company are very enthusiastic over the reception accorded their home recording device by dealers, professional people and the public generally in the short time it has been on the market.

RAINBOW SACRED RECORDS

Double Disc 85c.

RAINBOW RECORDS

Brighten the Corner Where You Are
with Rainbow Records

HOMER RODEHEAVER, supreme in Sacred Song. His new Rainbow Records are excellent.

Dan Beddoe has made some wonderful Rainbow Records.

Start the year right with a stock of Rainbow Records.

Rainbow Records.—No Heavy Stock—No Old Stock—Sell from January to December. Every Dealer Can Sell a Sacred Record.

RODEHEAVER RECORD CO.
150 East 41st Street New York

RAINBOW SACRED RECORDS

DISTRIBUTORS

A. J. HEATH & CO.
27-29 South 7th St.
Philadelphia, Pa.

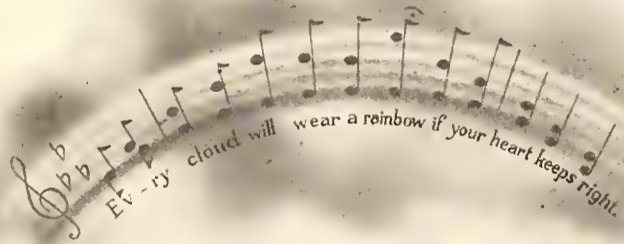
STERLING ROLL &
RECORD CO.
137 W. 4th St.
Cincinnati, O.

RODEHEAVER CO.
218 So. Wabash Ave.
Chicago, Ill.

J. K. POLK FURN. CO.
294 Decatur St.
Atlanta, Ga.

A. J. HEATH & CO.
110 South Calvert St.
Baltimore, Md.

RODEHEAVER CO.
814 Walnut St.
Philadelphia, Pa.



RECEIVER IN EQUITY APPOINTED FOR PATHE FRERES CO. PRICE FIXING AGAIN BEFORE COURT

Action Taken to Conserve the Assets and to Reorganize the Business, Which Will Be Continued Under the Direction of the Receivers—To Put Business on Healthier Basis

The United States District Court in Brooklyn, N. Y., on Friday morning, December 9, appointed Eugene A. Widmann, former president of the Pathé Frères Phonograph Co.; William C. Redfield, former United States Secretary of Commerce, and Benjamin A. Kay, a New York attorney, receivers in equity for the Pathé Frères Phonograph Co., Brooklyn.

This action was taken in order to conserve the assets and revive the business. In a statement presented to the court it was stated that the property of the company, if properly liquidated, would yield more than enough to cover the

claims of all creditors. The receivers appointed are all executives of the highest ability and the inclusion of Mr. Widmann is particularly encouraging, not only through his intimate knowledge of the Pathé business, but his thorough knowledge of the talking machine business in general. It was stated at the headquarters of the company in Brooklyn that the business would be probably reorganized under stronger lines than ever before and that, under the able direction of the receivers, it was expected that the Pathé Co. would rapidly emerge from its difficulties.

CORRESPONDENCE MUST SUIT TIMES

Cannot Longer Be Matter of Mere Routine, Declares Prominent Milwaukee Credit Man

MILWAUKEE, WIS., December 5.—“The present prolonged industrial depression has clearly shown that commercial correspondence is no longer a mere matter of routine, but a problem that deserves the careful consideration that is given to every other matter of importance in the successful promotion of business,” said V. J. Schulte, credit department of a prominent Milwaukee store, addressing the Milwaukee Credit Men's Association.

“During the past few years a heretofore unheard of condition existed in the business world. Money was plentiful and it did not require a high grade of salesmanship and much advertising to sell commodities. To-day just the reverse condition prevails.

“Not only in the collection of accounts is careful and diplomatic correspondence necessary, but also in the handling of complaints, adjustments, sales and, as a matter of fact, in every department of a business organization. The consuming public to-day demands that every complaint be made good no matter how unreasonable and unjust it may be. The retail merchant is extremely critical about the merchandise that he receives. He is exacting about the date he desires it shipped. Cancellations, from his point of view, mean nothing and returning merchandise has become somewhat of an established rule. The price question presents another problem. These and numerous other matters present themselves daily to the business correspondent for skillful handling.

“To-day a business letter must not only be clear, courteous and concise, but must be tactful and diplomatic.

“The letter of to-day must contain only pertinent facts that have a direct bearing on the subject written about. It must in a brief and affable way ‘tell why.’ In short, it must be educational.

“The great function of the business letter of to-day is to restore the confidence that was destroyed by the approach of the present industrial

depression. To-day more than ever is the business letter the universal implement of business and when used rightly is the greatest potential creator of business yet devised. The importance of good, clever, result-getting business correspondence cannot be overemphasized. The necessity of such correspondence is imperative and is one of the means that will hasten the return of normal conditions because its great mission is the restoration of confidence.”

MAKING NEW INDUSTRIAL SURVEY

War Department Interviewing Firms to Determine Time Necessary for Conversion of Plants From a Peace to a War Basis

The industrial survey of the country inaugurated some months ago by the War Department is progressing satisfactorily, according to the annual report just submitted to the Secretary by the Quartermaster General. A total of 516 firms have been interviewed and 716 reports giving identity, location, product, normal and emergency capacity, and changes and time necessary for possible conversion from peace to war basis have been filed. These reports go to form the basis for detailed tabular and graphic studies in quartermaster supply, transportation and allocation of industries, both current and for the future. All such data are obtained by patriotic co-operation and assistance of the industries concerned and filed in the confidential records of the office of the Quartermaster General. The work will be continued until all the important industries of the country are reported in this manner.

RETIRES FROM BUSINESS

The American Odeon Corp., New York, will go out of business on December 31 of this year. Max Strauss, managing director of Carl Lindström, Ltd., Berlin, Germany, sailed for Europe the early part of the month, after completing arrangements whereby the General Phonograph Corp. will be the sole licensee for the products of Carl Lindström, Ltd., in the United States, Canada and Mexico.

Arguments Presented Before U. S. Supreme Court in Case Brought Against Beech Nut Packing Co. by Federal Trade Commission

WASHINGTON, D. C., December 8.—Oral arguments before the United States Supreme Court on Friday in the case of the Federal Trade Commission against the Beech Nut Packing Co. indicate that the decision of the court in this case will decide the legality of maintenance of resale prices.

Many cases pending before the Commission, including one against Cluett, Peabody & Co., alleging unfair methods of competition in the maintenance of resale prices, are being held up pending the decision of the court.

Solicitor General Beck appeared before the court to-day for the Commission, while the Beech Nut Packing Co. was represented by Charles Wesley Dunn.

If the Supreme Court should favor the Commission in its decision the following order will be issued in all cases pending before the Commission, it is understood:

“It is ordered that respondent cease and desist from directly or indirectly recommending, requiring, or by any means bringing about the resale of products by distributors, whether at wholesale or retail, according to any system of prices fixed by respondent, and more particularly by any or all of the following means:

“1—Refusing to sell to any such distributors because of their failure to adhere to any such system of resale prices;

“2—Refusing to sell to any such distributors because of their having resold respondent's said products to other distributors who have failed to adhere to any such system of resale prices;

“3—Securing or seeking to secure the co-operation of its distributors in maintaining or enforcing any such system of resale prices;

“4—Carrying out or causing others to carry out a resale price maintenance policy by any other means.”

A VALUABLE BOOK FOR DEALERS

The Music Industries Chamber of Commerce has received from the Domestic Distribution Department of the Chamber of Commerce of the United States a number of pamphlets on “Merchandise Turnover and Stock Control,” which contain facts of value to merchants. These booklets will be distributed to members of the associations in the Music Industries Chamber of Commerce without charge upon request.

While the subject matter contained in the pamphlets must be adapted to the field of music, the points brought out are of value, especially for the handling of departments.

The A. L. Arvidson Piano Co., of Denver, Col., has announced its intention of disposing of its stock of pianos and confining itself to the sale of Edison phonographs exclusively in the future.

Retail Price, \$35



THE OUTING

“THE YEAR ROUND MACHINE”

Present-day economic conditions demand reduction in prices, but not in quality.

The OUTING has accomplished this difficult task.

There is no phonograph made today giving as much value for the price.

Mr. Dealer, put in the “OUTING,” THE MOST COMPLETE PORTABLE PHONOGRAPH IN THE WORLD, and you will have no slack season.

Desirable Jobbing Territory Open.

Metropolitan Distributors

Cabinet & Accessories Co., 145 East 34th St., New York

OUTING TALKING MACHINE CO.

Write for Discount



Mt. Kisco, N. Y.



DON'T SLOW DOWN
AFTER THE HOLIDAY RUSH

ORDER THE
"DA-LITE" DISPLAY SERVICE
TO START JANUARY FIRST
IT SELLS VICTOR RECORDS

FOUR ARTISTIC HAND COLORED PANELS EACH MONTH
NO CHARGE FOR DISPLAY—SERVICE COST \$6.00

The profit on one 85c. record pays total daily cost
**SEE DISPLAY AT YOUR WHOLESALE DISTRIBUTORS
OR WRITE US FOR CIRCULAR GIVING DETAILS**

"DA-LITE" ELECTRIC DISPLAY COMPANY
114 NORTH ERIE STREET TOLEDO, OHIO

BECOMES MOTROLA DISTRIBUTOR

Buffalo Talking Machine Co. Becomes the Exclusive Sales Agent for the Jones-Motrola for the State of New York (Excepting the Metropolitan District) as Well as Pennsylvania

The Buffalo Talking Machine Co., Buffalo, N. Y., Victor wholesaler, has announced that it has been appointed exclusive sales agent for the Jones-Motrola for the State of New York (with the exception of the metropolitan district) and for northern Pennsylvania. It has already commenced an extensive sales campaign with this device and is giving the dealer sales plans to stimulate his sales of Motrolas.

Outlining the company's reasons for handling the Jones-Motrola, V. W. Moody, manager of the Buffalo Talking Machine Co., said:

"The first time that the idea occurred forcibly to us that there really were some people who could not wind a Victrola was a short time ago when we saw a fat salesgirl in a booth winding an instrument (or maybe it was winding her). Awful! Don't misunderstand us—we have as much regard for the world champion shimmy dancer as should be accorded the champion, but still we have a feeling that a record demonstrating booth is not the proper setting for such an exhibition.

"When the Jones-Motrola Co. announced its improved new Motrola and put such an attractive list price on it (\$19.50 instead of \$30 as heretofore) we immediately saw reasons enough for it becoming an attractive accessory and arranged to take on the line. The success of our efforts has astonished us. We made more sales in two weeks than we had made in ten years.

"The question 'Why is the Motrola?' had never been submitted to us in such a way as to make us fully appreciate that the services of a Motrola are really worth while. We explained to our dealers the service of the Motrola, working on the theory that while the electric starter for the automobile was sold for some time as an accessory it is to-day regular equipment for even 'flivvers.' The picture of a man cranking a flivver always gets a laugh. Who has not seen it in the movies?

"We told our dealers that the proper way to sell the Motrola was by using it constantly in the customer's presence. We sold them the idea of placing a Motrola on their demonstrating machines, and urged them to place Motrolas with selected customers on a week's free trial basis. We have since made a careful canvass and have not heard of one single instance where a Motrola has been returned after having been used by a customer for a week or more.

"Under the present selling arrangement the Motrola is a gratifying line to sell—gratifying to us, to our salesmen, to our dealers and to our dealers' customers. If we expected more than this we would probably get less."

The air is full of plans—the plans are full of air.

VICTOR ARTISTS TO VISIT COAST

Eight Famous Artists to Make Tour of Southwest and Pacific Coast Next Year

The Eight Famous Victor Artists will soon start for the Coast on an extended concert tour, under the guidance of their able manager, Philip W. Simon. The artists, namely, Henry Burr, Billy Murray, Albert Campbell, John Meyer, Frank Croxton, Monroe Silver, Fred Van Eps and Frank Banta, who have already appeared throughout the entire country, with the exception of the Coast, will now satisfy the demand of that part of the country for their appearance. Playing in St. Joseph, Mo., on December 30, and Topeka, Kan., on the 31st, they commence the new year with the following itinerary:

January 1, Kansas City, Mo.; 2, Tulsa, 3, Okmulgee, 4, Muskogee, 5, McAlester, 6, Ardmore, and 7, Oklahoma City, Okla.; 9, Fort Worth, 10, Waco, 11, Houston, and 12, Dallas, Tex.; 13, Texarkana, Ark.; 14, Shreveport, La.; 16, Port Arthur, 17, Beaumont, 18, Orange, 19, Galveston, 20, Austin, 21, San Antonio, and 23, San Antonio, Tex.; 24, Tucson, Ariz.; 25, Los Angeles, 26, San Diego, 27, Santa Barbara, and 28, Long Beach, Cal.

February 1, Fresno; 2, Sacramento; 3, Stockton; 4, Oakland; 5, San Francisco; 6, San Jose, and 7, Santa Rosa, Cal. The Eight Famous Artists are in for a great welcome.

NEW METHOD OF LISTING EXPORTS

Under New Method of Tabulation Classifications Will Be Increased From 710 to 1,250 Separate Items—Co-operation Urged

A new method of tabulating export statistics is to be put into effect by the Department of Commerce on January 1, whereby the present classification of 710 items will be increased by 76 per cent to a total of 1,250 separate classes. The new method also provides for the showing of exports by related groups, instead of alphabetically as at present, and wherever possible the physical volume of exports will be shown as well as the value.

The use of this system, it is stated, will enable business men to ascertain from the statistics the fluctuations in volume of trade, which, on account of price fluctuations, could not be done under the present system for classes which showed value only.

In order to completely tabulate the exports under this system it will be necessary for American shippers to co-operate with the department by giving a detailed description of merchandise shipped abroad on the Customs Division's "Shipper's Export Declaration," which must be filed with the collector before the goods can be cleared.

New goods are always better than bargains.



A Group of the Best Blues Singers in America

2010 DOWN HOME BLUES.....By Ethel Waters
10 in. OH DADDY.....By Ethel Waters

THE BIGGEST HIT OF THE SEASON

2019 SOME DAY, SWEETHEART.....By Alberta Hunter
10 in. HE'S A DARN GOOD MAN.....By Alberta Hunter
2018 MY CUP BLUES.....By Katie Crippen
10 in. WHEN IT'S TOO LATE.....By Katie Crippen
2032 ARKANSAS BLUES.....By Lucile Hegamin
10 in. JAZZ ME BLUES.....By Lucile Hegamin

ANOTHER DOWN HOME BLUES

2008 HOW LONG, SWEET DADDY, HOW LONG? By Alberta Hunter
10 in. BRING BACK THE JOYS.....By Alberta Hunter

Immediate Shipment Guaranteed. We are at YOUR Service.
PLACE YOUR ORDERS NOW

Pace Phonograph Corporation
2289 Seventh Avenue New York, N. Y.



1922

A Prosperous New Year
To All Pathé
Dealers



PHONOGRAPHS

Pay The Dealer
The Best Profit

Write for our Proposition

PATHÉ FRÈRES PHONOGRAPH CO.
BROOKLYN, NEW YORK

OTTO HEINEMAN REVIEWS THE TRADE SITUATION

President of General Phonograph Corp. Looks for Revival of Trade Following the Nation's Industrial Sickness of the Past Few Years

Discussing the business outlook for 1922, Otto Heineman, president of the General Phonograph Corp., New York, one of the recognized authorities of the industry, commented as follows:

"You want me to express an opinion on 1922 conditions! In these days, when phonograph companies are going into receivership almost daily, it is hard for anybody to forecast anything about the phonograph business in 1922.

"I, personally, believe that, after so many companies have been eliminated—companies which started a phonograph business both in machines and records without knowing the foundations of the phonograph trade—our trade will gradually revive from the sickness of the last few years.

"We had not only an overproduction, but we had also, what was worse, many companies in our trade which called themselves phonograph concerns without knowing the least detail about the machine or record business. It was the idea of many people just to buy a cabinet, put in some mechanical equipment and then sell a phonograph. That this was wrong the past has shown!

"Then there were many people who thought if they hired some recorder who was in the business a few years they were in the record business. They did not know that the three leading concerns in the world in this line, Victor, Columbia and Lindström, had spent millions of dollars before their achievements became worth while, and that it took these companies many, many years until they were able to produce a good record and make money out of this branch of their business. I am afraid that many of these people realize the situation now.

"Looking back, the so-called independent phonograph industry looks like a graveyard. I regret all these casualties, but, I think, in the long run those companies which are still in the running will benefit by it.

"The Victor Co. has shown, since its start, how to run a business, not as to the quantity it produces, but the quality. If only a few of the manufacturers would have recognized what quality means matters might have been entirely different by now.

"America, the country of greatest wealth; America, the country of greatest progress; America, with its one hundred and ten million people, and people who are music loving, must create a phonograph trade in the future. I estimate that there are to-day more than ten million phonographs in use, but there are more homes being built every day, so there are wonderful opportunities for new phonographs every day; and have you ever thought what possibilities this opens up for the record business?

"The country has gone through a time of deepest depression. A severe crisis undoubtedly has been avoided through the wise leadership of our financiers, and now I firmly believe that a turn for the better has come. Unemployment is gradually decreasing. The cost of living has gone down considerably. Wages have been adjusted to present times. The railroads will, undoubtedly, decrease rates, and manufacturers, jobbers and retailers will adjust their prices according to this.

"I do not believe in any great prosperity in the near future. I think it will be a very slow process of readjustment, but I firmly believe that America will, one day, see prosperity again and then it will be a sound prosperity, a prosperity built up on a solid foundation and not on unsound war inflation.

"If our industry strives to give the public only the best—good phonographs and good music—I think our trade will come out on top, and those who have weathered the storm and who have learned through their experiences in these dark days of 1920 and 1921 will be the winners in the end."

THE CABINET & ACCESSORIES COMPANY

145 E. 34th STREET · · · NEW YORK



A complete reference book for the phonograph dealer. One hundred pages, showing cuts and prices of record and music cabinets, and all standard phonograph accessories. A phonograph encyclopedia that every up-to-date phonograph dealer should have.

Write for this catalog on your letterhead.

IN THE HEART OF NEW YORK

We extend our
Hearty
Greetings
 for a
Happy
Yuletide
 and trust
 that the
New Year
 will be
 a happy and
 prosperous one
 for you

LAWSUITS SETTLED OUT OF COURT

It is understood that the lawsuits which have been pending between Thos. A. Edison, Inc., and the Pullman Co. have been amicably adjusted out of court. Thos. A. Edison, Inc., had instituted a suit against the Pullman Co. to recover damages for the non-delivery of cabinets and the Pullman Co. had filed a counter suit. The matter was adjusted in such a way that the two companies will continue the friendly relations existing in the past.

THE AFFAIRS OF THE CORNISH CO.

The Cornish Co., manufacturer of pianos and talking machines at Washington, N. J., has decided to ask for a receiver to conserve the assets and revive the business. The preliminary statement shows liabilities approximating \$120,000 and assets of \$186,000.

GAELIC RECORD CO. ORGANIZED


The Gaelic Phonographic Record Co. has incorporated in Delaware with a capital of \$350,000. Incorporators are H. P. Fay, H. G. Sucker and E. W. Jones.

IMPORTER WANTS "TALKER" PARTS

WASHINGTON, D. C., December 12.—A New Zealand concern is in the market for talking machine parts, including motors, fittings, etc., according to the Department of Commerce. Further details may be had from the Bureau of Foreign and Domestic Commerce if inquiry number 325 is mentioned in correspondence.

Louis S. Brown, talking machine dealer, of Denver, Col., has taken on the Brunswick line of machines and is pushing these instruments in his territory.

THIS IS A REPRODUCTION OF THE ENVELOPE CONTAINING THE



DISC-O-GAMES

TRADE MARK
DISC-O-GAMES
THE AMUSEMENT



DISC-O-GAMES

Play ROULETTE on your Phonograph!


and
SEVEN MORE MOST WONDERFUL DISC-O-GAMES




LOTS OF FUN FOR YOUNG AND OLD

DIRECTIONS INSIDE
WESTERN ENVELOPE CORPORATION
MANUFACTURERS AND DISTRIBUTORS
BROOKLYN, N. Y.

PULL FLAP TO OPEN ENVELOPE
PAT. APPLIED FOR



DISC-O-GAMES



DISC-O-GAMES

500% PROFIT

On a Small Investment for **JOBBERs** and **DEALERs**

Disc-O-Games Will make your Holiday Sales **A Success**

Territory Open to **JOBBERs**

Write at **Once**

WESTERN ENVELOPE CORP., 65 Hope St., Brooklyn, N. Y.



Your customers' Grafonolas need oil occasionally to give smooth service, and polish to preserve the natural beauty of their woods. Extra sales—ask your Dealer Service man.

**Columbia Graphophone Co.
NEW YORK**

MELETONE CO. ENLARGES CAPITAL

WINNIPEG, CAN., December 6.—The Meletone Talking Machine Co., Ltd., Winnipeg, Man., is raising new capital by the sale of \$50,000 8 per cent preferred stock. With the new stock the company will have a capitalization of \$200,000, of which \$50,000 will be preferred and \$150,000 common. Among the directors are Mandel Lurie, president; W. C. Fordyce, secretary-treasurer, and J. L. McCormick.

A news dispatch from Alberta tells of the method employed by the trustees of a local school in purchasing a talking machine for the school. The various dealers of the district were invited to appear at the school. Each one in turn played his particular instrument behind a curtain, while outside in the classroom sat some of the leading men in the town, acting as judges, who finally decided upon the instrument which was the most suitable for school work.

The Musicmaster Phonograph Co., Ltd., Vancouver, has made an assignment.

FORBES-HUNTOON MUSIC CO. FORMS

Warren A. Forbes and L. C. Huntoon Plan Modern Establishment in Cheyenne

CHEYENNE, WYO., December 8.—Warren A. Forbes, proprietor of a drug store here and one of the leading merchants, and L. C. Huntoon, manager of the local branch of the Knight-Campbell Music Co., of Denver, Col., for the past eleven years, have combined forces, resulting in the Forbes-Huntoon Music Co.

Chickering and Ampico player-pianos, Conn band instruments, Vose, Kurtzmann and Gulbransen pianos, Victrolas and Brunswick phonographs and records will be handled. The company expects to announce the opening of its store during this month.

Miss Barr, a demonstrator for the Victor Talking Machine Co., of Camden, N. J., recently visited the schools of Franklin, N. H., to demonstrate the Victor machine and records.

NEW STORE IN WASHINGTON, D. C.

The United Phonograph Stores, Inc., with executive offices in New York, have opened their first store in Washington, D. C., in the new City Club Building, G street, between Thirteenth and Fourteenth streets, N. W. The store has been fitted up in an elaborate manner. The line will include pianos, talking machines, musical merchandise and sheet music. The company plans to open several other stores in Washington in the near future.

NED DOUGLASS OPENS STORE

Ned Douglass, well known in local talking machine circles, has become owner and manager of the University Music Store, in the University District in Seattle, Wash. Mr. Douglass was formerly associated with the Seattle branch of the Columbia Graphophone Co. as sales manager.

Skinner & VanDeusen, of Worcester, N. Y., are featuring Sonora phonographs in their store.



Increase Your Record Sales

CLARION OFFERS THE TRADE A QUALITY RECORD, retailing at a popular price, with a substantial profit for the dealer.

The "hits while they are hits" means a regular cash dividend each month because the Clarion satisfies.

Don't forget the Clarion is a fast seller, gives satisfaction and assures you an unusual profit.

*Clarion Offers Immediate Deliveries.
Jobbers and Dealers, Write.*

CLARION RECORD COMPANY

56 BLEECKER STREET

NEW YORK CITY

SOME OF THE NEW RELEASES

"Song of Love"
"Salomay"
"Wabash Blues"
"Everybody Step"
"I Want My Mammy"
"Birds of a Feather"
"I Got the Red, White
and Blues"
"April Showers"
"That's How I Believe
in You"

EDISON RECORDS BY CONRAD'S ORCHESTRA ARE POPULAR

Among the orchestras recording for Edison re-creations is Conrad's Orchestra, which has

made a very famous name for itself with the fashionable patrons of The Casino at Newport.



The Edison re-creations of selections played by this distinguished orchestra have been very popular sellers and at the present time are steadily growing in popularity with phonograph owners throughout the country. This orchestra, as will be noted from the illustration herewith, does not include any strictly jazz instruments—it is in the truest sense an artistic body of capable musicians who have won a large following among critical audiences.

BALTIMORE A LIVE TRADE CENTER

Cohen & Hughes, Victor Wholesalers, Report Substantial Business Improvement in That City and Vicinity—Dealers Are Aggressive

BALTIMORE, Md., December 7.—Cohen & Hughes, well-known Victor wholesalers of this city, report that business has shown a remarkable improvement during the late Fall, and especially during the past two weeks. "The retailers naturally felt the business depression current throughout the country," declares H. T. Bose, assistant sales manager of the company, "but, taking everything into consideration, the dealers handling our products have been extremely fortunate, and, while some are running behind last year, there are quite a few who are running even and even ahead of last year's figures.

"They have been very optimistic regarding the Christmas business and have backed this optimism in many instances by anticipating their requirements and stocking up to meet them. The shortage of Victrolas, however, is keenly felt, and our dealers are even now clamoring for shipments against their standing orders with us.

"From what we are able to ascertain stocks of wholesalers in this section have long since been exhausted and all machines are being shipped out on back orders as soon as received.

"From what information we have it would seem to us that the machine business has held up to a greater degree than the record business.

"We are unable to give any figures as to the period and console models sold in our territory, due to the fact that the Victor console model has been so extremely scarce that we have not been able to get a line on what its normal sale would amount to.

"The local condition which we believe has benefited us is the fact that our industries are widely diversified and we are not dependent on any one industry or group of industries for prosperity. This has prevented very serious depression, such as has occurred in the cotton section of the South, and in some cities of the Middle West which depend largely on the automobile industry.

"We have found that our dealers can help themselves materially by proper advertising and aggressive methods. We have seen it illustrated again and again that the dealer who is 'on his toes' using every means available to get business is getting it, while other dealers who are still waiting for business to come their way are not getting it."

DUPUIS CO. FEATURES VICTROLAS

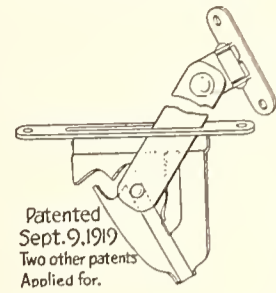
NEW BEDFORD, MASS., December 9.—The Dupuis Piano Co. has completed the remodeling of its store, which is now one of the most attractive in New England. The main floor of the establishment is given over entirely to the display of Victrolas. Sound-proof demonstration booths and special record racks have been installed for the convenience of patrons.

TIMELY OKEH SUPPLEMENT

One of the features of the January supplement of Okeh records is a group of special Christmas records, which, of course, makes a distinctive appeal at this time of the year. There are also listed six classical selections from the Fonotopia library, including selections by several famous artists. The regular supplement features the leading vocal and dance hits of the day, together with a group of instrumental, sacred and Hawaiian selections that round out the supplement.

INCORPORATED IN NEW JERSEY

The Clarke Phonograph & Record Co., of Newark, N. J., has been incorporated at Trenton, N. J., with a capital stock of \$250,000 to deal in phonographs. The incorporators are: Wallace M. Rogerson, of Chicago, Ill.; George H. Clarke, of Newark, N. J., and Frank Lappen, of New York City.



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.

INTRODUCES PHON-O-MUTE

Paddack Products, Inc., Places Tone Regulator on the Market—Requires No Adjustment

The Phon-o-Mute, a new tone regulator, has just been placed on the market by the Paddack Products, Inc., a concern recently incorporated under the laws of the State of New York for \$20,000. The company has opened offices at 198 Broadway, New York, and a sales campaign has already been inaugurated. The president of this new concern is S. D. Paddack, who several years ago introduced the Paddack diaphragm, which met with considerable success in the trade, and who is the inventor of the Phon-o-Mute. Simon Amador S., identified with the talking machine industry for several years, is vice-president of the company and J. H. Carbone, a prominent Panama business man, is secretary and treasurer. The Phon-o-Mute, which has a number of distinctive and interesting features, may be attached to the stylus of any sound-box and requires no screws or adjustment.

One may walk over the highest mountain one step at a time.

Doing One Thing Well

THE development of window displays into the front rank of advertising and selling mediums is responsible for the growth of Einson Litho as the foremost window display specialists in the country.

Window displays and dealer helps—from the underlying Idea to the completed lithographed product—are created by an organization it has taken a score of years to build up and perfect.

A completely equipped lithograph plant, a carefully selected studio of artists and a capable merchandising and copy department, furnish the personnel of the Einson Litho Organization with the well nigh perfect tools for high-class production of window displays and other lithograph material.

*Call Us In For An Idea
Or An Estimate*

**EINSON LITHO
INCORPORATED**

Executive Offices, Art Studios and Manufacturing Plant

327 East 29th Street

New York City

TALKING MACHINE MEN, INC., FOR PRICE MAINTENANCE

Revised By-laws Adopted to Provide for New Trade Divisions of Association Interests—Various Local Organizations to Unite—Representatives of Leo Feist, Inc., Offer Live Program

The regular monthly meeting of the Talking Machine Men, Inc., the organization composed of talking machine dealers of the metropolitan district and adjacent territory, was held at the Café Boulevard on Wednesday, December 7.

At the opening of the meeting, which was preceded by a luncheon, Irwin Kurtz, president of the Association, announced that in co-operation with J. Newcomb Blackman, head of the Blackman Talking Machine Co., Victor distributor, the Association was arranging for the preparation of a placard to be placed in a conspicuous position in the windows of talking machine dealers, announcing that they were in favor of price maintenance. In conjunction with the placard the dealer will have a petition upon which, wherever possible, the names of his customers can be placed for the purpose of forwarding it to Congress. This, it is thought, will do much to persuade legislators to favor measures along price-maintenance lines which will be brought to their attention in the coming sessions of Congress.

A letter was read from the secretary of the Music Trades Association of Southern California, in which the Talking Machine Men, Inc., were asked to support a movement requesting one of the larger talking machine manufacturers to allow dealers a larger gross profit. The letter was referred to a committee for attention.

The meeting was known as "Leo Feist Day" and several members of that music publishing organization addressed the gathering and rendered several of the current Feist hits. Theodore Morse, of the Feist staff, introduced "Bob" Miller, who sang, and Herbert Steiner, who played the new Feist songs and fox-trots, entitled, "Ty-Tee" (Tahiti) and "Wabash Blues." After the rendition of these two selections Edgar F. Bitner, the general manager of Leo Feist, Inc., was introduced and in his address he congratulated the Association on its accomplishments and its plans for the future.

Mr. Bitner, in speaking of talking machine dealer activities, said that if he had any recommendation to make it would be that the talking machine dealers who were not already stocking sheet music do so at once; if not a complete line, at least the titles of current releases to be found in talking machine record lists. He said he was sure they would find it a profitable adjunct to their business, as have dealers who have already opened up such departments.

Billy Murray, well-known exclusive Victor record artist, received an ovation from the dealers and closed the musical program by singing the following Feist songs: "When Francis Dances With Me," "Ten Little Fingers and Ten Little Toes" and "The Old Town Hall."

At the start of the business session Irwin Kurtz, president of the Association, relinquished the chair in order that he might introduce several important changes in the by-laws. Before announcing these changes Mr. Kurtz stated that

the United Phonograph Dealers' Association, another dealer organization in New York, had recently decided to join the Talking Machine Men, Inc., having voted to this effect at its last meeting.

In view of this amalgamation, Mr. Kurtz proposed changes in the by-laws of the Talking Machine Men, Inc., whereby there would be an elimination of the three vice-presidents now holding office, these vice-presidents representing New York, New Jersey and Connecticut dealers. In their places Mr. Kurtz proposed that the officers of the Talking Machine Men, Inc., should consist of a president, vice-president, secretary and treasurer, to be duly elected by the entire organization. After these officers were elected he proposed that the four dealer groups represented in the organization—the Victor, Columbia, Brunswick and Sonora groups—should elect their own vice-presidents. The vice-president of each group would, of course, be a dealer handling that specific line of instruments and records, and these groups would meet at their own discretion and discuss problems pertinent to their own activities. Mr. Kurtz further proposed that the executive committee of the organization should consist of the four officers elected by the

entire membership, together with the vice-presidents elected by the various groups. The change in the by-laws also specified that dealers representing any other manufacturer could elect their own vice-president at any time, provided that ten members carried that particular line, which must be a machine and record line.

All of Mr. Kurtz' proposals were accepted unanimously, and in view of the fact that the new vice-presidents of the various groups would hold office only until the annual election in April it was decided that the present executive committee should appoint the various vice-presidents for the short term. The following appointments were then announced: V. J. Faeth, of the Winterroth Piano Co., vice-president of the Victor division; A. Bersin, vice-president of the Brunswick division; L. Tilkoff, vice-president of the Columbia division, and Joseph H. Mayers, vice-president of the Sonora division.

The next meeting of the Talking Machine Men, Inc., will be held on January 11, and at this meeting the United Phonograph Dealers' Association will be present, in accordance with its recent decision to amalgamate with the Talking Machine Men, Inc. The January meeting promises to be a very important one, as Hugo Rothafel, musical director of the Capitol Theatre and one of the leading factors in the advancement of musical activities in New York, will address the dealers. In addition, Princess Watahwaso, exclusive Victor artist, will be on the program.

VOCALION MUSIC BY RADIO

Vocalion Artists Also Participate in Radio Musical Programs of the Westinghouse Co.—Music Heard Over 350-Mile Radius

The Aeolian Co., through G. A. Baldini, of the artists' department, has taken a prominent part in insuring the success of the series of nightly radio concerts given by the Westinghouse Electric Mfg. Co., of Newark, N. J., and which are enjoyed by over 100,000 people provided with radio facilities within a radius of 350 miles of Newark.

There was first introduced the Vocalion and a reproduction of the records of the various artists was carried through the air perfectly, to the delight of those who listened in. Next the Duo-Art reproducing piano was furnished by the Aeolian Co. to furnish the piano music, and finally a number of exclusive Vocalion artists were taken to Newark to sing directly into the sending apparatus. Among the Vocalion artists who have participated in the Westinghouse concerts have been Marie Sundelius, Metropolitan Opera soprano; Grace Kerns, the noted church soprano who sang on Thanksgiving night; the Kouns Sisters and Sasha Culbertson. H. B. Tremaine, president of the Aeolian Co., had a wireless receiving outfit installed in his home in Westfield, N. J., and has become an enthusiastic follower of the concerts.

The concerts are given between the hours of 8.20 and 9.50 p. m. nightly, the programs for the various evenings being well diversified. One night it is operatic music, another night popular

songs, then again dance music, and finally on Sunday evenings sacred music.

The Westinghouse Co. is providing compact receiving sets that may be attached to water pipes or other metal conveyors to provide the necessary "ground."

DAVISSON APPOINTED SECRETARY

W. F. Davisson, of Columbus, Succeeds to Office in National Association of Talking Machine Jobbers Held by Chas. K. Bennett

W. F. Davisson, vice-president and general manager of the Perry B. Whitsit Co., Victor wholesaler, of Columbus, O., has been appointed secretary of the National Association of Talking Machine Jobbers, to succeed Charles K. Bennett, elected to that office at the Colorado Springs convention in July and who has since withdrawn from the talking machine field. Mr. Davisson is well known and popular to the members of the Association and has always taken an active part in the affairs of that organization.

BUSINESS AVAILABLE WHEN SOUGHT

Interesting Observations of N. Cohen, President of Greater New York Novelty Co., on Extended Trip to Southern Points

N. Cohen, president of the Greater New York Novelty Co., Brooklyn, N. Y., manufacturer of Wall-Kane needles, has proved to his entire satisfaction that business is available when it is energetically sought. Mr. Cohen recently completed a trip extending as far as New Orleans which was attended with much success. In speaking to The World Mr. Cohen stated: "I believe that there are a lot of manufacturers keeping their men off the road because someone else has told them that there was no business to be obtained. I found, however, on my trip that business was decidedly available. I brought back with me a large volume of orders that would not have been received had I tried to secure them without leaving the office."

A reduction of prices on Wall-Kane needles has been made, allowing them to be sold for ten cents instead of fifteen cents, which is meeting with much favor by the trade. Mr. Cohen also announced that Julius and Nestor Roos, well known throughout the trade, are now also selling Wall-Kane needles.

The Pearson Piano Co., of Shelbyville, Ind., has purchased the Victor department of the Steinhauser jewelry store.



Genuine Mahogany Record Cabinets

Never before has such a quality cabinet been offered to the trade by any one at such a low cost

Price, \$9.90 each

Built in one style only—Size 32" high and Top 18½"x 21¾". Will match any large size table model Phonograph. Holds 180 12" Records. A Limited Quantity.

Terms—Deposit With Order—Balance C. O. D.—Write Us Today.

VALUE-TONE TALKING MACHINE MFG. CO.

Corner Borden Avenue and Foster Street

Long Island City, N. Y.

DEATH OF GEO. D. ORNSTEIN

Well-known Victor Wholesaler Dies After Linger- ing Illness—Was Identified With Victor Industry for Over Twenty Years—Funeral Attended by Victor Executives and Jobbers

George D. Ornstein, president of the George D. Ornstein Co., Philadelphia, Pa., Victor wholesaler, died at his home in New York on Saturday, December 3, after an illness of several months. Mr. Ornstein had resided in Philadel-



George D. Ornstein

phia for a number of years, but located in New York on October 15, maintaining his home in Philadelphia. The funeral was held Monday, December 5, from Bair's Funeral Church in Philadelphia, and was attended by a number of the executives of the Victor Talking Machine Co., together with representatives from a majority of the Victor wholesalers in Philadelphia and New York territory.

George D. Ornstein was one of the veterans of the Victor industry, having joined the Victor Talking Machine Co.'s organization over twenty years ago. His experience included every important department in the Victor sales division and for several years he was manager of the Victor traveling department. He resigned this position three years ago to establish the George D. Ornstein Co., Philadelphia, and, as head of this jobbing organization, soon won the friendship and esteem of Victor dealers in his territory.

Mr. Ornstein was generally recognized as one of the most capable wholesale men in the country and his thorough knowledge of every phase of Victor merchandising was reflected in the effi-

cient service rendered by his company to Victor dealers. His loss will be keenly felt in the Victor organization, as he had a host of friends from coast to coast. Mr. Ornstein is survived by a widow and two sons, George D. and Douglas, aged nine and five years respectively.

MODERNOLA CO.'S NEW PLANT

Splendidly Equipped Factory Now Fully Occupied—Making Up for Lost Time on Output Owing to Fire—Product Grows in Favor

JOHNSTOWN, PA., December 7.—The Modernola Co., manufacturer of Modernola phonographs, is now firmly established in its new factory in this city. It is stated that this new plant is one of the most modernly equipped factories devoted to the production of talking machines. Special drying facilities have been installed which greatly lessen the labor of this process. Whereas in former days it took seven to ten days to complete the process, the same amount of work can now be accomplished in one day.

The Modernola Co. is to be heartily congratulated on the energetic manner in which it recovered from the devastating fire which completely destroyed its plant during the early part of the year. The ruins of the old factory were hardly cold before plans were already on foot for the erection of the new building, and despite the setback the Modernola Co. has energetically pushed its plans so that at the present time the new plant is working overtime to make up for the lost time and the distribution of the Modernola to the dealer has now reached its former volume. The new product of the Modernola Co. is meeting with much popularity and the price reduction recently announced has contributed much toward further sales stimulation.

PERIOD MODEL VICTROLAS TO ORDER

Instruments of the 500 Series to Be Supplied Only on Order—Reduced Prices Announced

The Victor Talking Machine Co. has announced that in the future Victrolas of the 500 Series period design will be manufactured only on special order at prices to be quoted upon receipt of each individual requisition. At the same time the company announced a new schedule of reduced prices on period Victrolas of the 500 Series, applying to instruments now in stock at the Victor factory.

GOTTSCHALK & CO. ENTER FIELD

CHATTANOOGA, TENN., December 10.—An attractive new Brunswick phonograph department has been opened by Gottschalk & Co., one of the largest furniture houses in this vicinity. The concern has started an extensive advertising campaign in the interests of this line.

NEW REVENUE BILL NOW A LAW

Bill as Passed Eliminates All Excise Taxes on Talking Machines, Records and Other Musical Instruments—Effective January 1, 1922

The Revenue Bill of 1921 was signed by President Harding on November 23, thus bringing to an end the long-drawn-out fight over the various provisions of the measure. The new measure becomes effective on January 1, 1922, with the 5 per cent excise tax on musical instruments entirely eliminated, the paragraph in the original bill, providing for the continuation of such a tax and known as Paragraph 4, Section 900, being entirely removed from the bill.

Collections of the tax on musical instruments for the fiscal year ending June 30, 1921, amounted to \$11,568,034.90, according to the report of the Internal Revenue Department. This is a decrease of approximately \$2,000,000 over the preceding year. Of the total sum, talking machine manufacturers paid about \$5,500,000, or nearly half. These collections were made under the 5 per cent excise tax which has just been repealed.

B. BLOEDON WITH BRUNO HOUSE

Prominent Figure in Musical Field Joins Sales Forces of Well-known New York Distributor

C. Bruno & Son, Inc., Victor distributor, New York City, announced, early this month, the addition of Barrie Bloedon to its sales staff. Mr. Bloedon, for the past two years, has been a member of the staff of the largest music publishing firms—the Broadway Music Corp. and M. Witmark & Sons. Prior to that time he was connected with the sales staff of one of the record companies.

Mr. Bloedon is a young man of magnetic personality, thoroughly versed in dealer problems, having at one time been connected with a chain of retail stores. While in the music publishing field he specialized in mechanical reproduction, and this should stand him in good stead in assisting the trade in the selection of popular records. Mr. Bloedon will travel for C. Bruno & Son and has already visited the trade in Hudson River cities.

TAKES OVER TRENTON PLANT

The plant of the Kerns Bottling Co., Trenton, N. J., has been taken over by the Hughes Phonograph Co. The latter concern manufactures a patented device to control tone waves, while the cabinets are made elsewhere.

No man can attain success without believing in himself, his fellows and the worthwhileness of his job.



The PHON-O-MUTE

"The Perfect Tone Regulator"

The PHON-O-MUTE regulates tone control at the only logical place where tone should be regulated—at the reproducer.

The PHON-O-MUTE is attached to the stylus bar instantly and without the use of screws or mechanism. It does not mar or interfere with the sound-box in any way.

The PHON-O-MUTE provides for any degree of tone desired without changing the type of needle. Satisfaction guaranteed.

RETAIL PRICE \$1.50

REGULAR TRADE DISCOUNTS

PADDACK PRODUCTS, Inc.

198 Broadway

New York



Follow up your Christmas gift envelopes with Gravure Delivery Bags featuring exclusive Columbia stars; send a smiling selling message home with each customer's new records. Ask your Dealer Service man.

Columbia Graphophone Co.
NEW YORK

BIG HOLIDAY TRADE IN BALTIMORE

Leading Members of the Trade Make Encouraging Reports Regarding Holiday Trade Outlook—Miss Martin's Good Educational Work—C. B. Noon Not in Talking Machine Business

BALTIMORE, MD., December 5.—Christmas sales, which started in early this month, give every indication of breaking records in Baltimore and vicinity; in fact, prospects are dealers will be practically cleaned out when the holiday season is over. This is already apparent in the sales here of Victor machines, according to H. T. Bosee, manager of sales of Cohen & Hughes, the local distributors. He said a merchandise shortage exists to-day as far as the Victor products are concerned, as their stock was badly depleted already and they had a number of standing orders which they are hoping to be able to fill with a shipment from the factory.

Carloads of Columbias

The Columbia agency also reports prospects good for a big Christmas business, in addition to the carload lot proposition which is being worked up in this territory. Three dealers of the Baltimore branch have already bought carload lots, shipments being made to W. P. McCoy, Charlotte, N. C.; Meyers & Tabakin, Norfolk, Va., and Gutman's, Inc., of Bristol, Va. Several local dealers are considering the proposition with the idea of pushing it in addition to their regular Christmas trade.

Good Educational Work

Miss Martin, of the educational department of the Columbia Co., who has been working in the Baltimore branch for the past six weeks, has gone to Philadelphia. During her campaign here Miss Martin gave demonstrations at the Eastern and Western High Schools and Teachers' Training School. Other places in the Baltimore territory visited were Norfolk and Roanoke, Va.; Raleigh, Durham and Winston-Salem, N. C. While in Virginia Miss Martin attended the State convention of teachers. Her work here was highly successful and Miss Martin will return for another campaign shortly after the new year.

William H. Swartz, a local boy and one of the "live wires" of the Columbia, has been taken from regular territory and given a "roving commission" anywhere in the Baltimore territory. It was largely through his efforts that two of the three carload orders were given and he has left to assist the dealers in putting across the

deal, after which he will make a drive for carload orders in Baltimore.

Richmond & Daugherty, of Gales City, Va., who have been in the talking machine field less than three months, are doing a fine business, judging by the orders received by wholesalers here. Hardly a day passes, it was said, without an order for something being received from the firm. They are using a truck service, in addition to their store, opening up new territory with very good results.

A. B. Feder, formerly manager of the talking machine department of Lansburgh & Bros., of Washington, is now managing the phonograph department of the Good Value Bargain House.

Gassinger Bros. have opened up a new Columbia Shop at 1831 North Gay street. They have fitted up a very large department and are carrying a complete stock.

In the Baltimore letter in this paper last month it was stated that C. B. Noon, the well-known piano man, formerly with the Kranz-Smith Piano Co., had joined forces with Geo. P. West and would open a music store in this city.

This is entirely incorrect. Mr. Noon has not made any arrangements of the kind. The error was due to a mix-up in names. Mr. Noonan, and not Mr. Noon, has joined forces with Mr. West, it is reported.

Mr. Noon's plans for the future have not yet been announced, but it is not improbable that this prominent member of the trade will be heard from within a very short time.

EFFECTIVE WINDOW DISPLAY

The Community Music Temple, 504 West 207th street, New York, recently made a special drive on Sonoras, using its windows almost exclusively for the display of the various models.



How Community Temple Featured the Sonora One of the features of this display was a swinging bell which was designed from a "Sonora Bell" poster with a clock mechanism. The bell, swinging back and forth, was decidedly unusual and contributed materially to the effectiveness of the display.

LINK'S MUSIC SHOP ENLARGES

Old Cincinnati Concern Doubles Floor and Window Space by Converting Present and Adjoining Building into One Large Store

CINCINNATI, O., December 5.—George H. Link, one of the first talking machine dealers in Cincinnati, recently converted his Music Shop and an adjoining store into a single large and up-to-date establishment at a cost of approximately \$5,-



Where Geo. H. Link Holds Forth

000. The addition doubles the floor space of the store and also doubles the store front. Mr. Link occupied one-half of the present building in which his business has been housed for many years. Last spring his son, George H. Link, Jr., musician and former member of the Cincinnati and Detroit Symphony Orchestras, came home for a vacation and at that time Mr. Link became ill and his son was forced to stay on and take care of the business. When Mr. Link was able to again take charge he induced his son to cancel his musical contracts and enter the business as a partner. The partnership was formed and they then decided to take over the adjoining store and to remodel the building. The new store has a floor space of 1,440 square feet. An additional room in the rear of the building is devoted to music rolls and repair work. The store has two front entrances and a large attractive show window. Link carries a complete line of Victrolas, records and Q R S music rolls. The store is located at 1711-13 Vine street.

RUSSELL BRANCH IN SANFORD

SANFORD, FLA., December 8.—The L. A. Russell Co., manufacturer of talking machines, with headquarters in Augusta, Ga., has located its headquarters for the central part of the State here. J. H. Huntermister has been placed in charge of the local branch.

See Advertisement on page 153

TRADE MARK
DISC-O-GAMES
PAT APPLIED FOR

"SUPERB"

Semi-permanent needles are giving entire satisfaction wherever used.

Retail 4 for 25c. Liberal discounts to dealers and jobbers.

Send for Samples

MELLOWTONE NEEDLE CO.
Ansonia, Conn.

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—Detail expert with 23 years' experience with prominent house desires connection with manufacturer or jobber. Has intimate knowledge of retailing and wholesaling methods. Was pioneer in introduction of many now thoroughly established trade customs. Particularly keen on trade promotion and follow-up subjects and has many undeveloped ideas in hand. Also familiar with the work of record-making artists in the concert field. Address "Box 1061," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Accountant with wide knowledge of talking machine trade activities desires position with manufacturer or jobber. Has opened, conducted, audited, closed books of branch establishments; audited books and inventoried stocks of laboratory and factory. Address "Box 1062," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—I have six years' experience selling pianos and phonographs. I am looking for a first-class phonograph to market in Minneapolis, Minn. Have you got it? Address "Box 1066," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Repairman for phonograph store. One able to make repairs on various makes of phonographs. Kindly give experience, salary wanted and other information. Write "Box 1067," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—First-class retail talking machine salesman, to co-operate with our dealers in Pennsylvania. Apply **WEAVER PIANO CO., INC., York, Pa.**

EXECUTIVE—Experienced in the manufacturing of cabinets, motors, tone arms, sound boxes, polishing and plating and final assembling; also having a knowledge of selling, desires to connect with a reliable concern. Good references. Address "Box 1071," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Recording Engineer, wide experience in all branches of record making. Work is marked by its musical quality, long wear and good appearance. Best references. Address "Box 1045," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Master plater and matrix maker. Am familiar with modern methods, capable of installing plant and handling work from wax to finished stampers. Wish position with reliable company. Address "Box 1050," 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.

WANTED—Salesmen now traveling to handle our varied line of talking machine record dusters on liberal commission. **E. T. Gilbert Mfg. Co., Rochester, N. Y.**

POSITION WANTED—Man having six years' experience in phonograph and piano business, with several leading companies, wants position as manager of a retail department. Age 30 years; college education. Thoroughly understands phonograph and piano merchandising and advertising. Proposition must be large enough to warrant a substantial remuneration. References furnished upon request. Address "Box 1069," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

We want the best phonograph merchandising man in the United States. He must be a man of experience, able to organize and build up a successful department in a big chain of retail furniture stores. This is a big job and none but the best man is wanted. Sell yourself in first letter. Give all details including salary. All letters will be treated confidentially. Address "Box 1044," care The Talking Machine World, 373 Fourth Ave., New York City.

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.

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.
PARCAIN BULLETIN FREE
FANTUS BROS. 1315 S. Oakley Av. Chicago

FOR SALE

Half interest in established music house in central Western city of 60,000; investment for expansion of business; standard lines. Address "Box 1052," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Records, needles, cabinets, motors, tone arms and accessories. Anything required in the phonograph line we have, and sell, at reduced prices. We also buy anything you have to sell in the phonograph line. Mandell & Co., 88 Rivington St., New York City.

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.

WANTED

Dealers and distributors in every state to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

POSITION WANTED—Recording engineer, at present employed, will consider management or organization of laboratory. Familiar all branches record business. Has recording machine. Address "Box 1048," care The Talking Machine World, 373 Fourth Ave., New York City.

WISHES POSITION—Technical laboratory and matrix expert, 17 years' experience, will hold interview with any new or old talking machine company. Address "Box 1063," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Successful sales manager; managed largest retail departments, desires connection anywhere. Highest-class references. Address "Box 1065," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Competent repair man, polisher and assembler, wishes part-time or evening work in the vicinity of New York City. Best references. Address "Box 1072," care The Talking Machine World, 373 Fourth Ave., New York City.

THE TRIPLEX PHONOGRAPH

is an entirely new type which combines the portable with artistic reproduction and changeable picture panels.

Made in one standard size which incorporates all features.

Do not select your lines for 1922 until you have learned all about this wonderful and unique instrument.

For descriptive folder address the

TRIPLEX ARTISTIC PHONOGRAPH CO.
Pershing Road and Ridgeland Ave.
BERWYN, ILLINOIS

FOR SALE

**Musical Merchandise Business,
Los Angeles, California**

Owing to extensive outside holdings requiring personal attention, owner will dispose of well-established music business at sacrifice for immediate sale. Established ten years same location, advantageous lease, well-assorted stock, salable goods. Band and Orchestra Instruments, accessories and fittings, musicians' supplies, general line musical merchandise, fixtures, safes, registers, tools and equipment for instrument repairing. Sales averaging \$35,000 annually; can be multiplied by adding pianos, phonographs, records and sheet music. Will sacrifice for \$10,000, though worth double. At least one-half cash, balance reasonable terms. Liberal discount for all cash. One year's profit would pay for the business. **NOTE GOVERNMENT REPORT, LOS ANGELES MOST PROSPEROUS CITY IN UNITED STATES.** Parties who mean business and have the cash to back it up write at once to C. Leonard, care Gen'l Del., Los Angeles, California.

SPOT CASH PAID

for Columbia and Victor Records, job lots, overstocks, any quantity, also Victrolas, Grafonolas and other phonographs. Quote price in first letter. Strictly confidential.

STANDARD PHONOGRAPH HOUSE
1414 Franklin Ave. St. Louis, Mo.

Sacrifice Sale of 15,000 Standard

10-inch **DOUBLE DISC RECORDS**
Very large assortment.
All desirable—no patriotics.
In 100 lots, 19c. In 2,000 lots, 17c.
In 250 lots, 18½c. In 5,000 lots, 16½c.
In 500 lots, 18c. In 10,000 lots, 16c.
In 1,000 lots, 17½c. Entire stock, 15c each.
Terms: Net F.O.B. Chicago. Subject to prior sale.
Fantus Bros., 1315 S. Oakley Ave., Chicago, Ill.

FOR SALE

Piano business in southern California city of wealth and culture; 50,000 population to draw from. Knabe and Mehlin line. Connected with flourishing Victrola and Brunswick business. Address "Box 1070," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Victrola Model XVIII and used Model XVII. State telephone number when answering. Address "Box 1058," care The Talking Machine World, 373 Fourth Ave., New York City.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

CABINETS

Beautiful new designs in mahogany, oak and walnut. Everett Hunter Mfg. Co., McHenry, Ill.

World's Classified Advertising
Continued on page 160

WORLD'S CLASSIFIED ADVERTISING—(Continued from page 159)

PARTS AND REPAIRS

Let us do your repair work. Specialists on phonograph repairs. Any make of machine. We also sell springs, tone arms, sound boxes and all other phonograph parts and supplies. Mandel Phono. Parts Co., 1329 W. Lake St., Chicago, Ill.

FOR SALE

2,000 Columbia, Emerson and Okeh records, in English, Polish, Hungarian, Italian, German and Jewish. Also about six talking machines, Columbia and Supertone. Address "Box 1068," care The Talking Machine World, 373 Fourth Ave., New York City.

SPECIAL STANDARD MAKE EDISON ATTACHMENTS

300 nickel-plated—100 gold-plated. Edison attachments complete, with highest-grade cushion hub sound box, at \$1.50 for the nickel and \$2.00 for the gold combination. This is less than the price of the sound box. Address "Box 1064," care The Talking Machine World, 373 Fourth Ave., New York City.

EXPERT REPAIRING

of all makes of phonographs—Vitanolas, World, Elting, Victor, etc. Send in your broken motors and tone arms via Parcel Post or express to

Northwestern Phonograph Works

218 South Wabash Ave., Chicago, Ill.
Motors Phone Wabash 8693 Tone Arms

OPPORTUNITY

Half-interest in established, reliable talking machine business. Owner establishing additional proposition with good merits and positive returns. Principals only. Investment, \$7,500. Highest references. Address "Box 1060," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Recording machine and tools for lateral recording. Address "Box 1043," care The Talking Machine World, 373 Fourth Ave., New York City.

See Page 159 for other Classified Advertisements.

VAN VEEN EQUIPMENT INSTALLED

Griswold, Richmond & Glock Co., of Meriden, Conn., Place Contract With Van Veen & Co. for Equipment in New Victor Department

MERIDEN, CONN., December 2.—Ted Glock, of Griswold, Richmond & Glock Co., recently placed a contract with Van Veen & Co., Inc., of New York City, for the complete installation of equipment in their new Victor department in the large building on Main street, this city. When completed it is predicted that this shop will be one of the most attractive in the State and will represent some of the newest developments in this line. The equipment consists of seven rooms, measuring nine feet by nine feet, for demonstration purposes, and two rooms measuring fifteen feet by eighteen feet for machine display. A modern record department has also been installed for the accommodation of 10,000 records, which department will also contain two plate glass modern display counters. An innovation in the installation will be a display alcove with a raised parquet platform which will be used exclusively for the display of Victor art models and for the present will feature the new Victrola No. 300, which has proven so popular. The booths are of double construction and all

exposed walls and columns will be paneled. The installation is in the Louis XVI period and will be finished in antique ivory and blue. The lighting will be through the medium of portable lamps and side sconces. The carpeting will be soft and a buff brown. In the reception room the buff brown carpet will be bordered with parquet, giving a panel effect. Wicker furniture to match the woodwork will be used throughout. The entire installation and other furnishing work will be under the direction of Leon Tobias, secretary of Van Veen & Co., Inc. The management of the department has been placed in the hands of Miss Havens, who is well qualified for this important position.

SHELTON CO. ANNOUNCES REDUCTION

The Shelton Sales Co., New York City, Eastern distributor of the Shelton motor, is mailing an announcement of a reduction in the price list of this motor, which electrically operates the phonograph by being placed next to the turntable. The new list price, effective December 1, is \$24 and was announced in due time for the dealer to greatly increase his holiday business as a result.

E. C. Boykin, general manager of the company, reports that many new dealers have taken on the Shelton motor and that prospects for the coming year are exceedingly bright.

FRED GRETSCH BACK FROM EUROPE

Fred Gretsch, president of the Fred Gretsch Mfg. Co., Brooklyn, N. Y., returned from Europe on Wednesday, December 14. During his several months abroad he visited the factories of most of the leading manufacturers of musical merchandise in Europe.

The Fred Gretsch Mfg. Co. reports that all the lines of musical merchandise it carries are moving rapidly, but that saxophones seem to be in most popular demand.

GRANBY ACTIVITIES IN ST. LOUIS

The St. Louis headquarters of the Granby Phonograph Corp. reports that it has received personal visits from a number of its numerous dealers in Illinois and Wisconsin. In making shipments to new dealers this branch always requests that the dealer reply on receipt of the instruments exactly what his opinion of the same is. Answers have been received in every instance and it is reported that they are all highly commendatory.

See Advertisement on page 153

TRADE MARK
DISC-O-GAMES
PAT APPLIED FOR.

LOCAL VICTOR DEALERS MEET

Metropolitan Victor Dealers' Association Refuses to Amalgamate With Talking Machine Men, Inc.—Suggest Flat-top Victrola Models

At a regular meeting of the Metropolitan Victor Dealers' Association held early this month at the Café Boulevard, New York, a number of important topics were discussed. Irwin Kurtz, president of the Talking Machine Men, Inc., the dealer association comprising dealers in New York, New Jersey and Connecticut, was present as a guest and, during the course of the meeting, outlined a plan whereby the Metropolitan Victor Dealers' Association, together with another local dealer association, would be amalgamated with the Talking Machine Men, Inc.

After an extended discussion of Mr. Kurtz's plan the Metropolitan Victor Dealers' Association voted to retain its individuality and identity and declined to amalgamate with any association. The members offered to co-operate individually and as a body with the other dealer organization and thanked Mr. Kurtz.

A resolution was passed whereby the members of the Metropolitan Victor Dealers' Association will sign a collective petition addressed to the Victor Talking Machine Co., asking the company to consider the matter of adding table or "console" models to its present line, in addition to the 300, which will enable the dealers to meet the requirements of the public for flat-top machines.

A LONG-DISTANCE SHIPMENT

LYNN, MASS., December 8.—A Victrola and 100 Victor records left the store of John Z. Kelly's Music Shop, Market street, this city, on the first leg of a journey to the Jesuit institution, Colegio Seminar, Vigan, Ilocos Sur, Philippine Islands. The machine and records, which are for the Rev. Thomas J. Feeney, S. J., of the above address, will reach their destination, via New York and the Panama Canal, in about two months.

DOING WELL WITH THE BOBOLINK

The Cabinet & Accessories Co., New York City, is meeting with much success with the Bobolink phonograph, made by the A. C. Gilbert Co., of New Haven, Conn. They are also distributing the Bobolink books and Santa Claus books with Bobolink records.

What are your plans for 1922, Mr. Victor Dealer?

Are you going to be satisfied to run along just as you have been,—or do you aspire to make the year 1922 the best ever?

If we can help you with your advertising and selling problems, or in fact with any of your problems, you are welcome to our advice, which will be given out of the years of experience of all of our people in the Retail Trade. Our entire organization is at your disposal.

C. C. MELLOR COMPANY

Victor Wholesalers
1152 Penn Ave.
PITTSBURGH, PA.

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
General Offices 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.



FROM OUR

EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Little Improvement Noted in General Business Conditions—Relief Only Expected With Change in Country-wide Situation—Instability of Record Prices—Changes Announced in New Zealand Tariffs—What the New Record Lists Have to Offer—Instruction in Repair Work Proves Interesting and Valuable—Activities of the Various Companies—Federation of British Music Industries Doing Important Work—Small Size Records Now on the Market

LONDON, E. C., December 1.—Since my last report from this world center of kaleidoscopic industrial and social changes the course of trade has not passed through that channel of high expectation which previous indications reflected. A month or more ago the gramophone industry experienced a sales spurt. Time of year considered, it naturally engendered an optimism that led us all to believe in a prospect of more or less settled conditions, in happy contrast with the patchy state of trade hitherto existing.

There has been no great setback; it is the absence of progress in our trade that is so disappointing. It was but natural to anticipate a big advance in November, especially, too, after the break-up of the fine long Summer weather. Preparations were well forward to handle a big and progressively big trade. The failure of the "progressive" part was a feature of November business, but signs of a movement in the right direction can be recorded.

Prominent trade men with whom I have spoken express the belief that we cannot hope for any permanent stability while there is so much distress and unemployment throughout the world.

In England the unemployed labor barometer is again rising and general industrial conditions are not of such good promise as even two months ago. The cost of living has decreased, but the burdens of the people are still so financially heavy as to preclude any but the smallest expenditure upon luxury goods.

Of course, these unfortunate circumstances are not peculiar to our people—one finds much the same situation in other countries—hence any improvement must be a matter of protracted growth. To this end we should be governed, exercising patience, but determined also not to mitigate our efforts—rather to increase them—as opportunity offers, in the direction of speeding the general movement toward the restoration of normal conditions.

As regards the December trade prospects, all reports indicate that quite busy times will be general throughout the country. Manufacturers are already in receipt of substantial orders for Christmas stock, and have made preparations for the fulfilment of the usual last-minute rush.

The bulk of the demand for records is noticeably good in the case of the 2/6 and 3/- standard makes; comparatively, the higher-priced records are not selling so well. Much the same conditions apply to machine sales. The cheaper they are the better they sell, the determining factor being price, not quality. Unfortunately, there is a great amount of rubbish on the market, the sale of which is against the welfare of our industry.

Instability of Record Prices

An unfortunate feature of the trade situation here is the instability of prices. The label of a

record or the catalog of other gramophone products may indicate the standard value placed upon an article by its maker, but too often that is as far as it goes. On the one hand, we have manufacturers selling their products at or below cost; on the other hand, we find the dealer thereby encouraged to price-cutting, quite indifferent to the fact that his position and that of the manufacturer, in their relations to the public, are separated by a very wide gulf. To cut prices to the bleeding point (as distinct from legitimately fixed reductions) is unsound business at any time. But if a dealer indulges in this practice he is not altogether to blame. So long as there is absent a fair system of record exchange, so long, I am afraid, shall we be subject to the evils of price-cutting. Thousands of retailers were left over the stagnant-trade period with unsalable, and sometimes big, stocks of records that they had no alternative but to offer at cut prices under the guise of shop-soiled records. From the makers no real assistance was proffered. The sell-at-any-price policy is too general. It will exert a permanently adverse effect upon the welfare of our industry unless the problem is courageously faced now. To a very big extent the onus of finding an equitable solution rests with the manufacturers and their association. Let them realize that and get immediately to work!

Assessment of the New Zealand Import Tariffs

The New Zealand Government announces an important concession which should evoke the appreciation of British exporters. From January 1 next the duty on goods imported by New

(Continued on page 162)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammobon-Akti-eselskab, Fribavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMabon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

EDISON BELL


WINNER
 TRADE MARK
 GRAMOPHONE RECORDS

 CABLE
 "PHONOKINO,
 LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES
Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England
FROM OUR LONDON HEADQUARTERS—(Continued from page 161)

Zealand from any country with an appreciated currency will be assessed on the basis of the current rate of exchange instead of on the mint parity value. The present method of arriving at the duty on goods from a country like America has the result of largely canceling the preferential rate accorded to British manufacturers under the New Zealand tariff. In future, therefore, British exporters will apparently enjoy the full benefit of the preference.

New Trade Protective Act Not Generally Liked

The safeguarding of the Industries Act may be said to have been born of a depreciated currency. Because of the low value of the mark here German goods were simply forcing our own manufacturers out of the field. Some protection became absolutely necessary and thus was born this new Act, which, under certain conditions, imposes an additional import tariff of 33 1-3 per cent. It is really more or less useless because it is unlikely to handicap the sale of German goods here while the mark stands at the present exchange rate of over 1,000 to the pound sterling. Thankful for small mercies, most of our trade associations support the Act. The Scottish music merchants, however, are in some ways at variance with the terms and, of course, individually, the Act is not regarded as an un-mixed blessing for obvious reasons.

The "Cliftohone"—a New Invention

From a progressive viewpoint the science of sound reproduction has not advanced a great deal during the past decade, though we must hasten to admit due recognition of the many improvements which have taken place, often, it must, however, be said, at a cost of time and money incommensurate with results achieved commercially. The science of recording and reproducing sound is undoubtedly one of the wonders of the age. Yet, by the present system, it cannot be said to have attained absolute perfection. We believe the road to success is through an entirely new channel of investigation—for instance, photography. Be that as it may, the present-day method is good in that it brings to us a fair and entertaining replica of the art of the world's musical geni—a gramophone blessing in very truth.

These few introductory remarks will enable our readers to visualize in correct proportion the claims made in behalf of a new gramophone, the Cliftohone, which was recently demonstrated to a large gathering of pressmen at Claridge's Hotel. It is the invention of W. E. Clifton and has been taken up commercially by the Chappell Piano Co., Ltd. Mr. Clifton claims that his gramophone reproduces with mathematical exactness and proper musical proportion every characteristic of voice or instrument; that "One of the first problems which presented itself was to form an 'articulation' or hinge for the 'stylus bar,' which should have no 'shake,' no loss of motion, should present rigid resistance to the drag of the needle, should not give way under the powerful vibrations imparted by the

undulations of the record, and yet should allow movement through a large arc without friction. This mechanical problem was solved by the use of four spring blades which flex about a common axis, two of them taking needle drag along their length, while the other two oppose the blows from the record undulations.

"The next problem was to provide a method of pulsating the air in exact proportion to the record waves. The effective part of the Cliftohone diaphragm consists of two 'reeds,' balanced one against the other and mounted so that they may both rock together in the arc of a circle described from the articulating point of the stylus bar. The periphery of the diaphragm is made resilient so as to act as 'bellows' and to allow a very great degree of flexibility to the reeds, the sounds generated by which are thus produced and emitted with such delicate modulations as to conform to the original producer."

In construction the "Cliftohone" follows much the usual lines except that the sound box plays with its face to the record as in the playing of a phono-cut disc.

As to the demonstration, we think it was carried out on very fair lines, allowing of close comparison between one of the leading gramophones and the Cliftohone. Each record played on the former instrument was immediately afterward lifted onto the new instrument. The same type of needle (spear-pointed) was used in each

case. Between the two instruments we were not overimpressed with the orchestral reproductions, but as regards the vocal and violin records the Cliftohone certainly registered an improved delivery. It treated us to the best renderings of a violin, male and female voice records we have heard; of a fidelity as near perfection as seems possible under the present system of sound recording. Against the somewhat technical claims of the invention we have given a frank opinion of actual results achieved by the Cliftohone, which, we believe, has so far justified itself as to merits the unstinted praise and support of all who may hear it.

Back to the Small Record

In the good old days when disc records began to make sales headway against the cylinder manufacturers were satisfied to constrict the recorded music and song to space available on discs of about seven-inch diameter. We have since progressed in stages to the ten-inch, eleven-inch, twelve-inch and fourteen-inch, up to the one-time Pathé twenty-inch wheel. Now, apparently, we are carried right back, not in gentle stages, but at one stroke, by the issue of five-and-one-half-inch diameter records. Woolworth's stores have a cardboard-shellac-covered disc which sells at sixpence. The latest, however, is a real gramophone record—the Bell—recorded and manufactured on just similar lines to its big brother by the makers of "Winner" and "Velvet Face" records—J. E. Hough, Ltd., this city. At 1/3 retail the Bell is good value.


"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

It will, of course, play on all kinds of gramophones. Of the recorded music and song quite a fair share will specially appeal to the youngsters, for there is ample provision of "Little Nigger Boys" and such like nursery rhymes. On other records there are recorded fair excerpts of popular songs, instrumental numbers by the Band of the H. M. Irish Guard, pretty bell solos, etc.

There is thought to be a good steady demand for these small discs, the progress of which will be watched with very keen interest.

Miscellaneous News Items From All Quarters

It is good news to learn that the Standard Mfg. Co., maker of the "Vesper" products, has not entirely closed down, as Dame Rumor would lead us to believe. On the contrary, I am authoritatively informed that the firm is simply under process of reconstruction.

From an output of but half a million needles three years ago to 15,000,000 per week at the present time is the proud record of W. R. Steel, Ltd. The product of this well-known Redditch house is as good as its service.

The "Renown," on which H. R. H. the Prince of Wales is making an Empire tour, is well equipped musically. Apart from the usual instrumentalists, the ship carries a complete jazz outfit, supplied by the Murdoch Trading Co., and one of the best new portables, "The Grippe," supplied by the Southsea agent of Perophone, Ltd., London.

A German trade journal reports that the Lindström and the Polyphone companies have agreed to increase the price of their twenty-five and thirty-centimeter records from 22 to 27 marks and from 27 to 40 marks each respectively.

English Clocks & Gramophones, Ltd. (in liquidation)—there is a possibility that this firm may be reorganized under entirely new management. If so, the buyers will discharge the debts of the company.

New Zonophone Record Issues

From the British Zonophone Co. comes a batch of comprehensive music, vocal and instrumental, all on the ten-inch size. Outstanding is

FROM OUR LONDON HEADQUARTERS—(Continued from page 162)

record No. 2169, by the famous prize-winning band of the St. Hilda Colliery, "Danse Antique," and it is a decidedly welcome change from the modern terpsichorean musical phase, and this, coupled with a fine stirring march, "Victors' Return March," represent a brace of acceptable items, both brilliantly rendered, that will mean big sales all over the country. No. 2179 is a unique record rendering of "Faust," Selections I and II, by what is described as an accordion ensemble. It is certainly good, in parts more like an organ playing than anything else, which, in some measure, bespeaks the remarkable range of the accordion scale. On 2171 are given a couple of tenor songs by Harold Wilde, "The Home That Means Heaven to Me," a first-class sentimental song with a vengeance, and "A Song of Joy," which is much more robust. Both are well rendered by Mr. Wilde. Two numbers by the late Billy Williams on 2178 are of his usual laughter-conveying order, "She's Coming Home To-night" and "Why Do You Think I Look So Gay." In these records every word can be clearly followed. A couple of sentimentals, "Lonesome" and "In the Days of Make Believe," by Herbert Payne, are well recorded on 2173. Messrs. Payne and Woodville contribute on 2170 "When the Xmas Bells Are Ringing" and "Let's All Be Good Pals Together."

A Lecture of Practical Value to Dealers

"The Construction and Repair of Gramophones" was the subject of a series of lectures and demonstrations by Walter Coombes, of the "His Master's Voice" Co. They were given at such important Scottish centers as Aberdeen, Dundee, Edinburgh, Glasgow, under the wing of the Scottish Music Merchants' Association. Space precludes mention in detail of the many useful hints and valuable advice imparted anent the uses and abuses of component parts, like the motor, sound box, needle, speed regulator, etc., but it may be said that Mr. Coombes handled his subject to the practical advantage of his audiences, comprised of "His Master's Voice" deal-

ers, their mechanics and others directly interested. These lectures are doubly important because they link up the company's service in the direct training of their dealers and mechanics at the factory.

Walter Coombes, by the way, till fairly recently, was in charge at Calcutta of the Gramophone Co.'s Indian factory.

"His Master's Voice" Interesting News Items

To insure accuracy of turntable speed the Gramophone Co. has introduced a new speed-testing device. Its actuating principle is centrifugal force. It is easily set and will quickly indicate whether one's turntable is running at the correct revolution of 78 per minute. At 10/- the public will find this speed tester a useful accessory, obtainable through all "His Master's Voice" dealers.

A classified catalog of records of educational value is announced. It has been compiled as a guide to music teachers and students of the most suitable records for educational purposes. The catalog is really supplementary to "Learning to Listen" by means of the gramophone.

A handy tool set has been issued. It will prove of immense value to "His Master's Voice" dealers, as, having been specially made to suit these instruments, repairs and adjustments are thereby simplified.

Yet another new line is a beautiful filing cabinet to hold one hundred ten or twelve-inch "His Master's Voice" records. A simple lever system enables any record to be instantly released for use. A complete index makes for easy reference.

Specially designed record stands and fittings for shop window display of this company's records is another feature of the month. By this means dealers are enabled to make more effective displays than formerly.

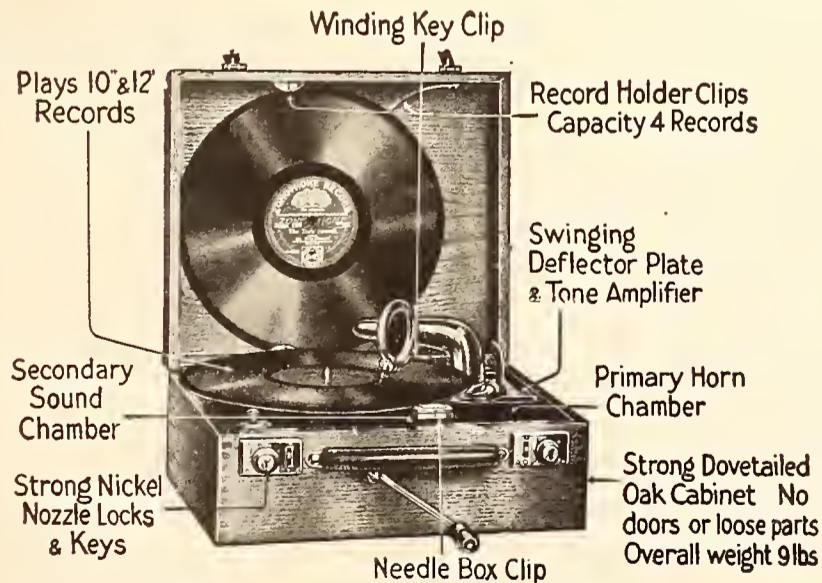
"Popular" Sales Necessitate Night Shifts

A big new list of "Popular" records has just been issued by the Sound Recording Co., this
(Continued on page 164)

Grippe Portable Gramophone

(Patents pending all countries)

Marketed in Great Britain less than three months ago, it has leapt into popularity with amazing rapidity. The most perfect manufacturing and selling proposition in the Gramophone World.



1. Perfect tone reproduction equal to a cabinet model.
2. Travel proof and fool proof.
3. Extraordinary low factory costs.

Model 3, as sketch, produced, sold and delivered to the retailer—Thence to the public at eighteen dollars. Showing full manufacturers' and jobbers' profits.

For exclusive manufacturing rights for U. S. and Canada under royalty apply to patentee, H. J. CULLUM, Managing Director, care of

PEROPHONE, Limited, 76-78 City Road, London, England

Horn, Hornless and Table-Grand GRAMOPHONES

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EXPORT

Please State Your Requirements

**REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England**
Cable Address "Lyrecodisc, London"

city. They include over forty dance items comprising most, if not all, the recent favorites. This represents real service and accounts for a good deal of the hustle now necessary at the factory if orders for the Christmas trade are to be fully executed in time. In recent conversation with the managing director of this company I was informed that trade is so brisk at the moment as to necessitate the running of a night shift. Both of the "Popular" factories are in good shape, working at full pressure in an effort to keep output level with the great demand for these records. My informant, Mr. Chapman, is particularly pleased with domestic sales, but avers that, while he is booking a fair amount of export business, it is not as good as it should be. The reason, he thinks, is twofold—financial stringency precluding open purchase, the result of economic depression and depreciated money exchanges. A world-wide trouble is this!

Some Federation News

The Federation of British Music Industries is making arrangements to entertain trade commissioners from abroad on the occasions of their visits to London. They will invite trade commissioners to interview manufacturers at their offices and to give them information concerning overseas possibilities for British goods and will also entertain them at luncheon and at dinner in order that they may be brought into close connection with as many manufacturers as possible.

Newspaper Propaganda

The newspaper propaganda reached during the month of September a level higher than any yet attained. The amount of space secured in various journals throughout the country was 865 inches editorial column. This increase is largely attributable to the growing list of papers which print the Federation articles.

Annual Dinner and Convention News

The Right Hon. Viscount Burnham has ac-

FROM OUR LONDON HEADQUARTERS—(Continued from page 163)

cepted the Federation's invitation to be the chief guest at the third annual dinner, which will be held on January 26 in the King Edward VII Rooms at the Hotel Victoria.

The convention committee have recommended that the convention next year should be held at Blackpool.

Merchandise Markets Act

Having seen certain advertisements of music goods which have appeared in Canadian trade papers without the country of origin being disclosed the Federation has made careful inquiry into the matter. It has discovered that under the existing Canadian law the Merchandise Marks Act does not obtain in that country.

TRADE NEWS FROM PORTLAND, ORE.

Sherman, Clay & Co.'s New Wholesale Quarters —Miss McClusky's Great Educational Campaign—C. W. Jones With Allen—Other News

PORTLAND, ORE., December 5.—The wholesale house of Sherman, Clay & Co., Elmer Hunt, manager, has been moved from the quarters in the Blake-McFall Building on Fourth street to a bigger establishment at 487 Glisan street. Mr. Hunt says that he now has 10,000 square feet for the Victor business, or two and one-half times as much space as in the old location.

Evelyn McFarland McClusky has returned from San Francisco, where she was sent through the courtesy of Mr. Hunt to assist in the music week and music memory contest just completed in that city. She returned in time to help with the Portland music week and Mr. Hunt turned her over to the Community Service, under whose auspices it was held, and she has given all of her time and ability to the cause. During the week she has appeared in three concert lectures at the Sherman, Clay & Co. store, seven at the main public library, one at Meier & Frank's talking machine department and one at the Powers Furniture Co. talking machine department. She has lectured on "Music in Literature" and has been a big factor in making the week a success.

Roy Feldenheimer, manager of the phonograph department of Lipman, Wolfe & Co., is very optimistic over the business being done in the Sonora and Brunswick machines.

Carl W. Jones, for the past several years wholesale manager for Oregon of the Columbia

A new act, however, will come into force on January 1 next, under which all goods imported into Canada must be marked with the name of the country of origin. This insures securing information of value.

The Price of Shellac

Though the useful little "lac" insect is still active in behalf of our industry it is supremely indifferent to its value. Man is not so, however. As soon as the record trade got busier the wires of the market were duly manipulated and up went the price of shellac. The price to-day is in the neighborhood of £350 per ton. A further rise may be anticipated if the gramophone trade keeps busy.

Graphophone Co., has resigned and affiliated with the piano department of the Wiley B. Allen Co. in this city. His place with the Columbia Co. has been filled by William E. Smith.

T. E. Hopkins, manager of the Stradivara Phonograph Co., reports better business conditions.

Miss A. I. Tracy is the new manager of the phonograph department of the Jennings Furniture Co., which holds the Columbia agency.

The record business in Portland has taken a considerable jump and all dealers report more lively buying.

Hugh T. Campbell, who for nearly two years has been the manager of the Portland branch of the Bush & Lane Co., has been recalled to Seattle and J. C. Gallagher, who has been sales manager and assistant to Mr. Campbell, has been appointed manager.

Evelyn McFarland McClusky, of Sherman, Clay & Co.'s wholesale department, was elected to the office of corresponding secretary at the annual meeting of the Oregon Music Teachers' Association, held in Portland November 25 and 26.

E. B. Hyatt, of the Hyatt Talking Machine Co., reports the sale of an Edison disc phonograph to a customer who previously had bought five Edisons from him in the course of several years. This customer explained to Mr. Hyatt that he gives his Edisons away to his relatives and friends.

Paul Gold, formerly associated with the Silverstone Music Co., St. Louis, Mo., distributor of the Edison phonograph in the South, is now connected with the Edison Phonograph Shop, Memphis, Tenn., as manager.

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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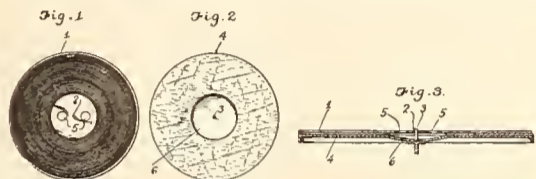
THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—Phonograph Record and Table. Bertram J. Kige, Mankato, Minn. Patent No. 1,391,637.

This invention relates to a phonographic record and table therefor, the principal object of the invention being to provide means for facilitating the removal of the record from the table. Another object of the invention is to render it unnecessary to touch that part of the record which contains recording grooves and making the record easy to handle.

Figure 1 is a face view of a record constructed in accordance with the invention; Fig. 2 is a face



view of the improved turntable; Fig. 3 is a sectional view taken through the improved turntable, with the improved record thereon.

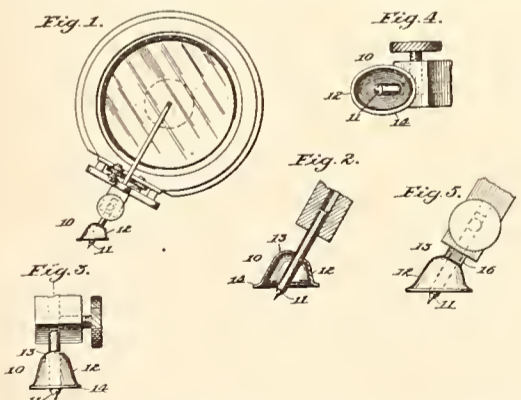
Phonograph Needle and Resonator Therefor. Rudolph Steinert, New Haven, Conn. Patent No. 1,391,425.

The present invention relates to phonograph needles and resonators therefor, and has for its object to provide an improved resonator which will increase and clarify the reproduction; eliminate the metallic quality noticeable in some reproducing devices now in use, and in which the amplified tone will be of purer quality and the disagreeable crepitations so often found in using the ordinary needle, and which materially detract from the proper rendition of music, are practically done away with or so modified as to eliminate any disagreeable results.

A further object of the invention is to so arrange the resonator relative to the stylus as that it is held in proper position with respect to the inclined needle, so that it may be utilized with reproducing mechanisms now in use without the need of specially designed parts.

The objects aimed at are accomplished by providing a resonator, preferably formed as a thin metal shell, so shaped and disposed with respect to the stylus as that it gives the greatest amplitude of sound and clearness in reproduction without in any way interfering with the tracking of the point over the record or with the insertion of the needle in the holder of the usual reproducing apparatus to which it is applied.

Figure 1 is a view in side elevation of a resonator and needle made in accordance with the



invention, the reproducing apparatus being conventionally shown; Fig. 2 is a sectional view of the resonator and needle; Fig. 3 is an end view looking from the left in Fig. 1; Fig. 4 is a bottom plan view; Fig. 5 is a view of a reproducing apparatus conventionally shown, with the resonator attached to the needle holder.

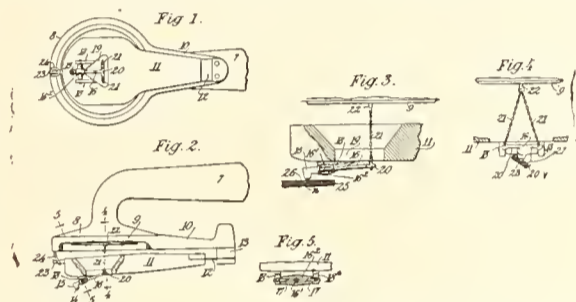
Universal Reproducer. William Gentry Shelton, New York. Patent No. 1,392,082.

This invention relates to talking machines and has for an object to provide a reproducer which is capable of operation by any of the present commercial forms of talking machine or phono-

graph records. At the present time there are two types which predominate, namely, one wherein the tracing element of the reproducer is moved by means of undulations at the bottom of a groove, and the other wherein such element is moved by the sinusities of the lateral sides of the groove.

In order to make the records interchangeable between these two classes of instruments, it has been necessary to provide two sound boxes with complete apparatus. According to the present invention but one sound box is necessary and this will automatically accommodate itself to whichever type of record is presented to it.

Figure 1 is an under-side view of a sound box equipped with the invention; Fig. 2 is a side elevation of the device shown in Fig. 1, some of the parts being broken away to reveal the parts lying beyond; Fig. 3 is an enlarged detail of some of the parts illustrated in Fig. 2, the record



in this view being of the hill-and-dale type; Fig. 4 is a section taken on a plane at about the line 4-4 of Fig. 2, looking from the right-hand side, or in the direction of the arrows, the record in this view being intended to represent the lateral type, and Fig. 5 is a section taken on a plane at about the line 5-5 of Fig. 2 looking from the left-hand side, or in the direction of the arrows.

Talking Machine Horn. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Corp. Patent No. 1,392,037.

This invention relates to certain improvements in talking machine horns constructed of laminated material. This application is a division in part of co-pending application filed April 28, 1915, and numbered serially 24,450 (series of 1915).

Mr. Wolf has discovered that with the ordinary wood horns for talking machines the sound waves penetrate the wood to a considerable degree, their force and color are more or less lost, and that because of such absorption relatively thin tones are produced with the consequent tendency to rattle on high notes and produce audible needle scratch. When producing great volume the scratch increases with the volume, part of the tone is absorbed by the wood, and the scratch is apparently magnified.

He has also found that by increasing the number of laminations of a veneer horn above three, the number commonly employed, to a greater number, with the grain of each adjoining layer running in opposite directions, a greater volume of tone with more force and warmth is produced, but with less audible needle scratch than is possible with horns of three laminations, for the reason that the tone is all projected through the mouth of the horn and thus the scratch is not magnified by any increased horn area but remains relatively the same, and the greater volume and force of tone which is projected from the mouth of the horn drowns or smothers it, and this proportion of scratch to volume is always the same, even with varied volumes produced by the use of different toned needles.

He has discovered that by coating the outside of the improved horn with a material such as silicate of soda, an improved result is obtained. This is probably due to the fact that such sound waves as penetrate the material of the horn are reflected back.

Summed up, it is found that with a horn of plural construction, the inner wall of which will absorb some of the sound, and an outer wall, which will be to reflect the sound, a much better quality of sound will result than with the horns now in use.

The object of this invention, therefore, is to produce a horn by means of which the scratch of the needle is made inaudible and by which richer and more natural tones are produced, and blasting and rattling vibrations are entirely eliminated on high tones.

Figure 1 is a horizontal section of a talking machine cabinet showing a horn in position;

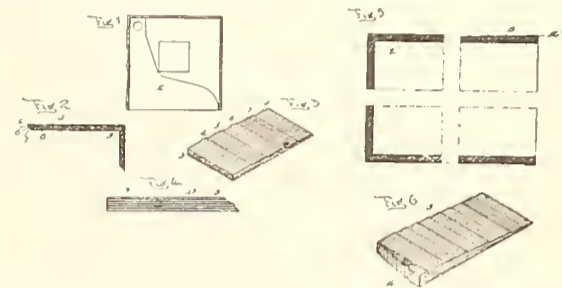


Fig. 2 is a sectional view, on an enlarged scale, through a corner of one wall of the horn; Fig. 3 is a perspective view of a portion of a wall of a horn; Fig. 4 is a detail edge view, on a very much enlarged scale, of a portion of a wall of a horn showing a modification; Fig. 5 is a detail sectional view of a horn showing another modification; Fig. 6 is a perspective detail of another modification.

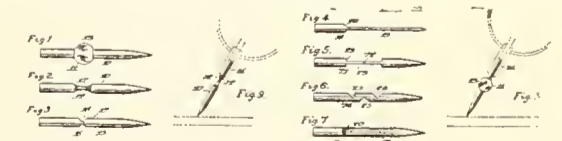
Phonograph Needle. Theodore Fletcher, San Antonio, Texas. Patent No. 1,391,884.

This invention relates to improvements in needles for phonographs and an important object is to provide a needle of the above-mentioned character, which by being turned upon its longitudinal axis, will function as a soft, medium or loud needle.

Another object is that by making the shank of the needle more flexible in one position than it is in another it is capable of absorbing most of the strong vibrations communicated to it from the record and by so doing cut them out from reaching the diaphragm and so play softly, at the same time preserving the overtones which add so much to the rendition of the music, but which are often lost in reproduction.

Another object is to confine the improvement to the shank of the needle, so that the same principle can be employed with needles having a "tungsten" or "jewel" point, besides the solid steel one, so that all makes of records can be played with needles having the improvement, with various volumes of sound, as desired.

In the accompanying drawings Figure 1 is a side elevation of a needle embodying the invention; Fig. 2 is a similar view, with the needle turned at substantially a right angle to Fig. 1; Fig. 3 is a side elevation of a second form of needle embodying the invention; Fig. 4 is a side



elevation of a third form of needle embodying the invention; Fig. 5 is a similar view of a fourth form of needle embodying the invention; Fig. 6 is a similar view of a fifth form of needle embodying the invention; Fig. 7 is a side elevation, taken at a right angle to Fig. 4, of the needle shown in Fig. 4; Fig. 8 is a side elevation of the needle shown in Fig. 1, showing the same in use and playing as a soft needle, and Fig. 9 is a similar view showing the needle turned at a right angle and playing as a hard needle.

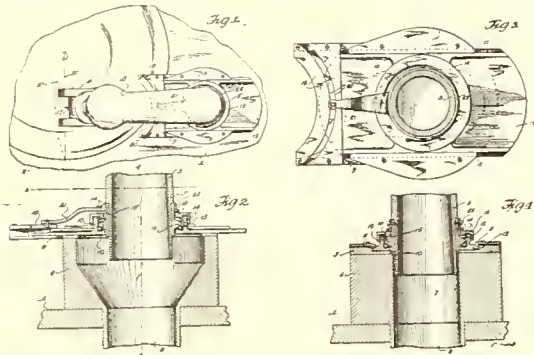
Sound Box Mounting. Carl Scrabic, Urbana, O. Patent No. 1,391,797.

This invention relates to improvements in

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 165)

talking machines, and has particular reference to the mechanism thereof for controlling the movements of a sound box across the playing face of a record, the object of the invention being to provide box supporting means which are of such character as to cause the stylus of a sound box to travel in a straight radial path across the face of a record during the operation of sound reproduction in order to thereby attain the true and correct position of the stylus in the grooves of the record and to eliminate such scraping and scratching sounds that are ordinarily present in machines wherein the stylus describes an arc over the playing surface of a record.

Figure 1 is a top plan view of the tone arm mechanism employed by the present invention; Fig. 2 is a detail vertical sectional view on an enlarged scale taken through the tone arm

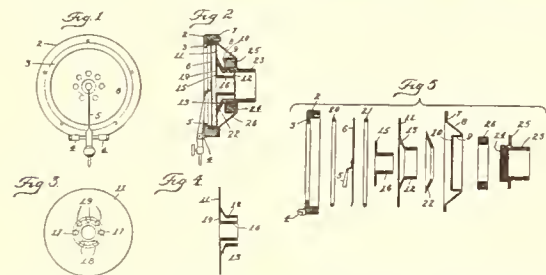


mounting; Fig. 3 is a horizontal sectional view taken along the plane denoted by the line 3—3 of Fig. 2; Fig. 4 is a transverse vertical sectional view taken along the line 4—4 of Fig. 2.

Reproducer for Phonographs. Julius A. Brown, Peekskill, N. Y. Patent No. 1,392,677.

The object of the present invention is to provide an improved phonograph reproducer in which supplementary sounding plates are provided in addition to the usual vibrating disc, to increase the resonance, and transmit the true sound effects, with the elimination of discordant sounds and abnormal vibrations.

Figure 1 is a front elevation of the reproducer; Fig. 2 is a vertical section of the same; Fig. 3 is a front elevation of one of the sounding



plates; Fig. 4 is a vertical section through the latter; Fig. 5 shows the several parts in a separated position.

Sound Conveyor for Talking Machines. Wm. D. Pfommer, West Berlin, N. J., and Frederic W. Adams, Milbourne, Pa., assignors to the Perfektone Corp., Philadelphia. Patent No. 1,392,654.

The principal objects of the present invention are, first, to provide a simple, efficient and satisfactory sound conveyor adapted to be easily adjusted for playing records of all the kinds that are usually to be found in the market; and, second, to insure alignment of the stylus with the axis of the tone arm in each of the various adjustments of the device for playing different records.

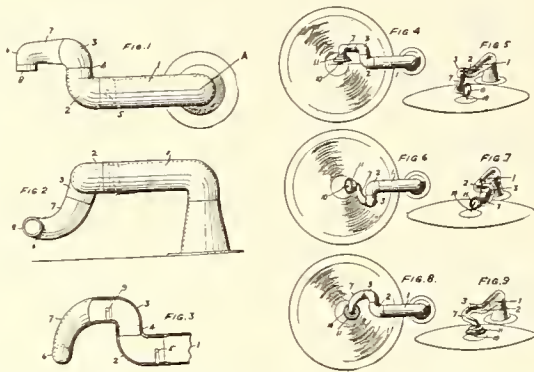
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Figure 1 is a top or plan view of a sound conveyor embodying features of the invention; Fig. 2 is a side view of the same; Fig. 3 is a view principally in section illustrating details of construction; Figs. 4 and 5 are plan and perspective

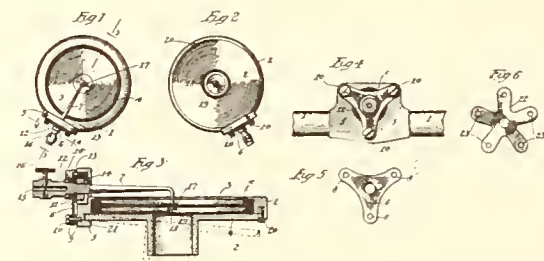


views illustrating the device adjusted for use with a Victor record; Figs. 6 and 7 are similar views of the device adjusted for use with a Pathé record, and Figs. 8 and 9 are similar views of the device adjusted for use with an Edison record.

Phonograph Reproducer. Orlando R. Marsh, Chicago, Ill. Patent No. 1,392,430.

This invention belongs to that general class of devices employed with phonographs and devices of that character to audibly reproduce from a record the audible sounds which were employed in making up the record. In the invention the various parts are so arranged as to dispense with all pivot or knife edge connections or supports, which by use are liable to become loose and rattle, and also to dispense with all springs requiring adjustment.

In the drawings Figure 1 is a face view of the improved device; Fig. 2 is a rear view of the same device; Fig. 3 is a section taken substantially on line 3—3 of Fig. 1; Fig. 4 is a section

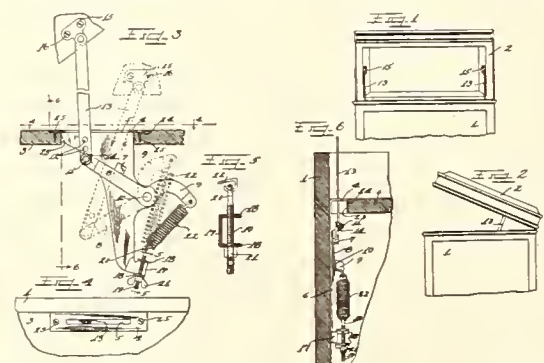


taken substantially on the line 4—4 of Fig. 1; Fig. 5 is a plan view of the supporting plate, and Fig. 6 is a modification of the form shown in Fig. 5.

Balance Weight Cover Support for Phonographs. Alfred Bersted and Martin Bersted, Chicago, Ill. Patent No. 1,392,290.

This invention pertains to an improved type of a phonograph cover supporting mechanism adapted to hold the cover balanced in any desired position of adjustment and further adapted to be removed from the phonograph to permit adjustment of the control spring.

In the drawings Figure 1 is a front elevation of the upper portion of a phonograph cabinet, the cover of which is held balanced in an adjusted open position by cover supports embodying the principles of this invention; Fig. 2 is a



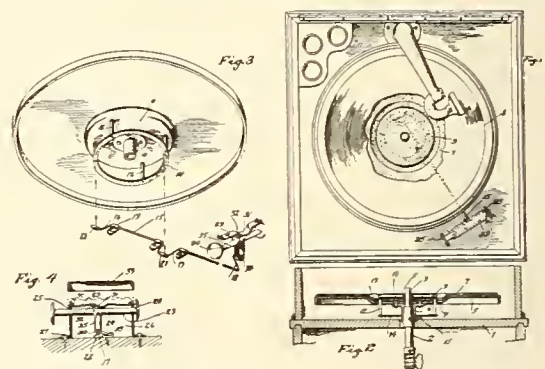
side elevation thereof; Fig. 3 is an enlarged side elevation of the device showing the operation in dotted lines and further disclosing fragmentary parts of the phonograph cabinet and its cover; Fig. 4 is a top plan view taken on line 4—4 of Fig. 3; Fig. 5 is an enlarged detail section taken

on line 5—5 of Fig. 3, showing parts in elevation; Fig. 6 is a sectional view taken on line 6—6 of Fig. 3.

Record Lifting Device. Walter A. Richman, Egg Harbor, N. J. Patent No. 1,390,546.

This invention relates to sound-reproduction apparatus and more particularly to a means for lifting disc records from the turntables of such apparatus. Phonographs and the like employing flat disc records have been heretofore so constructed that more or less difficulty is experienced in lifting the record from the flat turntable upon which it is supported during the reproduction period, it being necessary to engage one's finger nails beneath the periphery of the record with the attendant likelihood of slipping of the finger and the possibility of scratching of the record.

Also in the use of the ordinary phonograph it is practically impossible to change records while the turntable is rotating, and it is therefore necessary to apply the brake device whenever it is desired to make this change. While it may not generally be desired to change records while the turntable is rotating, nevertheless it may be



found an advantage to do so and the present invention therefore contemplates the provision of means for lifting the record from the turntable regardless of the position of rotation of the turntable or whether the turntable be stationary or rotating.

Another object of the invention is to so construct the device that in its operation the record will be lifted evenly and supported in position above the turntable a sufficient distance to permit of the passage of one's fingers beneath the periphery of the record and arrangements for the removal thereof.

In the accompanying drawing Figure 1 is a top plan view of the device of the present invention embodied in a phonograph of a well-known type; Fig. 2 is a vertical transverse sectional view taken in a plane passing through the axis of the turntable; Fig. 3 is a perspective view illustrating the parts comprising the device partially disassembled; Fig. 4 is a vertical longitudinal sectional view through the operating means of the device.

HOTEL SOMERSET GETS ARIONOLA

BOSTON, MASS., December 6.—At the Inter-City meeting held at the Hotel Somerset last evening Joe Mitchell Chapple, in behalf of the Boston Kiwanians, presented A. E. Brown, of the Worcester Kiwanis Club, with an attractive model of the Arionola Reflex, which was heartily appreciated. The floor type Arionola Reflex is somewhat of an innovation with the Arion Mfg. Co., of this city, which has manufactured the portable Arionola for a good many years.

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Advance RECORD BULLETINS for January, 1922

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS
49768 Sextet From Lucia di Lammermoor ("Chi raffrena il mio furore") (Why Do I My Arm Restrain), Barrientos, Hackett, Stracciari, Mardones, Noe, Meader 12
A3492 Shipmates o' Mine—Baritone Solo, Louis Graveure 10
Five and Twenty Sailors—Baritone Solo, Louis Graveure 10
49795 Traumerei—Cello Solo Pablo Casals 12
49963 Long, Long Ago—Soprano Solo, Huldá Lashanska 12
A3495 Spring Song (Songs Without Words, No. 30)—Violin Solo.....Sascha Jacobsen 10
Serenade—Violin Solo.....Sascha Jacobsen 10
49386 Le Coq d'Or, "Salut a toi soleil" (Hail to Thee, Sun)—Soprano solo..Maria Barrientos 12
A3462 Sleep, Baby, Sleep—Yodel duet, Fritz Zimmerman and Marcelle Grandville 10
Homeland Switzerland—Yodel duet, Fritz Zimmerman and Marcelle Grandville 10
A3491 Rocked in the Cradle of the Deep—Saxophone SoloClyde Doerr 10
Jeunesse—Saxophone SoloClyde Doerr 10
A3499 Ten Little Fingers and Ten Little Toes (Down in Tennessee)—Fox-trot, Ted Lewis and His Band 10
Everybody Step (From "The Music Box Revue")—Fox-trotTed Lewis and His Band 10
A3504 Song of Love—Waltz..Prince's Dance Orchestra Plantation Lullaby (Intro: "You Are the Rose" I'm Longing For). Medley Waltz Prince's Dance Orchestra 10
A3503 Na-Jo—Fox-trotThe Happy Six 10
Jabberwocky—Fox-trotThe Happy Six 10
A3500 April Showers (From "Bombo"), Al Jolson, Comedian 10
Weep No More (My Mammy)—Tenor Solo, Vernon Dalhart 10
A3502 Cry Baby Blues.....Dolly Kay, Comedienne No One's Fool.....Dolly Kay, Comedienne 10
A3501 Maggie Maguire—Tenor and Baritone Duet, Edwin Dale-William Morgan 10
Mary O'Brien—Tenor Solo.....Edwin Dale 10
A3489 I'll Be Good But I'll Be Lonesome—Male QuartetSouthern Quartet 10
He Took It Away From Me—Blues—Male QuartetSouthern Quartet 10
THE MID-MONTH LIST DANCE RECORDS
A3494 Sal-O-May—Fox-trotPaul Biese Trio 10
Catalina—Fox-trot.....Paul Biese Trio 10
A3497 Wabash Blues—Fox-trot.....The Columbians 10
Tuck Me to Sleep (In My Old Kentucky Home)—Fox-trotThe Columbians 10
A3498 Kentucky Home—Fox-trotThe Happy Six 10
It's You—Fox-trot.....The Happy Six 10
A3490 Who's Been Around? Van and Schenck, Comedians 10
O'Reilly (I'm Ashamed of You) (From "Ziegfeld Follies of 1921"), Van and Schenck, Comedians 10
A3496 A Dream of Your Smile—Tenor Solo, Edwin Dale 10
Love Will Find a Way (From "Shuffle Along")—Tenor Solo.....Edwin Dale 10

VICTOR TALKING MACHINE CO.

POPULAR SONGS
18828 Say It With Music.....John Steel 10
If You Only Knew.....John Steel 10
18829 Molly-O (I Love You).....William Robyn 10
Love's Ship.....Charles Harrison 10
18830 When Francis Dances With Me, Ada Jones-Billy Murray 10
Ten Little Fingers and Ten Little Toes, Billy Murray-Ed. Smalle 10
18832 I Want My Mammy.....Peerless Quartet 10
Mandy 'N' Me.....American Quartet 10
DANCE RECORDS
18825 Weep No More, My Mammy—Fox-trot, Paul Whiteman and His Orchestra 10
April Showers—Fox-trot, Paul Whiteman and His Orchestra 10
18826 Everybody Step—Fox-trot, Paul Whiteman and His Orchestra 10
Ka-Lu-A—Blue Danube Blues—Fox-trot, Paul Whiteman and His Orchestra 10
18827 Blossom Time—Medley Waltz, Joseph C. Smith and His Orchestra 10
It's You—Fox-trot, Joseph C. Smith and His Orchestra 10
18831 Dapper Dan—Fox-trot...Club Royal Orchestra 10
The Sheik—Fox-trot.....Club Royal Orchestra 10
18833 June Moon—Fox-trot, The Benson Orchestra of Chicago 10
No One's Fool—Fox-trot, The Benson Orchestra of Chicago 10
18834 Birds of a Feather—Fox-trot, All Star Trio and Their Orchestra 10
Leave Me With a Smile—Fox-trot, All Star Trio and Their Orchestra 10
VOCAL AND INSTRUMENTAL RECORDS
45256 Mary of Argyle.....Sir Harry Lauder 10
Auld Scotch Songs.....Sir Harry Lauder 10
45259 Drifting Along With the Tide..Lambert Murphy 10
A Dream of Your Smile.....Lambert Murphy 10
45258 Ma and the Auto.....Edgar A. Guest 10
(1) It Cou'dn't Be Done (2) Wait Till Your Pa Comes Home.....Edgar A. Guest 10
18817 Anchors Aweigh—March, United States Marine Band 10
Yorktown Centennial—March, United States Marine Band 10
RED SEAL RECORDS
LUCREZIA BORI, Soprano, and GIUSEPPE DE LUCA, Baritone In Italian
89161 Don Pasquale—Pronta io son (My Part I'll Play), Donizetti 12
89162 Don Pasquale—Vado corro (Haste We!), Donizetti 12
BENIAMINO GIGLI, Tenor—In Italian
66010 Tu Sola (Thou Alone), Alfonso Genise-Ernesto de Curtis 10
JASCHA HEIFETZ, Violinist (Piano accompaniment by Sam Chotzinoff)
74721 Concerto in E Minor—Finale.....Mendelssohn 12
MME. LOUISE HOMER, Contralto
87329 Just For Today.....Partridge-Abbott 10
EDWARD JOHNSON, Tenor
64998 Heart to Heart (I Hold You, Dear), Valentine-Vanderpool 10
HANS KINDLER, Violoncellist Thomé 10

Fritz Kreisler, Violinist (Piano accompaniment by Carl Lamson)
74720 Hymn to the Sun (From "Le Coq d'Or"), Rimsky-Korsakov-Kreisler 12
JOHN McCORMACK, Tenor
66012 Rose of My Heart.....Eardley-Wilmot-Löhr 10
ERIKA MORINI, Violinist (Piano accompaniment by Emanuel Balaban)
74717 Romance (From Second Concerto in D Minor), Wieniawski 12
PHILADELPHIA ORCHESTRA
74722 Symphony No. 3—C Minor Movement (Poco Allegretto).....Brahms 12
SERGEI RACHMANINOFF, Pianist
74723 Liebesleid (Love's Sorrow), Kreisler-Rachmaninoff 12
RENATO ZANELLI, Baritone—In Italian
66013 Marianina.....N. Ferri 10

AEOLIAN CO.

OPERATIC SELECTIONS
52023 Aida—La fatal pietra ("The Fatal Stone") (Verdi)—Soprano and Tenor, in Italian; Vocalion Orch. Accomp.Rosa Raisa-Giulio Crimi 12
52024 I Pagliacci—Prologo (Prologue) (Leoncavallo)—Baritone, in Italian; Vocalion Orch. Accomp., John Charles Thomas 12
STANDARD SELECTIONS
30142 Ay! Ay! Ay! (Perez)—Tenor, in Spanish; Vocalion Orch. Accomp.Giulio Crimi 10
30143 Canzones Arabescas—Mira la bien (Pedrell)—Contralto, in Spanish; Vocalion Orch. Accomp., Marguerite D'Alvarez 10
44003 La Serenata (Tosti)—Soprano; Vocalion Orch. Accomp.Nellie and Sara Kouns 10
INSTRUMENTAL SELECTION
30144 Liebesfreud (Kreisler)—Violin; Piano Accomp. by Emanuel BalabanSasha Culbertson 10
MUSICAL COMEDY SELECTION
30145 Canzonetta (From "The Love Letter") (Jacobi)—Baritone, in Italian; Vocalion Orch. Accomp., John Charles Thomas 10
POPULAR SELECTIONS
14256 Weep No More (My Mammy) (Clare-Mitchell-Pollack)—Orch. Accomp.Shannon Four 10
I Wonder Who (Goodman-Piantadosi-Green)—Orch. Accomp.Sam Ash 10
14257 When Francis Dances With Me (Ryan-Violinsky)—Orch. Accomp.Billy Jones 10
I Want My Mammy (Wehner-Breau)—Orch. Accomp.Irving Kaufman 10
14258 Birds of a Feather (McGowan-Moran)—Orch. Accomp.Charles Hart-Elliott Shaw 10
A Dream of Your Smile (Conrad)—Orch. Accomp.Elliot Shaw 10
14260 Say It With Music (From "The Music Box Revue") (Berlin)—Orch. Accomp.Arthur Burns 10
I Ain't Nobody's Darling (Hughes-King)—Orch. Accomp.Billy Jones 10
DANCE SELECTIONS
14251 June Moon—Fox-trot (Magine-Straight), Wiedoeft's Californians 10
When Buddha Smiles (Brown-Jany)—Fox-trot, Wiedoeft's Californians 10
14259 Sal-O-May (Salome) (Costello-Stolz)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
Have You Forgotten? (Burtnett-Cooper-Stevenson)—Fox-trot...Yerkes' S. S. Flotilla Orch. 10
14261 Ka-Lu-A (From "Good Morning, Dearie") (Kern) Fox-trotSelvin's Dance Orch. 10
Blue Danube Blues (From "Good Morning, Dearie") (Kern)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
14262 Tuck Me to Sleep in My Old Tucky Home (Lewis-Young-Meyer)—Fox-trot, Jokers' Dance Orch. 10
Wabash Blues (Meinken)—Fox-trot, The Newport Society Orch. 10
14263 Stars (John Alden)—Fox-trot, Wiedoeft's Californians 10
April Showers (From Al Jolson's "Bombo") (Silvers)—Fox-trot ...Wiedoeft's Californians 10
14264 All That I Need Is You (Santley-Baer)—Fox-trotThe Newport Society Orch. 10
Wana (Intro. "No Wonder") (Cliff-Friend-Wright-deRose)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10

EDISON AMBEROL RECORDS

TIMELY NUMBERS
4423 Yoo-Hoo (Jolson)—Fox-trot, for Dancing, Lanin's Orch. 10
4424 Molly on a Trolley (Schwartz)—Tenor, With Soprano Obligato, Vernon Dalhart-Betsy Jane Shepherd 10
4425 When Francis Dances With Me (Violinsky), Ada Jones-Billy Jones 10
4426 Three o'Clock in the Morning (Intro. "Swanee River Moon") (Robledo-Clarke)—Medley Waltz, for DancingClub de Vingt Orch. 10
4427 Ten Little Fingers and Ten Little Toes (Down in Tennessee) (Pease-White)—Tenor and BaritoneBilly Jones-Ernest Hare 10
REGULAR LIST
4408 Yo-Lay-Ee-Oo (Means I Love You) (Motzan-Jerome)Marguerite Farrell 10
4409 Apache Love (Kendis-Brockman-Weslyn-Dyson)—Fox-trot, for Dancing, Harry Raderman's Jazz Orch. 10
4410 Some Day (Wellings)—Violin, Violoncello, Flute and HarpVenetian Instrumental Quartet 10
4411 Jesus Is Mine (Perkins)—Mixed Voices, Metropolitan Quartet 10
4412 One Kiss (Burtnett-Arnheim)—Fox-trot, for DancingConrad's Orch. 10
4413 I'm Looking for a Bluebird (To Chase My Blues Away) (Rich)Aileen Stanley 10
4414 Tuck Me to Sleep (In My Old Tucky Home) (Meyer)—Tenor ..Roy Cropper and Mixed Chorus 10
4415 I Know Why Your Mother Called You "Baby" (Bright-Kelley)—Fox-trot, for Dancing, Club de Vingt Orch. 10
4416 Mother, I Didn't Understand (Piantadosi)—TenorWalter Scanlan 10
4417 Maid of the Mountains (Fraser-Simson)—SelectionPeerless Orch. 10
4418 The Sidewalk (Gay)—Fox-trot, for Dancing, Orlando's Orch. 10
4419 Dreamy Hawaii (Vandersloot)—Waltz, Waikiki Hawaiian Orch. 10
4420 Kentucky Home (Brashen-Weeks)—Male Voices, Crescent Trio 10
4421 Aunt Phoebe's Wedding Day—Vaudeville Sketch With BanjoBilly Golden-Billy Heins 10
4422 When You and I Were Young, Maggie (Butter-

field)—ViolinHerbert Soman
HITS WHICH WERE ON SALE IN NOVEMBER
4403 Why, Dear? (Intro. "Ain't We Got Fun?") (Cohen-Whiting)—Medley Fox-trot, for DancingHarry Raderman's Jazz Orch. 10
4404 On a Little Side Street (Harris-Howard), Ada Jones-Billy Jones 10
4405 Sweet Lady (Intro. "Listen to Me"—"Tangerine") (Crumit-Zoob-Carlo-Sanders)—Medley Fox-trot, Broadway Dance Orch. 10
4406 By the Waters of Killarney (Sanders-Carlo)—WaltzBroadway Dance Orch. 10
4407 I Want My Mammy (Breau)—Tenor..Vernon Dalhart 10

EDISON RE-CREATIONS

50858 Bonnie Maggie Tamson (H. Lauder)....Glen Ellison Portobello Lassic (H. Lauder).....Glen Ellison 10
50859 I'll Forget You (Ball)—Tenor.....Allan Rogers Under the May Moon (Silésu)—Tenor..Lewis James 10
50860 There's a Mother Always Waiting You, at Home, Sweet Home (Thornton)—Soprano, Mezzo-Soprano and ContraltoHomestead Trio 10
When Honey Sings an Old-time Song (Carey)—TenorGeorge Witton Ballard 10
50873 Song of Love ("Blossom Time") (Romberg)—Soprano and Baritone, Betsy Lane Shepherd-Vernon Archibald 10
I'll Return for You ("Love Letter") (Jacobi)—Soprano and Baritone, Betsy Lane Shepherd-Vernon Archibald 10
50874 Wabash Blues (Meinken)—Fox-trot, Broadway Dance Orch. 10
Sal-O-May (Stolz)—Fox-trot..Broadway Dance Orch. 10
80677 Do They Think of Me at Home? (Glover)—(Intro. Homestead Trio) Baritone, Thomas Chalmers Dreaming of Home and Mother (Ordway)—BaritoneThomas Chalmers and Mixed Chorus 10
80678 Prelude—Tristan and Isolde (Wagner), American Symphony Orch. 10
Isolde's Love Death—Tristan and Isolde (Wagner), American Symphony Orch. 10
80679 Fairyland Caprice (Losey).....Losey's Orch. 10
Come Where My Love Lies Dreaming (Foster)—Violin, Violoncello, Flute and Harp, Losey's Instrumental Quartet 10
80680 Good Night, Little Girl, Good Night (Macy)—TenorRalph Errolle 10
Gae to Sleep (Fisher)—Contralto.....Christine Miller 10
80681 Waltz, Op. 54, No. 7 (Dvorák-Marák)—Violin, Vasa Prihoda 10
Humoreska (Kocian)—ViolinVasa Prihoda 10
80644 Jesus, I Come to Thee (Stebbins)—Tenor and BaritoneJohn Young-Fred J. Wheeler 10
Never Give Up (Sankey)—Mixed Voices, Metropolitan Quartet 10
82242 La dove prende amor ricetto (There, Where Love Is Peaceful)—Il Flauto Magico (Mozart)—Soprano and Baritone, in Italian, Marie Rappold-Mario Laurenti 10
Ave Maria—Otello (Verdi)—Soprano, in Italian, Marie Rappold 10
82243 Dir che ci sono al mondo (And There Are Belings in This World, I Know)—Zazá (Leoncavallo)—Soprano, in Italian.....Claudia Muzio 10
Eternamente (For All Eternity) (Mascheroni)—Soprano, in Italian; With Violin Obligato, Claudia Muzio-Albert Spalding 10
82244 Musica Proibita (Forbidden Music) (Gastaldon)—Baritone, in ItalianMario Laurenti 10
Sognai (I Dreamt) (Schira)—Baritone, in Italian, Mario Laurenti 10
CHRISTIAN SCIENCE RE-CREATIONS
80671 Fountain of Life—No. 3, Lesson Sermon, "Life" (Root)—BaritoneRobert C. Dyrenforth 10
Arise, Shine, for Thy Light Is Come—No. 4, Lesson Sermon, "Truth" (MacDermid)—Baritone, Robert C. Dyrenforth 10
80672 Love Never Faileth—No. 5, Lesson Sermon, "Love" (Root)—Baritone....Robert C. Dyrenforth 10
I Need Thee Every Hour—No. 6, Lesson Sermon, "Spirit" (Read)—Baritone, Robert C. Dyrenforth 10
NOVEMBER FLASHES, NOS. 1, 2, 3
50857 Wonderland of Dreams (Abbott)—Violin, Rae Eleanor Ball 10
50865 Havana Moon (W. Smith)—Violin..Rae Eleanor Ball 10
June Moon (Magine-Straight)—Fox-trot, Lanin's Orch. 10
Say It With Music (Irving Berlin's "Music Box Revue") (Berlin)—Fox-trotLanin's Orch. 10
50866 Shuffle Along (Intro. "Love Will Find a Way" and "Gypsy Blues") (Sissle-Blake)—Medley Fox-trot, for Dancing, Harry Raderman's Jazz Orch. 10
Birds of a Feather (Intro. "All by Myself") (McGowan-Moran-Berlin)—Fox-trot, for Dancing, Harry Raderman's Jazz Orch. 10
NOVEMBER FLASHES, NOS. 4, 5, 6
50867 How Many Times? (Robinson)—Fox-trot, for DancingClub de Vingt Orch. 10
Have You Forgotten? (Burtnett-Cooper-Stevenson)—Fox-trot, for Dancing...Club de Vingt Orch. 10
50869 Little Min-nee-ha! ha! (Be My Little Injun Squaw) (Kalmal-Ruby)Isabella Patricola 10
I Ain't Gonna Be Nobody's Fool (Davis-Bennett-Van-Schenck)Isabella Patricola 10
50875 April Showers (Intro. "Down South"—"Bombo") (Silvers-Donaldson) — Medley Fox-trot, for DancingClub de Vingt Orch. 10
When Buddha Smiles (Brown)—Fox-trot, for DancingClub de Vingt Orch. 10

BRUNSWICK RECORDS

TWENTY-FIRST RELEASE
2154 Birds of a Feather—(McGowan-Moran)—Tenor and Baritone, with orchestra, Charles Hart and Elliot Shaw 10
I'm a Sentimental Dreamer—(Paskman-Kaufman)—Baritone and Female Trio, with orchestra, Ernest Hare and Female Trio 10
2156 Plantation Lullaby—(Stevens-Gillette-Holmer)—Hawaiian Players, Frank Ferera and Anthony Franchini 10
Sweet Hawaiian Girl of Mine—(Perry)—Hawaiian Players, Frank Ferera and Anthony Franchini 10
2152 Fancies—Fox-trot—(Spencer)—For Dancing, Gene Rodemich's Orchestra 10
Gypsy Blues—Fox-trot—From "Shuffle Along"—(Sissle-Blake)—For Dancing, Gene Rodemich's Orchestra 10
2151 Everybody Step—Fox-trot—From "The Music Box Revue"—(Irving Berlin)—For Dancing, Bennie Krueger's Orchestra 10

(Continued on page 168)

ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 167)

How Many Times—Fox-trot—(Robinson)—For Dancing
2157 Somewhere in Naples—Fox-trot—(Zamecnik)—Orch. Arr. by Walter Haenschel—For Dancing, Rudy Wiedoeft's Californians
When Buddha Smiles—Fox-trot—(Brown-Zany)—Orch. Arr. by Walter Haenschel—For Dancing, Rudy Wiedoeft's Californians
2163 Monastery Bells—Waltz—(Wendling)—For Dancing
Silver Sands of Love—Waltz—(Carlo-Breau)—For Dancing
5069 When the Sun Goes Down—Fox-trot—(Bloom)—For Dancing
Dream of Me—Fox-trot—(Hickman-Black-Jerome)—For Dancing
2158 It's You—Fox-trot—(Conrad)—For Dancing, Carl Fenton's Orchestra
Tuck Me to Sleep in My Old 'Tucky Home—Fox-trot—(Meyer)—For Dancing, Carl Fenton's Orchestra
10048 Tosca—Recondita Armonia (Strange Harmony) (Act 1) (Puccini)—Tenor, with orchestra, in Italian
30023 Nocturne in E Flat (Opus 9, No. 2) (Chopin) Pianoforte by Paul Frenkel—Violin Solo, Bronislaw Huberman
10047 Last Rose of Summer—Introduced in Flotow's "Martha"—(Thomas Moore)—Soprano, with orchestra
13030 Sing! Sing! Birds on the Wing—(Cooke-Nutting) Tenor, with orchestra
'Tis an Irish Girl I Love—(Brennan-Dublin-Ball)—Tenor, with Male Trio, with orchestra, Theo Karle & Male Trio
2162 Asleep in the Deep—(Lamb-Petrie)—Baritone, with orchestra
Rocked in the Cradle of the Deep—(Willard-Knight)—Baritone, with orchestra, Wilfred Glenn
2155 Wedding of the Winds Waltz—(Hall)—Concert Orchestra
Over the Waves Waltz (Sohre las Olas) (Rosas)—Concert Orchestra, Miniature Concert Orchestra
2160 Washington Post March—(Sousa)—Concert Band, Walter B. Rogers and His Band
El Capitan March—(Sousa)—Concert Band, Walter B. Roberts and His Band
2161 Love's Ship—(Morrison)—Tenor, with orchestra, Joseph O'Hara
Little Crumbs of Happiness—(Brennan-Ball)—Two tenors, with orchestra, Joseph O'Hara and James Craven
2153 Who'll Be the Next One (To Cry Over You) (Black)—Tenor, with Male Trio, with orchestra
Rosy Cheeks—(Parish-Young-Squires)—Soprano and Tenor, with orchestra, Irene Audrey and Charles Hart
2164 Canadian Capers—Fox-trot
Sal-O-May—Fox-trot
2159 Just Like a Rainbow—Fox-trot—(Earl-Fiorito)—For Dancing
Cry Baby Blues—Fox-trot—(Meyer)—For Dancing

OPERATIC
27039 Mephistopheles (Boito) ("Ballota dell Mondo") ((Ballad of the World)—In Italian, Adamo Didur
Si tu le voulais (Had You Wished) (Tosti), Adamo Didur
FEBRUARY "POP" SUPPLEMENT
POPULAR VOCAL
20657 Mary O'Brien
That's How I Believe in You
20658 I'd Rather Have Loved You and Lost You, Crescent Trio
Tomorrow Land
20659 Snow Flake (From "Greenwich Village Follies"), Elliott Shaw
Ernest Hare
Don't Be Cross With Me, Chas. Hart-Elliott Shaw
20660 Down Where I Belong, Byron G. Harlan
Farmyard Medley
20656 Wabash Blues—Fox-trot, Rudy Wiedoeft and His Orch.
Everybody Step (From Irving Berlin's "Music Box Revue")—Fox-trot, Vincent Lopez and His Orch.
20662 Weep No More, My Mammy—Fox-trot, Bennie Krueger and His Orch.
Stars—Fox-trot
20663 Da Da, My Darling—Fox-trot
The Sheik—Fox-trot
20664 April Showers (From "Bomho")—Fox-trot, Nicholas Orlando's Orch.
Vocal by Ernest Hare
Sal-O-May (Salome)—Fox-trot, Nicholas Orlando's Orch.
20665 Dangerous Blues—Fox-trot
Mysterious Blues—Fox-trot
All of these records may be obtained in both Pathe (sapphire) and Actuelle (needle-cut).

Stars—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys
4468 Bimini Bay—Fox-trot—Harry Reiser, Banjo Solo, Accom. by Rega Dance Orch.
April Showers (From "Bomho")—Fox-trot, Markel's Orch.
4461 Gypsy Blues ((From "Shuffle Along")—Fox-trot, Julius Lenzberg's Harmonists
Brother, Low Down—Fox-trot, The Tampa Blue Jazz Band
4452 Tuck Me to Sleep in My Old 'Tucky Home—Fox-trot
Everybody Step (From "Music Box Revue")—Fox-trot—Harry Reiser, Banjo Solo, Accom. Rega Dance Orch.
4453 The Missing Link—A Blues Fox-trot, The Tampa Blues Jazz Band
Mysterious Blues—Fox-trot, Joseph Samuels' Jazz Band

CONNORIZED MUSIC CO.

3025 I Wonder if You Still Care for Me? (Smith-Wheeler-Snyder)—Fox-trot
It's You (Davis-Conrad)—Fox-trot, Lanin's Famous Players
3026 Dapper Dan ((Brown-Von Tilzer)—Orch. Accom., Irving Kaufman
Oh, Brother, What a Feeling!—Orch. Accom., Ernest Hare
3027 Bring Back My Blushing Rose (Intro. "Sally, Won't You Come Back?")—Fox-trot, Merry Melody Men
Cho Cho San—Fox-trot
3028 Bimini Bay (Kahn-Egan-Whiting)—Fox-trot, Lanin's Famous Players
Leave Me With a Smile (Hoehler-Burnett)—Fox-trot
3029 I've Got the Joys (Akst) Intro. "Cry-baby Blues"—Fox-trot
Wahash Blues—Fox-trot
3030 Gypsy Blues (Sissle-Blake)—Fox-trot, Connorized Jazzers
I've Got the Blues, hut I'm Just Too Mean to Cry (Parish-Young-Squires)—Fox-trot
3031 Sabre and Spurs (Sousa)—March, Knights of Columbus Band
Knights of Columbus March (Clifford), Knights of Columbus Band
3032 O, Santissima. Adeste Fideles.
NUEVI DIACHI ITALIANI
126 Voca E Ganta—Barcarola (Ginquegrana-Valente) Tenore
127 Filava Filava (O. A. Bixie)—Tenore
128 Gore Signore (N. Valente)—Tenore
'A Ganzena Sittu! (Murolo-DeCurtis)—Tenore

OKEH RECORDS

OPERA SELECTIONS
52202 La Boheme ("Thy Hands Are Frozen") (Puccini)—In Italian, With Orch. (Fonopatia Record)
72103 Tosca ("Venal, My Enemies Call Me") (Puccini)—Baritone, in Italian, With Orch. (Fonopatia Record)
50302 Don Pasquale (Duet "Norina and Ernesto"—"Let Me, O, Let Me Hear It") (Donizetti)—Soprano-Tenor Duet, in German, With Orch., Maria Ivogun-Karl Erb
70402 Carmen-Habanera ("Love Is Like a Wood Bird") (Bizet)—Soprano, in German, With Orch., Emmy Destinn
3007 Broken Melody (Aug. van Biene)—Cello Solo, Piano Accom.
4450 Nocturne in E Flat (Chopin) (Arr. by Sarasate)—Violin Solo, Piano Accom.
3008 Bummel Petrus-Intermezzo (Werner Kersten) Dajos Bela Orch.
The Wedding of Sleeping Beauty (Rhoda), Dajos Bela Orch.
CHRISTMAS SELECTIONS
4463 Adeste Fideles—Cathedral Chimes and Church Chimes
4464 Silent Night, Holy Night (Stille Nacht, Heilige Nacht)—Chorus, in German, With Orch. and Chimes
4465 The Christmas Tree (O. Tannenbaum)—Male Quartet, in German, With Chimes, Carl Nebe Quartet
4462 Hawaiian Eyes—Hawaiian Guitar Duet, Ferera-Franchini
Susquehanna Shore—Hawaiian Guitar Duet, Ferera-Franchini
STANDARD AND POPULAR SONGS
4447 Let the Rest of the World Go By—Tenor Duet, Campbell-Burr
Down the Trail to Home, Sweet Home—Tenor, Henry Burr
4448 When the Roll Is Called Up Yonder—Sacred Baritone Duet
4451 Wait Until I Get on the Road, Oh, Yes! Oh, Yes!—Spiritual
4456 Ten Little Fingers and Ten Little Toes—Tenor-Baritone Duet
4454 Sweet Lady (From Musical "Tangerine")—Tenor-Contralto Duet, Billy Jones-Vaughn de Leath
Just Suppose—Contralto-Baritone Duet, Helen Clark-Joseph Phillips
4455 Jealous of You—Tenor
4445 The Wang Wang Blues—Popular Blues Song, Mamie Smith and Her Jazz Band
4446 Down Home Blues—Popular Blues Song, Mamie Smith and Her Jazz Band
Arkansas Blues (A Down Home Chant)—Popular Blues Song, Mamie Smith and Her Jazz Band
4457 Sweet Lady (From Musical "Tangerine")—Fox-trot
4458 Birds of a Feather—Fox-trot
4459 It Must Be Someone Like You—Fox-trot, Glantz and His Orch.
Dreaming—Fox-trot
4460 I Want My Mammy—Fox-trot, Green Bros.' Novelty Band
Dapper Dan—Fox-trot
4467 When Francis Dances With Me—Waltz, Markel's Orch.
Monastery Bells—Waltz, Green Bros.' Novelty Band
4466 It's You—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys

CARDINAL PHONOGRAPH CO.

2069 Stars—Fox-trot
Sal-O-May—Fox-trot
2070 Birds of a Feather—Duet, accom. by Cardinal Dance Orch.
I've Got the Red, White and Blues—Tenor Solo, accom. by Cardinal Dance Orch.
2071 April Showers (From the Al Jolson success, "Bomho")
Song of Love (From "Blossom Time")—Waltz, Ben Selvin's Novelty Orch.
2074 I Want My Mammy—Ballad, Saxophone accom. by Charles Domberger
A Dream of Your Smile—Ballad, Saxophone accom. by Charles Domberger
2075 Tuck Me to Sleep in My Old 'Tucky Home—Fox-trot. Vocal Chorus by Arthur Fields, 'Frisco Syncopaters
2072 I Want You Morning, Noon and Night—Fox-trot
Everybody Step (From the "Music Box Revue"), 'Frisco Syncopaters
2073 How Is It By You? By Me It's Fine—Comedy Song
Smilin'—Song

EMERSON PHONOGRAPH CO., INC.

DANCE
10467 My Sunny Tennessee (Kalmar-Ruby-Ruby)—Fox-trot
10468 Wahash Blues (Fred Meinken)—Fox-trot, Merry Melody Men
Blue Moon (Burtnett-Mareasis)—Fox-trot, Merry Melody Men
10469 Sal-O-May (Robert Stolz)—Fox-trot, Plantation Dance Orch.
Dream of Me (Hickman-Black-Jerome)—Fox-trot, Plantation Dance Orch.
10470 Susquehanna Shore (Henry D. Squires)—Waltz, Green Bros.' Novelty Band
Good-bye, Pretty Butterflies (Hellen-Cooke-Olman)—Fox-trot
10466 Say It With Music (From Musical Production, "The Music Box Revue") (Irving Berlin)—Tenor Solo, Orch. Accom.
Song of Love (From Musical Production, "Blossom Time") (Romberg-Donnelly)—Tenor Solo, Orch. Accom.
10471 Owl and Pussy Cat (R. de Koven)—Male Quartet, Strand Quartet
A College Medley—Male Quartet
10472 Dixie Medley—Banjo Solo, Orch. Accom., Fred Van Eps
Cocanut Dance (A. Hermann)—Banjo Solo, Orch. Accom.
10473 At Dawning I Love You (Eberhart-Cadman)—Tenor Solo, Orch. Accom.
Doan Ya Cry, Ma Honey (Noll-Smith)—Male Quartet
10475 When Francis Dances With Me (Ryan-Violinsky)—Comedy Song
I've Got My Habits On (Smith-Schafer-Durante)—Character Song—Orch. Accom.
10476 Dapper Dan—Fox-trot
The Missing Link—Fox-trot, Ray Miller's Black and White Melody Boys

GENNETT LATERAL RECORDS

4795 How Many Times? (Intro. "Mamma Whip, Mamma Spank") (Robinson-Turk)—Fox-trot, Bailey's Lucky Seven
Wimmin (I've Got to Have 'Em, That's All) (Cantor-Fisher)—One-step
4796 Leave Me With a Smile (Koehler-Burnett)—Fox-trot
Wahash Blues ((Ringle-Meinken)—Fox-trot, Lanin's Famous Players
4797 Stack of Barley—Accordion
McBan's Reel (Irish Reel)—Accordion, Peter J. Conlon
Piano Accom. by John Muller
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I'm Just Too Mean to Cry (Squires)—Fox-trot, Ladd's Black Aces
4796 Iowa Corn Song (Lockard-Riley-Hamilton), Criterion Quartet, With Orch. Accom.
On the Banks of the Wahash (Dresser), Criterion Quartet, With Orch. Accom.
4799 Bimini Bay (Whiting-Kahn-Egan)—Tenor, Irving Kaufman, With Orch. Accom.
Dapper Dan (Brown-Von Tilzer)—Tenor, Irving Kaufman, With Orch. Accom.
4800 Kentucky Home (Brashen-Weeks), Strand Theatre Quartet, With Orch. Accom.
Plantation Lullaby (Stevens-Gillette-Holmes), Strand Theatre Quartet, With Orch. Accom.
4801 I Ain't Givin' Nuthin' Away (Zoeller), Eliza Christmas Lee and Her Jazz Band
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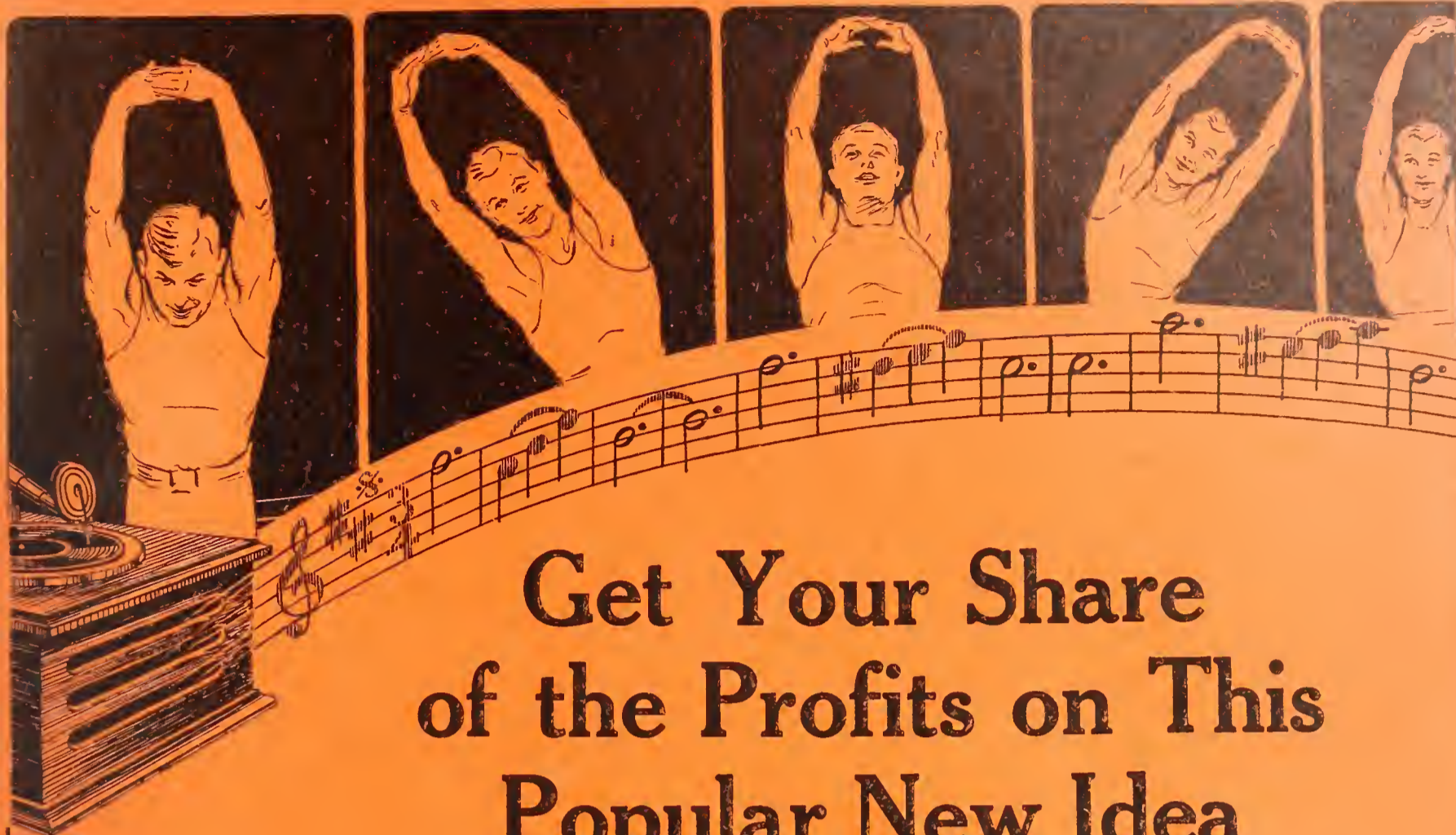
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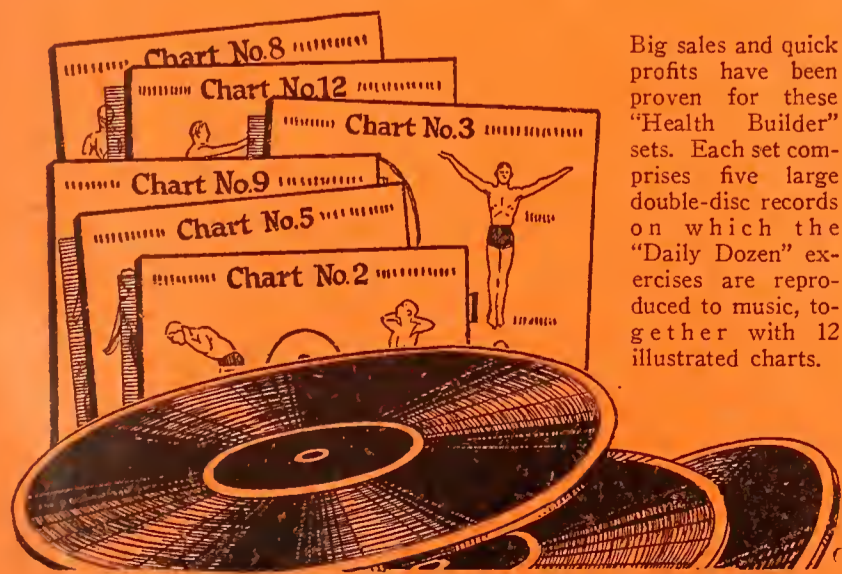
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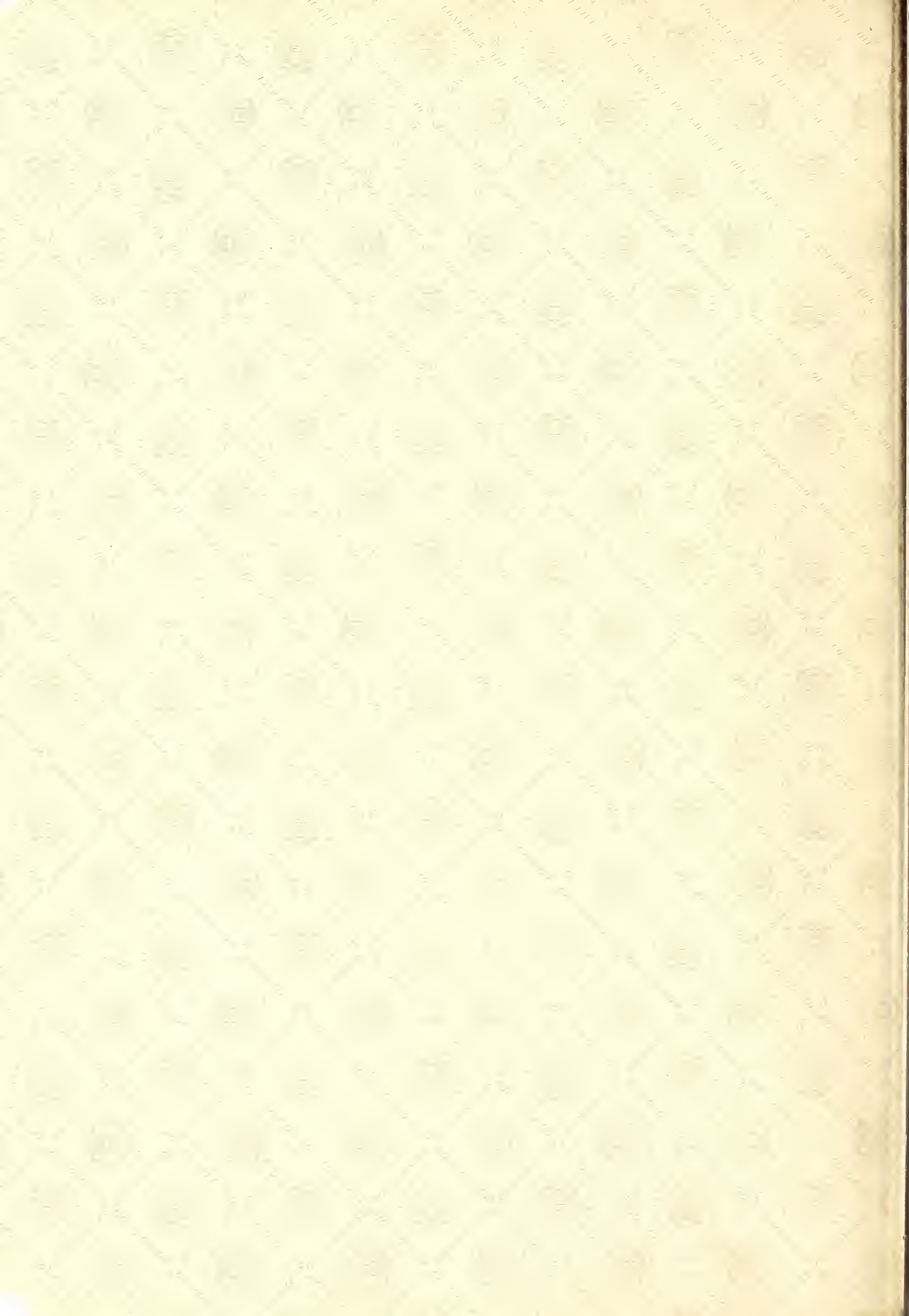
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